

Poliqon

Harbi Texnoloji Jurnal

AZERI DEFENCE

www.poliqon.az
www.azeridefence.com

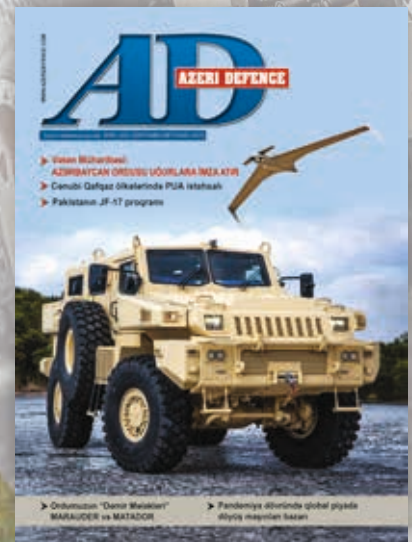
2021

Media Kit

ayemizin ilkiqış



Media Kit 2021



i təyinatlı
məsənlər



Polygon (former Azeri Defence Magazine) is highly respected for its responsible and detailed reporting of defence capability acquisition in Azerbaijan. Among the trade magazine, Polygon is the preferred reading of the senior defence leadership in government and industry.

Polygon (former Azeri Defence) is the only Azerbaijan defence-related magazine published monthly;

Polygon's editorial content is highly regarded for its accuracy and its independence. The editorial team includes specialist writers from across the defence domains, based right across Azerbaijan.

Polygon in a unique position in the Azerbaijan, Turkey, Kazakhstan and Georgian marketplace.

Every member of the Ministry of Defence, State Border Service, defense industry organization and government structure receive Polygon to their desk.

This is official recognition of the magazine's critical role in reporting on the defence and defense industry sector in Azerbaijan.

Serving as a communications bridge between defence and industry, Polygon plays an important role in the ongoing dialogue among the key military and defence industry stakeholders.

TARGETED READERSHIP

- Government
- Defence Ministry
- Azersilah (former Ministry of Defense Industry)
- Chief of General Staff
- State Border Service
- Chief of Army
- Chief of Navy
- Chief of Air Force
- Chief of Artillery and Missile Force
- Security Service
- Interior Troops
- ANAMA
- State Mobilisation Service
- Ministry of Emergency Situations
- Azercosmos
- Parliament
- CEO's defence industry company
- Military Academia

CIRCULATION

Print – 2 000

Digital – 8 000

Total – 10 000

January-February / Issue 1

- Local weapons in use during of the Karabakh War
- Small loitering munitions
- Regional focus: Kazakhstan naval industry
- GIS technologies
- Control suits as brains for missiles
- Interviews, news and updates
- Promo page for Turkish defence industry and an interview with a company in every issue

Deadline for articles - 10 February
Deadline for advertisement - 17 February

March-April / Issue 2

- Regional focus: Uzbekistan defence industry
- Interview: Special Risk Rescue Service of MES
- IDEX – 2021
- Antitank weapon stations – A look on projects of Turkish companies
- Acoustic sensors
- Helicopter park of regional countries: current situation and plans for development
- Promo page for Turkish defence industry and an interview with a company in every issue

Deadline for articles - 10 April
Deadline for advertisement - 15 April

KADEX 2021 Special ISSUE

Deadline for articles - 25 May
Deadline for advertisement - 27 June

May-June / Issue 3

- IDEF – 2021
- KADEX – 2021
- Perspectives of Azerbaijani Navy
- Aiming pods
- Turkish aviation projects
- A look on production of UAV's after the Karabakh War

Deadline for articles - 15 June
Deadline for advertisement - 22 June

July-August / Issue 4

- Karabakh War – how the tanks and armored carriers changed the destiny
- Regional focus: Future of the modernization of Georgian Army
- Tactical Shooting Simulation System
- A look on global military transportation aviation
- Target drone
- Promo page for Turkish defence industry and an interview with a company in every issue

Deadline for articles - 15 August
Deadline for advertisement - 22 August

September-October / Issue 5

- The weapon of future - laser
- Regional focus: projects of BMP-1 infantry fighting vehicles modernization
- MILGEM project of Turkey
- Perspectives of Ukraine military industry at the South Caucasus and Central Asia regions
- Promo page for Turkish defence industry and an interview with a company in every issue

Deadline for articles - 14 October
Deadline for advertisement - 22 October

November-December / Issue 6

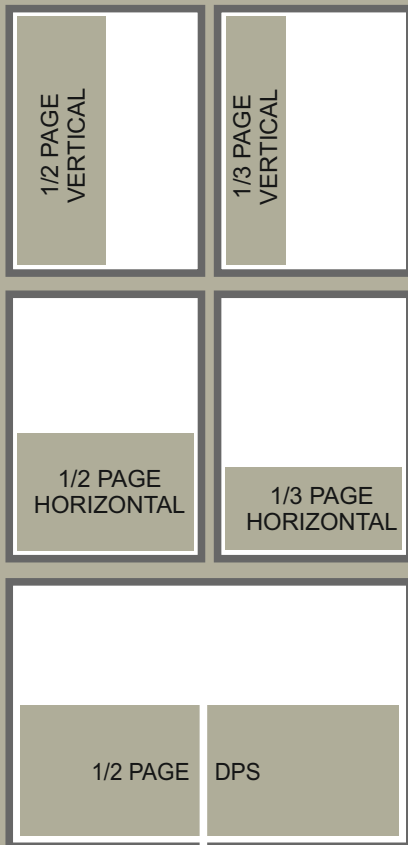
- Azerbaijan-Pakistan: A look on the future of development of military industry
- OPV on the Caspian Sea
- Payloads for UAVs
- Passive radars
- Regional focus: Coast Guard of Kazakhstan and Turkmenistan

Deadline for articles - 12 December
Deadline for advertisement - 17 December

MATERIAL SPECS

Material Size	Height Width	
	(MM)	(MM)
FP	295	215
1/2 page DPS	145	430
1/2 page vertical	295	107
1/2 page horizontal	145	215
1/3 page vertical	295	70
1/3 page horizontal	100	215
1/4 page	107	145

* Please add 5mm bleed to all FP, DHPS and DPS ads.



PRINT ADVERTISING RATES

4 colour	CASUAL (\$)	3X(\$)	6X (\$)
Double Page Spread (DPS)	5,200	4,800	4,400
Double Half Page Spread (DHPS)	3,500	3,250	2,950
Full page (FP)	3,000	2,750	2,550
1/2 page	2,200	2,000	1,850
1/3 page	1,800	1,650	1,500
1/4 page	1,500	1,400	1,250
OBC (Cover 4)	4,500	4,100	3,850
IFC (Cover 2)	3,200	2,850	2,700
IBC (Cover 3)	3,500	3,250	2,900

GENERAL TERMS & CONDITIONS

Agency commission: 10% of gross amount
 Payments: Accounts are due 30 days from the date of invoice.
 All payments must be made in U.S. Dollars /Russian Ruble by crossed cheque or draft to:

Technical Requirements for advertising material (print & digital):
 Technical Requirements - Print
 Digital file with EPS/PDF format along with color reference proof. Deliver ad material as PDF, JPEG, EPS or TIF file with minimum resolution of 300 dpi.
 All links should be in CMYK mode and fonts should be embedded with the file.

Printing by Offset

Bleed and Trimmed sizes: The publisher reserves the right to trim up to 3 mm of each edge of each trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance. Bleed insertions accepted only for half-page units or larger.

CONTACT DETAILS

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