



# DEFENCE21 دفاع 21

[www.defence21.com](http://www.defence21.com)

**Maintaining Regional Leadership  
is Far More Challenging**



**2024**  
**Media Kit**

**DEFENCE21**  
**Magazine**

DEFENCE21 PUBLISHING GROUP


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# International Content For MENA Regional Needs

 **DEFENCE21**, the leading defence, security and aerospace magazine in the Middle East and North African (MENA) region, is a bimonthly magazine (six issues/ year plus special issues/ supplements/ profiles). It is published in Arabic with an English supplement covering mostly main articles and press interviews.

The primary role of the magazine is to raise the level of awareness on the latest defence, security and aerospace technologies and their relative systems in MENA regional countries to assist people in charge of procurement planning and decision making develop smart procurement programs, coupled with technology transfer and know-how, that can best meet their national security requirements with the best value of money.

**DEFENCE21** is a well-balanced, diversified and informative magazine. It features mostly all sections of defence, security and aerospace (23 sections /issue). Furthermore, this comprehensive coverage, coupled with the wide circulation of the magazine, will enable **DEFENCE21** customers to benefit from its unlimited editorial support, and, therefore, have better chances to meet, regionally, their promotional objectives and contractual deals.

**DEFENCE21** strategy focuses mainly on dynamic press interviews with high-ranking regional official figures, procurement planners, chiefs of staff/ general staff as well as industry executives, business development people and program managers. Such interviews are critical for targeting the core of defence news that cannot be extracted from other available canned conservative information assets.

In line with its policy to expand its geographic and demographic presence in MENA, **DEFENCE21** circulations has succeeded in driving the magazine to the lead in most Arab countries in an unprecedented time.

Needless to say that **DEFENCE21**, since 2005, was the first defence and security magazine which offers its readers the service of downloading its successive issues on its website ([www.defence21.com](http://www.defence21.com)) in high resolution. This website is free to every one. **DEFENCE21** was also the first in MENA region to establish online banner services & in introducing four social media platforms to support promotions of its valued customers.

To sum up, the systematic, versatile, and informative uniqueness of **DEFENCE21**, coupled with its wide circulation, make it the best selling magazine in the MENA region. The support of such a magazine is essential should industry players want to optimize their regional promotions in one single vehicle, especially in this critical time of reduced defence budgets.

It is well known that MENA region has emerged as a major strategic player in defence exports with the rise of global economic downturn, and it is enjoying the highest growth rates in commercial aviation.

During the COVID-19 Epidemic, **DEFENCE21** continued supporting her valued customers and clients by issuing and never missing any print and digital editions, taking into consideration the highest safety requirements to avoid the spread of Corona Virus and the safety of our staff.

## DEMOGRAPHIC BREAKDOWN OF CIRCULATIONS

41.8%	Ministries of defence, defence procurement planners, general and special staff, military attaches, services staff and personnel, officers, training centers and orientation, military libraries....
5.4%	Prime ministers, royal and crown prince diwans, ministries of foreign affairs and information, legislative & parliamentary committees, decision makers....
18.8%	Ministries of Interior/homeland security, law enforcement agencies, special operations, border and coast guard, police, elite units....
7.5%	MENA defence and related industries.
8.6%	International defence industries.
3.1%	Regional airlines, civil aviation authorities, commercial aviation industries, regional and international MROs.
5%	Chambers of Commerce and industry, strategic and research centers, universities, financial institutions, offset bureaus, trade & hobbies...
9.8%	Others

### Geographic Breakdown of Circulations

Algeria	70	Qatar	184
Bahrain	72	KSA	610
Egypt	196	Sudan	0
Iran	11	Syria	0
Iraq	35	Tunisia	25
Jordan	198	Turkey	70
Kuwait	200	UAE	420
Lebanon	290	Yemen	0
Libya	0	Europe	502
Mauritania	18	Americas	248
Morocco	45	Exhibitions	700
Oman	125	Rest of the world	90
Pakistan	23	Total	4132

# Rate Card No.: 20

## In Effect January 1, 2024

Magazine Size: 275 H<sup>(1)</sup> x 210 W<sup>(2)</sup>    Type Area: 240 H x 185 W

(1) H = Height in mm; (2) = Width in mm.

