

IHS Jane's, The Official and Exclusive Show Daily Publisher

Advertising solutions offering unrivalled awareness to Middle Eastern defence officials

Official Show Dailies

Official Exhibitor Catalogue

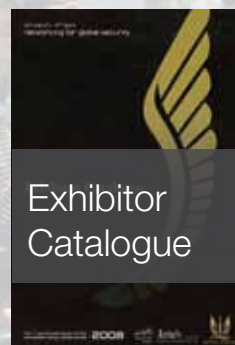
Jane's SOFEX Email News Briefs

Jane's SOFEX Show Site

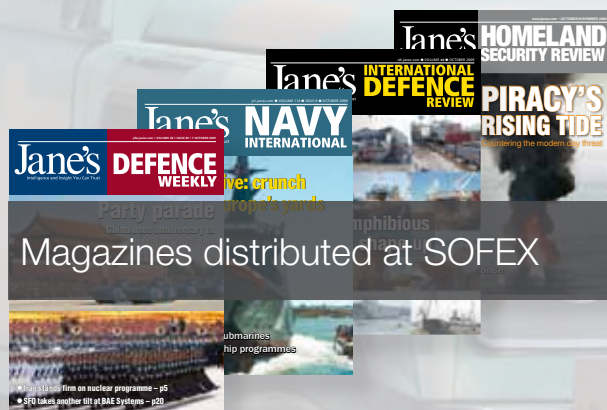
Show Issues



Show Dailies



Exhibitor Catalogue



Magazines distributed at SOFEX



Online



Promote your capabilities and benefit from the greatest distribution impact at SOFEX

Official SOFEX Show Dailies

Three issues published in English and in Arabic and distributed throughout the event to exhibitors, visitors, VIPs and official delegations. At least 3,000 copies will be produced each day and will also be available online at sofex.janes.com

GBP

Four Colour	x1	x2	x3
Full page	3295	3135	2965
Half page	1770	1680	1590
Quarter page	1115	1055	1005

Two colour rate: deduct 7% off the four colour rate

Black & White rate: deduct 14% off the four colour rate



Show Daily

Order Deadline: 23 April

Copy Deadline: 28 April

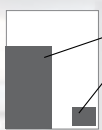
Catalogue

Order Deadline: 16 April

Copy Deadline: 21 April

* Same size advertisement

Enhance your impact...



Show Daily Cover wrap
Front cover tab

Official Exhibitor Catalogue

At least 550 copies will be produced and distributed at the event site; includes general exhibition information, hall and site maps and programme of events. There will be the opportunity to place exhibitor entries, logos and photographs within the catalogue and will also be replicated on a fully searchable CD-ROM format.

Four colour	
Full page	1210
Half page	605
Back cover	4430



Jane's SOFEX Show Site

Sponsor **sofex.janes.com** and remain live on the world's leading defence site for up to two years. Static running of your message on-site and online

Site sponsorship £5425

(2 positions available)

Hyperlink £330



Jane's SOFEX Email News Briefs (1 per day)

Circulated on a daily basis to the Jane's Defence News Brief audience of 64,925*. Present your message in either text or HTML format to include logo, headline text, 40 words, URL to your website and contact details

*weekly email recipients (Adestra MessageFocus June 2009 weekly delivery reports, averaged)

Top position £1145

Middle position £895



E-show package

Digital editions of Show Dailies, Jane's Show Site, Email News Briefs

Sole sponsor rate £13780



Show Issues

Distributed throughout the show to official delegations, VIPs, exhibitors and visitors

Jane's Defence Weekly – 28 April issue

Features: Special forces equipment, Command and liaison vehicles

Closing 16 April

Jane's International Defence Review – May issue

Features: Special operations vehicles, Littoral Combat Ships at sea, Micro UAVs, M109 howitzer, Directed energy developments

Closing 23 March

Jane's Navy International – April issue

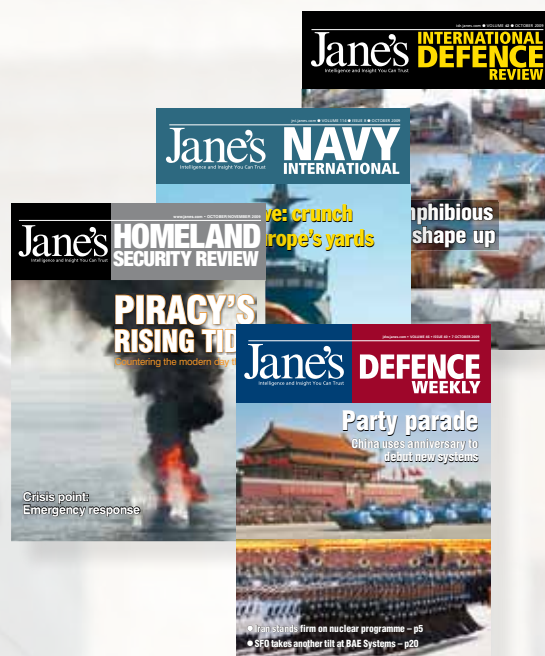
Features: South East Asian naval procurement, Unmanned underwater vehicles, EU anti-piracy operations

Closing 3 March

Jane's Homeland Security Review – Issue 2

Features: Biological terrorism, Detection and screening technologies, Country watch: UAE

Closing 9 March



Premium solutions

Increase your impact and boost your visibility



Cover wraps



Belly bands



Capability profiles



Front cover stick-on

Contact the IHS Jane's advertising team
and tailor your campaign for SOFEX 2010

UK/ROW Tel +44 (0) 20 8700 3738
US Advertisers Tel +1 (703) 236 2410
e-mail defadsales@ihsjanes.com
web <http://advertising.janes.com>

