

DEFENCE TURKEY

MEDIA 2009

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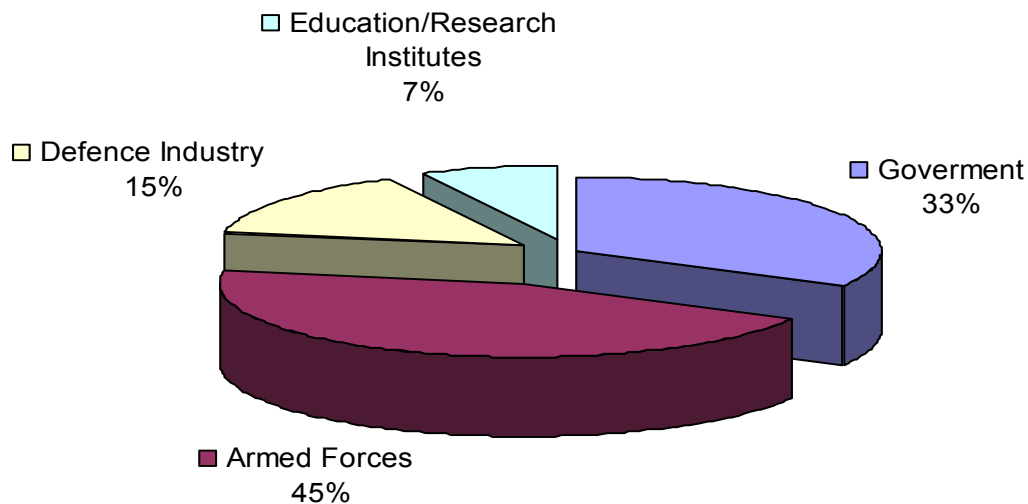
DEFENCE TURKEY has been created by IMGE Co. as an English language and the magazine is the information platform to the decision making mechanism of procurement circles in a multitude of areas, both military and industrial to provide a forum of technical information for the **fast-developing and expanding defence and defence industrial activities**.

On the other hand DEFENCE TURKEY is also a bilateral information platform to the Turkish readers on the developments of international defence industries, capabilities, and technologies. Within this scope, it serves Turkish defence industry experts through detailing and reporting on international activities in the defence field and projecting these onto the requirements of the Turkish Armed Forces and the national goal of creating a defence industrial capability in advanced technologies.

With its 9500 circulation and targeted distribution, DEFENCE TURKEY enjoys a unique position amongst professional publications and be a bimonthly magazine devoted to providing news on Turkish and Global Defence Industries. DEFENCE TURKEY Magazine's editorial concept aims at publishing dedicated issues and articles in cooperation with the Armed Forces and the Procurement Authorities, only in English.

Defence Turkey will go bimonthly providing more coverage to over 70000 readers of the 9500 copies

READERSHIP BREAKDOWN



GOVERNMENT:
Ministry of Defence
Undersecretary for Defence Industries
Other Defence Authorities

DEFENCE INDUSTRY
Top Executives
Directors (Business development, Procurement, Marketing, Project R&D)

ARMED FORCES
Land Forces
Air Forces
Navy

EDUCATION / RESEARCH INSTITUTES
Universities, Research and Development Institutes



DEFENCE TURKEY 2009 EDITORIAL PLAN

AC: Advertising Copy Deadline PD: Publishing Date

Issue 15 (February 2009) AC: 5 Feb 2009 PD: 15 Feb. 2009

- Turkish National Ministry of Defence: News and Developments
- The Turkish Undersecretariat for Defence Industries (SSM) and Turkish Defence Industrial Programs 2009- Interview with Mr. Murad BAYAR, Undersecretary
- Turkish Armed Forces (TuAF): Latest News
- News from the Chief of General Staff's Office
- News from the Turkish Armed Forces Foundation
- Interview with Executives of Defence Companies
- View from Turkish Defence Industry
- View from Global Defence Industry
- Company Profiles

• BONUS DISTRIBUTION IDEX 2009 – Abu Dhabi

IDEF Issue 16- (April 2008) AC: 5 APRIL 2009 - PD:15 April 2009

- Interview with Commander of Turkish Armed Forces – General İlker BAŞBUĞ
- Interview with Turkish National Ministry of Defence: Mr. Vecdi GÖNÜL
- Message from Mr. Murad BAYAR, Undersecretary
- Interview with R. General Engin ALAN, General Manager of TUAF
- Overview: Turkish Defence Industry
- News from Turkish Defence Industry
- News from the Turkish Armed Forces Foundation
- Interview with Turkish Defence Industry Companies
- Technical Articles -Research Projects
- Global News
- Company Profiles

• BONUS DISTRIBUTION IDEF 2009- 27-30 April 2009, Istanbul



Issue 17 (June 2009) AC: 30 May 2009 - PD: 15 June 2009

- Interview with Turkish Air Force Commander: General Aydoğan BABAOĞLU
- Turkish National Ministry of Defence: News
- News from the Turkish Armed Forces (TaFF)
- Air Defence Systems- Programmes in Turkey
- News from Turkish Defence Industry
- News from the SSM
- News from the Turkish Armed Forces Foundation
- Interview with Defence Industry Companies
- Technical Articles -Research Projects
- Global News
- Company Profiles