### Bleed Size

<b>Full page:</b>	
285 H x 220 W	
<b>Full page spread</b> (Two half page across gutter):	
142.4 H x 440 W	
<b>Double page spread</b>	<b>incl. space (5mm from each side) for cutting</b>
285 H x 440 W	

### Covers Prices

1st cover	USD	9500
2nd cover	USD	8000
3rd cover	USD	7700
4th cover	USD	9000
<b>Discounts:(2024 calendar year only)</b>		
2 ads		10%
4 ads or 3 pages		15%
6 ads or 5 pages		20%
more than12 ads or 10 pages		30%

### Ad Size, Technical Specifications & Price

H/ mm x W/mm			
Size	Vertical	Horizontal	4-Colors
2/1 	275 x 420		US\$ 12800
1/1 	275 x 210 (Full page)		US\$ 7500
2/2 	137.5 x 420 (Spread page)		US\$ 8500
3/4 	275 x 157.5	206.2 x 210	US\$ 6400
2/3 	275 x 140	183.3 x 210	US\$ 5700
1/2 	275 x 105	137.5 x 210	US\$ 4300
1/3 	275 x 70	91.7 x 210	US\$ 3000
1/4 	137.5 x 105	68.7 x 210	US\$ 2100
1/8 	68.7 x 105	34.4 x 210	US\$ 1100

### Uniqueness

Defence21 is the only MENA regional magazine that participates or visits most regional and international shows & exhibitions, to keep its valued readers abreast on the latest technologies, trends, markets, tactics, acquisitions, mergers, joint ventures, re-brandings... These attendances help Defence21 to be in direct contact with the people in charge of procurement planning and decision making with their industry counterparts to enable them develop business and sign contracts. The following are the events that Defence21 plans to visit through 2024: IAV - Intersec dubai - UMEX - & SIMTEX - WDS - Singapore Airshow - Defexpo India - DIMDEX - Milipol Asia Pacific - FIDAE - IQDEX - Modern Day Marine - DSA - ISNR - KADEX - Cansec - HEMUS - Eurosatory - Farnborough Airshow - ARMY - SOFEX - AAD - ADAS - ADEX - AUSA - Future Forces Forum - Dubai Helishow - Milipol Qatar - Balt Military Expo - Euronaval - Defence & Security - Indo Defense - BIAS - IDEAS - I/ITSEC & GDA .

### Media Tours

Furthermore, Defence21 is the only regional magazine that is mostly invited by Media Tour organizers of Defence industries to visit their facilities and it was adopted by them as the major vehicle for their promotions regionally. The magazine has received one or more invitations by the following companies throughout the last 10 years:

Airbus D&S - Boeing - CILAS - Ellectronica - IFS - HAIX - Leonardo (Finmeccanica before) - Lockheed Martin - Naval Group - Nexter - Raytheon - Renault Trucks Defense and Rheinmetall.

The uniqueness of Defence21 is also clear by its English Supplement on major articles and press interviews.

### Online Advertising & PR Solutions

	BASIC	STANDARD	PREMIUM
<b>Price</b>	<b>\$10.000</b>	<b>\$20.000</b>	<b>\$36.000</b>
<b>Banner Ads</b>	250,000	500.000	2,000,000
Internal Pages	Impressions	Impressions	Impressions
<b>Banner Ads</b>	250,000	500.000	2,000,000
Home Page Leaderboard	Impressions	Impressions	Impressions
<b>Native Articles</b>	1	3	5
<b>Social Media</b>	2	4	6
Posts			
<b>Section Sponsorship</b>	-	1 Month	3 Month
<b>Featured Article</b>	-	1 Month	
Home page			3 Month
<b>Newsletter</b>	-	1	3
to Industry Professionals			
<b>Video Pre-Rolls</b>	-	500.000	1,000,000
5 Seconds Pre-rolls		Views	Views
<b>Professionals Retargeting</b>	-	250.000	500,000
On Other Network Sites		Impressions	Impressions



