

DRA READERSHIP 2020

READERSHIP BREAKDOWN

GOVERNMENT	No.	%
MINISTRIES Prime Minister, Cabinet Ministers & Ministries - Trade, Commerce, Finance, Industry	965	10
DEFENCE DEPARTMENT Department of Defence, related bodies & Government Departments	1,155	12
EMBASSIES Embassies, Defence Attaches & Trade Commissions	281	3
TOTAL	2,401	
MILITARY		
DEFENCE FORCE ESTABLISHMENTS Institutes & Academies	349	4
ARMY Chief, Commander & Senior Officers	2,290	24
NAVY Chief, Commander & Senior Officers	1,240	13
AIR FORCE Chief, Commander & Senior Officers	986	10
TOTAL	4,865	
DEFENCE INDUSTRY		
CEO's, Vice Presidents, Directors, General Managers, Program & Business Development Managers	2,320	24
TOTAL	2,320	
GRAND TOTAL	9,586	100

CIRCULATION

ASIA	No.
Bangladesh	65
Brunei	22
Cambodia	22
China	680
Hong Kong	423
India	745
Indonesia	689
Japan	238
Kazakhstan	2
Kyrgstan	1
Laos	2
Malaysia	1135
Myanmar	7
Nepal	1
Pakistan	325
Philippines	292
Singapore	1,134
South Korea	158
Sri Lanka	83
Taiwan	297
Thailand	518
Vietnam	168
TOTAL	7,007

AUSTRALASIA	644
THE AMERICAS	716
EUROPE	838
MIDDLE EAST & AFRICA	381
PRINT TOTAL	9586
E MAGAZINE TOTAL	8686
TOTAL CIRCULATION	18,272



Audit as at March 2019