Issue 18 (August 2009) AC: 15 August 2009 : PD: 30 August 2009

- Interview with Turkish Land Force Commander: General Işık KOŞANER
- Turkish National Ministry of Defence: News
- News from the Turkish Armed Forces (TaFF)
- Land Systems Programmes – Armoured Vehicles, Weapon Systems
- New Era in TAF
- News from the SSM
- News from the Turkish Armed Forces Foundation
- Interview with Turkish Defence Industry Companies
- Technical Articles -Research Projects
- Global News
- Company Profiles

• BONUS DISTRIBUTION

DSEI 2009- 8-11 September 2009, London

Issue 19 (October 2009) AC: 15 October 2009- PD: 30 October 2009

- Interview with Turkish Naval Force Commander: Admiral Metin ATAÇ
- Turkish National Ministry of Defence: News
- News from the Turkish Armed Forces (TaFF)
- Turkish Defence Industry- Naval Systems and Platforms
- News from the SSM
- News from the Turkish Armed Forces Foundation
- Interview with Turkish Defence Industry Companies
- Technical Articles -Research Projects
- Global News



Issue 20 (December 2009) AC: 10 December 2009- PD: 30 December 2009

- Turkish National Ministry of Defence: News
- News from the Turkish Armed Forces (TaFF)
- TUBITAK- Research Studies on Aerospace
- Turkey and Space
- Satellite, Radar and Intelligence Systems – Defence Industry
- News from the SSM
- News from the Turkish Armed Forces Foundation
- Interview with Turkish Defence Industry Companies
- Technical Articles -Research Projects
- Global News

SPECIAL EDITIONS- 2009

ITALIAN DEFENCE INDUSTRY SPECIAL EDITION (JANUARY 2009)

The main target of this special issue is to provide a platform for Italian Defence Industry to give a message to Turkish Defence Officials and Turkish Defence Industry.

This special issue will cover messages of Italian and Turkish officials, technical articles regarding some capabilities and products of Italian defence industry, interviews with Italian officials, some reports on forecasts, technology, interview with CEO of Finmeccanica, interview with Italian Ambassador to Turkey, interview with some executives of Italian companies, news and reports about Italy-Turkey bilateral cooperation in defence industry, Some articles and news about the projects that Italian companies carrying out in Turkey like ATAK project, messages and interviews with the executives of Turkish companies cooperated with Italian Companies.

This issue will distribute to the Turkish Officials , Desicion Makers, Undersecretariat for Defence Industries, Chief of General Staff, Forces, executives and project departments of Turkish Defence Industry Companies.

US DEFENCE INDUSTRY SPECIAL EDITION (FEBRUARY 2009)

The main target of this special issue is to provide a platform for American Defence Industry to give a message to Turkish Defence Officials and Turkish Defence Industry

This special issue will cover messages of American and Turkish officials, technical articles regarding some capabilities and products of US defence industry, interviews with US officials, some reports on forecasts, technology, interview with some executives of US companies, news and reports about US-Turkey bilateral cooperation in defence industry, Some articles and news about the projects that US companies carrying out in Turkey, messages and interviews with the executives of Turkish companies cooperated with US Companies.

This issue will distribute to the Turkish Officials , Decision Makers, Undersecretariat for Defence Industries, Chief of General Staff, Forces, executives and project departments of Turkish Defence Industry Companies.

ISRAEL DEFENCE INDUSTRY SPECIAL EDITION (MARCH 2009)

The main target of this special issue is to provide a platform for Israel Defence Industry to give a message to Turkish Defence Officials and Turkish Defence Industry.

This special issue will cover messages of Israel and Turkish officials, technical articles regarding some capabilities and products of Israel defence industry, interviews with Israel officials, some reports on forecasts, technology, interview with President of Sibat, interview with some executives of Israel companies news and reports about Israel-Turkey bilateral cooperation in defence industry, Some articles and news about the projects that Israel companies carrying out in Turkey , messages and interviews with the executives of Turkish companies cooperated with Israel Companies.

This issue will distribute to the Turkish Officials , Decision Makers, Undersecretariat for Defence Industries, Chief of General Staff, Forces, executives and project departments of Turkish Defence Industry Companies.

UK DEFENCE INDUSTRY SPECIAL EDITION (MAY 2009)

The main target of this special issue is to provide a platform for UK Defence Industry to give a message to Turkish Defence Officials and Turkish Defence Industry.

This special issue will cover messages of officials, articles regarding defence industry, interviews with officials, some reports on forecasts, technology, news and reports about UK-Turkey bilateral cooperation, company news and articles.

This issue will distribute to the Turkish Officials , Decision Makers, Undersecretariat for Defence Industries, Chief of General Staff, Forces, executives and project departments of Turkish Defence Industry Companies.

TURKIC REPUBLICS & TURKISH DEFENCE INDUSTRY (JUNE 2009)

This special issue will cover messages of Turkic Republics and Turkish officials, overview of defence procurement programs and investment opportunities in Turkic Republics, reports and news focusing on bilateral defence cooperation, messages, articles and interviews with the executives of Turkish Defence companies

This issue will distribute to MoD Defence Officials and Decision Makers in Azerbaijan, Kazakhstan ,Kyrgyzstan, Turkmenistan and Uzbekistan .