## ISSUE CONTENTS

## VISION

## STRATEGIC ANALYSIS, MARKETS, TACTICS...

- Latest Turkey Role in MENA Region, the World and NATO

PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mrs. Amal Osman, Managing Director, Middle East & Africa of Collins Aerospace
- Mr. Pierroberto Folgiero, CEO of Fincantieri

*(\*) May be featured in this issue*

SHOWS & EXHIBITIONS<sup>(1)</sup>

## Comprehensive Previews on:

- World Defense Show 2024 (04-08/02)
- Singapore Airshow 2024 (20-25/02)
- Defexpo India 2024 (TBD)
- DIMDEX 2024 (04-06/03)

## Full Review Reports on:

- EDEX 2023 (04-07/12)
- GDA 2023 (TBD)
- Intersec Dubai 2024 (16-18/01)
- IAV 2024 (22-25/01)
- UMEX & SIMTEX 2024 (22-25/01)

COUNTRY REPORT<sup>(2)</sup>

- The Defence Posture of the State Of Kuwait

## SPECIAL PROFILE

- The Italian Defence Industries

## LAND SYSTEMS

- ACV Moving Ahead on All Fronts
- ALTAY MBTs are Under Test

NAVAL SYSTEMS<sup>(3)</sup>

- Variable Depth, Minehunting Sonar

## AEROSPACE SYSTEMS

- Future Rotorcraft Programs
- Eurofighter Approaches True Maturity as a Combat Air Platform

## UNMANNED SYSTEMS

- Electric Vertical Take Off
- Integrating Unmanned Systems into the Airspace

## MISSILE SYSTEMS

- ATGM: Vehicle Mounted & Man Portable

## HOMELAND SECURITY

- Aerial Fire Fighting

## TRAINING &amp; SIMULATION

- Armored Fighting Vehicles Crew Training

## WEAPON SYSTEMS

- New Assault Rifles & Accessories

## INFORMATION WARFARE

- Airborne ISR Assets: Playing a Key Role in Supporting Military Operations

## ELECTRONIC WARFARE

- Protection Systems for Modern AFVs

## MILITARY COMMUNICATIONS

- Securing Communication Systems

## SENSOR SYSTEMS

- Improving Radar Techniques to Counter Radar Threats

## MISCELLANEOUS

Regional and International News, New Deals, New & Upgraded Technologies, New Executives and More...

## ENGLISH SUPPLEMENT

## ISSUE CONTENTS

## VISION

## STRATEGIC ANALYSIS, MARKETS, TACTICS...

- NATO BMD and Upper -Tier Developments

PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mr. Gregory Hayes, Chairman & CEO of Raytheon Technologies
- Mr. Johan Janssen, Head of Communications - Middle East & Africa of Lockheed Martin

*(\*) May be featured in this issue*

SHOWS & EXHIBITIONS<sup>(1)</sup>

## Comprehensive Previews on:

- Milipol Asia Pacific 2024 (03-05/04)
- FIDAE 2024 (09-14/04)
- IQDEX 2024 (20-23/04)
- Modern Day Marine 2024 (30/04-02/05)
- DSA 2024 (06-09/05)
- ISNR 2024 (21-23/05)
- KADEX 2024 (23-26/05)
- Cansec 2024 (29-30/05)

## Full Review Reports on:

- World Defense Show 2024 (04-08/02)
- Singapore Airshow 2024 (20-25/02)
- Defexpo India 2024 (TBD)
- DIMDEX 2024 (04-06/03)

COUNTRY REPORT<sup>(2)</sup>

- The Defence Posture of the State of Qatar

SPECIAL PROFILE<sup>(3)</sup>

- Swedish Defence Industries

## LAND SYSTEMS

- Remotely Operated Weapon Stations
- Rheinmetall Military Vehicles

## NAVAL SYSTEMS

- Modified Commercial Platforms for Littoral Operations

## AEROSPACE SYSTEMS

- MPA: Eyes in the Sky
- Hydrogen Fuel and Zero-Immisions

## UNMANNED SYSTEMS

- Suicide Drones
- Turkish Drones Manufacturers

## MISSILE SYSTEMS

- Ground Based Air Defence

## HOMELAND SECURITY

- Protecting Military Convoys

## TRAINING &amp; SIMULATION

- Training Against Aerial Targets

## WEAPON SYSTEMS

- Anti-Material Guns

## INFORMATION WARFARE

- Information Dominance in Modern Battlefield

## ELECTRONIC WARFARE

- Self Protection Systems for UAVs

## MILITARY COMMUNICATIONS

- Underwater Communications

## SENSOR SYSTEMS

- Northrop Grumman a World Leader in AESA Radar System

## MISCELLANEOUS

Regional and International News, New Deals, New & Upgraded Technologies, New Executives and More...

## ENGLISH SUPPLEMENT

Editorial Plan for Issue 3/2024  
June - July 2024

Publication Date: 31 May 2024

Ad Reservation Deadline: 29 May 2024

Editorial Material Deadline: 27 May 2024

Bonus Circulation: HEMUS 2024 (05-08/06) - Eurosatory  
2024 (17-21/06)

# DEFENCE21

Editorial Plan for Issue 4/2024  
August - September 2024

Publication Date: 18 July 2024

Ad Reservation Deadline: 16 July 2024

Editorial Material Deadline: 12 July 2024

Bonus Circulation: Farnborough Airshow 2024 (22-26/07) -  
- ARMY 2024 - SOFEX 2024 (02-05/09) - Africa Aerospace &  
Defence 2024 (18-22/09) - ADAS 2024 (25-27/09) - ADEX  
2024 (24-26/09)

## ISSUE CONTENTS

### VISION

#### STRATEGIC ANALYSIS, MARKETS, TACTICS...

- Refining Doctrine is a Fundamental Part of Strategy

#### PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mr. Roberto Cingolani, CEO of Leonardo
- Mrs. CJ Nothum, Sr. Manager, CEO & Executive Communications of The Boeing Company

*(\*) May be featured in this issue*

#### SHOWS & EXHIBITIONS<sup>(1)</sup>

##### Comprehensive Previews on:

- HEMUS 2024 (05-08/06)
- Eurosatory 2024 (17-21/06)

##### Full Review Reports on:

- Milipol Asia Pacific 2024 (03-05/04)
- FIDAE 2024 (09-14/04)
- IQDEX 2024 (20-23/04)
- Modern Day Marine 2024 (30/04-02/05)
- DSA 2024 (06-09/05)
- ISNR 2024 (21-23/05)
- KADEX 2024 (23-26/05)
- CANSEC 2024 (29-30/05)

#### COUNTRY REPORT<sup>(2)</sup>

- The Defence Posture Of the Arab Republic of Egypt

#### SPECIAL PROFILE<sup>(3)</sup>

- Japan Defence Industries

#### LAND SYSTEMS

- C-RAM for Major Effectors

#### NAVAL SYSTEMS

- Conventional Submarines: Who Is the Leader Worldwide?

#### AEROSPACE SYSTEMS

- Military Transport Aircraft
- Sustainability and Carbon Footprints are the Main Topics

#### UNMANNED SYSTEMS

- Hale UAVs
- ANKA-III UCAV

#### MISSILE SYSTEMS

- Air Launched Hypersonic Missile Programs

#### HOMELAND SECURITY

- Riot Control

#### TRAINING & SIMULATION

- Training for Next Generation Aircraft

#### WEAPON SYSTEMS

- Automatic Grenade Launchers

#### INFORMATION WARFARE

- Governments and Militaries are Becoming Vulnerable to Cyber Warfare

#### ELECTRONIC WARFARE

- Spectrum at the Tactical Edge

#### MILITARY COMMUNICATIONS

- Military SATCOM is on the Blink of Major Revolution

#### SENSOR SYSTEMS

- Thales GM Radar

#### MISCELLANEOUS

- Regional and International News, New Deals, New & Upgraded Technologies, New Executives and More...

#### ENGLISH SUPPLEMENT

## ISSUE CONTENTS

### VISION

#### STRATEGIC ANALYSIS, MARKETS, TACTICS...

- Space Based ISR

#### PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mr. NEAL BLUE, Chairman & CEO of General Atomics
- Mr. Armin Papperger, CEO of Rheinmetall AG

*(\*) May be featured in this issue*

#### SHOWS & EXHIBITIONS<sup>(1)</sup>

##### Comprehensive Previews on:

- Farnborough Airshow 2024 (22-26/07)
- ARMY 2024 (TBD)
- SOFEX 2024 (02-05/09)
- AAD 2024 (18-22/09)
- ADAS 2024 (25-27/09)
- ADEX 2024 (24-26/09)

##### Full Review Reports on:

- HEMUS 2024 (05-08/06)
- Eurosatory 2024 (17-21/06)

#### COUNTRY REPORT<sup>(2)</sup>

- The Defence Posture of Iraq Republic

#### SPECIAL PROFILE<sup>(3)</sup>

- NATO Security Priorities

#### LAND SYSTEMS

- Combat Engineering Mobility
- Military Engines: Power to Weight Ratio

#### NAVAL SYSTEMS

- How far European Ship Builders are Close to Unity?

#### AEROSPACE SYSTEMS

- Special Mission Aircraft

#### UNMANNED SYSTEMS

- Robotics Manipulation is at the Heart of Military Operations
- Unmanned Surface Vessels

#### MISSILE SYSTEMS

- Air-to-Air Missile Systems

#### HOMELAND SECURITY

- Commercial Aircraft Protection

#### TRAINING & SIMULATION

- Training and Simulation By Games

#### WEAPON SYSTEMS

- Sniper Guns & Scopes

#### INFORMATION WARFARE

- Social Media Tools in Military Domain

#### ELECTRONIC WARFARE

- New Generation of Radar Warning Receivers to Counter Advanced RF Threats

#### MILITARY COMMUNICATIONS

- Data Links

#### SENSOR SYSTEMS

- Combat Aircraft Targeting Pods

#### MISCELLANEOUS

- Regional and International News, New Deals, New & Upgraded Technologies, New Executives and More...

#### ENGLISH SUPPLEMENT

Editorial Plan for Issue 5/2024  
October - November 2024

Publication Date: 10 October 2024

Ad Reservation Deadline: 8 October 2024

Editorial Material Deadline: 4 October 2024

Bonus Circulation: AUSA 2024 (14-16/10) - Future Forces  
Forum 2024 (16-18/10) - Dubai Helishow 2024 (22-24/10)  
- Milipol Qatar 2024 (29-31/10) - Balt Military Expo 2024  
(TBD) - Euronaval 2024 (04-07/11) - Defence & Security  
2024 (06-09/11) - Indo Defense 2024 (06-09/11)

*Note: Special Supplement on Euronaval maybe published prior  
to the event and attached to this issue.*

## ISSUE CONTENTS

### VISION

#### STRATEGIC ANALYSIS, MARKETS, TACTICS...

- Aegis Combat Systems

#### PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mr. Chris Kubasik, Chairman and CEO of L3Harris Technologies
- Mr. Tim Wagner, CEO of NVL Group

*(\*) May be featured in this issue*

#### SHOWS & EXHIBITIONS<sup>(1)</sup>

##### Comprehensive Previews on:

- AUSA 2024 (14-16/10)
- Future Forces Forum 2024 (16-18/10)
- Dubai Helishow 2024 (22-24/10)
- Milipol Qatar 2024 (29-31/10)
- Balt Military Expo 2024 (TBD)
- Euronaval 2024 (04-07/11)
- Defence & Security 2024 (06-09/11)
- Indo Defense 2024 (06-09/11)

##### Full Review Reports on:

- Farnborough Airshow 2024 (22-26/07)
- ARMY 2024 (TBD)
- SOFEX 2024 (02-05/09)
- AAD 2024 (18-22/09)
- ADAS 2024 (25-27/09)
- ADEX 2024 (24-26/09)

#### COUNTRY REPORT<sup>(2)</sup>

- The Defence Posture of the Kingdom of Saudi Arabia

#### SPECIAL PROFILE<sup>(3)</sup>

- China's Missile Proliferation and Legal Regimes

#### LAND SYSTEMS

- The Cockerill 3105

#### NAVAL SYSTEMS

- Current and Future Submarine Projects

#### AEROSPACE SYSTEMS

- Light Attack Aircraft
- Heavy Lift Helicopter Programs

#### UNMANNED SYSTEMS

- UAVs Unmanned Targets
- UAVs to Carry Out Airborne Surveillance Systems

#### MISSILE SYSTEMS

- Air-To-Surface Missile Systems

#### HOMELAND SECURITY

- Biometric Identification Systems

#### TRAINING & SIMULATION

- Military Helicopter Training

#### WEAPON SYSTEMS

- Ballistic Protection

#### INFORMATION WARFARE

- Digital Transformation

#### ELECTRONIC WARFARE

- Helicopter Self Protection Systems

#### MILITARY COMMUNICATIONS

- Next Generation Tactical Communication Solutions

#### SENSOR SYSTEMS

- Improving Naval Vessel Sensors to Meet Ship Functions

#### MISCELLANEOUS

Regional and International News, New Deals, New &  
Upgraded Technologies, New Executives and More...

#### ENGLISH SUPPLEMENT

## DEFENCE21

Editorial Plan for Issue 6/2024

December 2024 - January 2025

Publication Date: 08 November 2024

Ad Reservation Deadline: 06 November 2024

Editorial Material Deadline: 04 November 2024

Bonus Circulation: - BIAS 2024 (13 - 15/11) - IDEAS 2024  
(02 - 06/12) - I/ITSEC 2024 (02-06/12) - GDA 2024 -  
Intersec 2025 - IAV 2025

## ISSUE CONTENTS

### VISION

#### STRATEGIC ANALYSIS, MARKETS, TACTICS...

- Swarming Attacks

#### PRESS INTERVIEWS With<sup>(\*)</sup>:

- Mr. Éric Béranger, CEO of MBDA
- Mr. Massimo de Bari, Vice President | People Communication & Asset Management of ELT Group

*(\*) May be featured in this issue*

#### SHOWS & EXHIBITIONS<sup>(1)</sup>

##### Comprehensive Previews on:

- BIAS 2024 (13 - 15/11)
- IDEAS 2024 (02 - 06/12)
- I/ITSEC 2024 (02-06/12)
- GDA 2024 (TBD)
- Intersec 2025 (TBD)
- IAV 2025 (TBD)

##### Full Review Reports on:

- AUSA 2024 (14-16/10)
- Future Forces Forum 2024 (16-18/10)
- Dubai Helishow 2024 (22-24/10)
- Milipol Qatar 2024 (29-31/10)
- Balt Military Expo 2024
- Euronaval 2024 (04-07/11)
- Defence & Security 2024 (06-09/11)
- Indo Defense 2024 (06-09/11)

#### COUNTRY REPORT<sup>(2)</sup>

- UAE: A Global Leader in Defence & High Technology

#### SPECIAL PROFILE<sup>(3)</sup>

- Asia Exports Surge into World Defence Markets

#### LAND SYSTEMS

- Panther KF51: Future MBT
- Field Artillery Precision Munitions

#### NAVAL SYSTEMS

- Submarine Detection and Protection Systems

#### AEROSPACE SYSTEMS

- Combat Search and Rescue Aircraft

#### UNMANNED SYSTEMS

- UAV Weapon Systems Are Proving Their Mettle

#### MISSILE SYSTEMS

- Next Generation Interceptor

#### HOMELAND SECURITY

- Unlethal Weapons

#### TRAINING & SIMULATION

- Rheinmetall Aviation Simulation

#### WEAPON SYSTEMS

- Machine Guns: Light and Medium

#### INFORMATION WARFARE

- Cyber Security as Regard Defence Data Protection

#### ELECTRONIC WARFARE

- Growler Gains New Jamming Pod

#### MILITARY COMMUNICATIONS

- Analogue and Digital Solutions for Voice and Data Communications

#### SENSOR SYSTEMS

- Upgrading Fighter Threats with AESA Radar Systems

#### MISCELLANEOUS

Regional and International News, New Deals, New &  
Upgraded Technologies, New Executives and More...

#### ENGLISH SUPPLEMENT

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Capt. (Ret.) Youssef El-Khoury  
Mr. Peter Donaldson

Frequency.....6 issues / year + Special Profiles/  
Supplements

Deadlines .....See attached 2024 Editorial Plan

Ad Payments.....Within 30 Days in Effect From  
Invoice Date

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0224 - 5797 - 5010  
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Electronic File, and color proof  
scales. The publisher can not be held  
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supplied in electronic form Without  
High quality color proof

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## Footnotes

### 1 - Shows and Exhibitions Review/ Preview section covers:

- Scope of visitors and official delegations.
- National pavilions and main exhibitors.
- Side conferences and live demonstrations.
- Major events and displays of latest technologies.
- Recent acquisitions, deals, partnerships and deliveries.
- Market perspective and future trends.
- Feedback from major companies participating in the show.
- Level of success.
- Interviews with selected high ranking official figures maybe featured in this report.

### 2 - Country Report of MENA Countries Section Covers:

- Economic situation and potential threats.
- Local defence industries and their contributions to the country needs and defence exports.
- Military might: structure of the Armed Forces, defence budgets, equipment in use and on order.
- Latest military acquisitions.
- Future defence needs and requirements.
- Follow-up of selected potential deals.
- Interviews with top official figures may be featured in this report.

### 3 - Special Profile of International Countries Section Covers:

- Review of current economic and diplomatic ties between the concerned country and MENA countries in general and the Gulf States in particular.
- Focus on major players and their state of the art technologies.
- Major success stories in MENA region and its future prospects.
- Recap of military cooperation with some of the prominent players in the region.
- Defence procurement programs of MENA countries, which are of vital interest to the concerned country.

#### Note:

Company Profile: Any company specialized in a certain domain can benefit from Defence21 offer:

- Coordination between Defence21 and interested company will be done two months prior to the publishing deadline to finalize the contents.
- The profile will cover the activities of the company and it may spread up to 5+ advertorial pages including one FPFC ad.
- The material will be either edited by Defence21 staff or provided by the company.
- The net price of the whole package will be equivalent to the price of one FPFC ad including translation.



# Exhibitions Calendar 2024



Exhibition	Location	Country	Date	Website
Intersec Dubai	Dubai	UAE	16 – 18/01/2024	<a href="https://intersec.ae.messefrankfurt.com/dubai">https://intersec.ae.messefrankfurt.com/dubai</a>
IAV	London	UK	22 – 25/01/2024	<a href="https://www.defenceiq.com/events-">https://www.defenceiq.com/events-</a>
UMEX & SIMTEX	Abu Dhabi	UAE	22 – 25/01/2024	<a href="https://umexabudhabi.ae/">https://umexabudhabi.ae/</a>
World Defense Show	Riyadh	KSA	04 – 08/02/2024	<a href="https://www.worlddefenseshow.com/">https://www.worlddefenseshow.com/</a>
Singapore Airshow	Changi	Singapore	20 – 25/02/2024	<a href="https://www.singaporeairshow.com/trade">https://www.singaporeairshow.com/trade</a>
Defexpo India	New Delhi	India	TBD March	<a href="https://www.ddpm.gov.in/">https://www.ddpm.gov.in/</a>
Milipol Asia Pacific	Sands Expo	Singapore	03 – 05/04/2024	<a href="https://www.milipolasiapacific.com">https://www.milipolasiapacific.com</a>
DIMDEX	Doha	Qatar	04 – 06/03/2024	<a href="https://dimdex.com/">https://dimdex.com/</a>
FIDAE	Santiago	Chile	09 – 14/04/2024	<a href="https://www.fidae.cl/en/">https://www.fidae.cl/en/</a>
IQDEX	Baghdad	Iraq	20 – 23/04/2024	<a href="https://iqdex.iq/iqdex/">https://iqdex.iq/iqdex/</a>
Modern Day Marine	Washington	USA	30/04 – 02/05/2024	<a href="https://marinemilitaryexpos.com/">https://marinemilitaryexpos.com/</a>
DSA	Kuala Lumpur	Malaysia	06 – 09/05/2024	<a href="https://www.dsaexhibition.com/">https://www.dsaexhibition.com/</a>
ISNR	Abu Dhabi	UAE	21 – 23/05/2024	<a href="http://www.isnrabudhabi.com/">http://www.isnrabudhabi.com/</a>
KADEX	Astana	Kazakhstan	23 – 26/05/2024	<a href="https://kadex.kz/en">https://kadex.kz/en</a>
Cansec	Ottawa	Canada	29 – 30/05/2024	<a href="https://www.defenceandsecurity.ca/CANSEC/">https://www.defenceandsecurity.ca/CANSEC/</a>
HEMUS	Plovdiv	Bulgaria	05 – 08/06/2024	<a href="https://www.hemusbg.org/en">https://www.hemusbg.org/en</a>
Eurosatory	Paris	France	17 – 21/06/2024	<a href="https://www.cogesevents.com/?lang=en">https://www.cogesevents.com/?lang=en</a>
Farnborough Airshow	Farnborough	England	22 – 26/07/2024	<a href="https://www.farnboroughairshow.com">https://www.farnboroughairshow.com</a>
ARMY	Moscow	Russia	TBD August	<a href="https://www.rusarmyexpo.com/">https://www.rusarmyexpo.com/</a>
SOFEX	Aqaba	Jordan	02 – 05/09/2024	<a href="https://www.sofexjordan.com/">https://www.sofexjordan.com/</a>
Africa Aerospace & Defence	Pretoria	South Africa	18 – 22/09/2024	<a href="https://www.aadexpo.co.za/">https://www.aadexpo.co.za/</a>
ADEX	Baku	Azerbaijan	24 – 26/09/2024	<a href="http://www.bakuexpocenter.az/en/">http://www.bakuexpocenter.az/en/</a>
ADAS	Manila	Philippines	25 – 27/09/2024	<a href="https://www.adas.ph/">https://www.adas.ph/</a>
AUSA	Washington	USA	14 – 16/10/2024	<a href="https://www.ausa.org/meet">https://www.ausa.org/meet</a>
Future Forces Forum	Prague	Czech Republic	16 – 18/10/2024	<a href="https://www.future-forces-forum.org">https://www.future-forces-forum.org</a>
Dubai Helishow	Dubai	UAE	22 – 24/10/2024	<a href="https://dubaihelishow.com/">https://dubaihelishow.com/</a>
Milipol Qatar	Doha	Qatar	29 – 31/10/2024	<a href="https://event.milipolqatar.com/2024/">https://event.milipolqatar.com/2024/</a>
Balt Military Expo	Gdansk	Poland	TBD October	<a href="http://baltmilitary.amberexpo.pl/">http://baltmilitary.amberexpo.pl/</a>
Euronaval	Paris	France	04 – 07/11/2024	<a href="https://www.euronaval.fr/">https://www.euronaval.fr/</a>
Defence & Security	Bangkok	Thailand	06 – 09/11/2024	<a href="https://www.asiandefense.com/2023/en">https://www.asiandefense.com/2023/en</a>
Indo Defense	Jakarta	Indonesia	06 – 09/11/2024	<a href="https://indodefence.com/">https://indodefence.com/</a>
BIAS	Zallaq	Bahrain	13 – 15/11/2024	<a href="http://www.bahraininternationalairshow.com">www.bahraininternationalairshow.com</a>
IDEAS	Karachi	Pakistan	19 – 22/11/2024	<a href="https://ideaspakistan.gov.pk/ideas_2024.php">https://ideaspakistan.gov.pk/ideas_2024.php</a>
I/ITSEC	Orlando, FL	USA	02 – 06/12/2024	<a href="https://www.iitsec.org/">https://www.iitsec.org/</a>
GDA	Mishref	Kuwait	TBD	<a href="https://www.gulfdefense.com/">https://www.gulfdefense.com/</a>

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