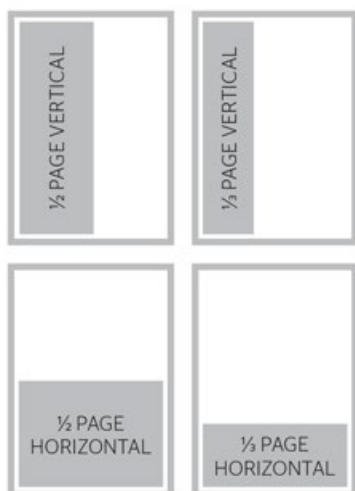# ADM PRINT ADVERTISING RATES 2019

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

MAGAZINE RATES*

Australian Defence Magazine (ADM) – the trusted name in defence business publishing – offers advertisers unrivalled access to senior decisionmakers. Published monthly.

4 colour	CASUAL ($)	3X ($)	5X ($)	11X ($)
Double Page Spread (DPS)	6,640	6,070	5,730	5,430
Double Half Page Spread (DHPS)	3,990	3,780	3,630	3,510
Full page (FP)	3,700	3,340	3,180	3,010
1/2 page	1,990	1,890	1,820	1,750
1/3 page	1,530	1,470	1,440	1,420
OBC (Cover 4)	4,500	4,080	3,950	3,670
IFC (Cover 2)	4,330	3,930	3,730	3,540
IBC (Cover 3)	4,140	3,760	3,570	3,370

Currency: Australian $ Rates are gross (excluding GST) *Rates do not include GST. Australian companies add 10%. 10% Agency commission allowed.

Advertisers may be billed in US dollars. Please enquire for US dollar rates based on the current exchange rate.

MATERIAL SPECS

MATERIAL SIZE	DEPTH (MM)	WIDTH (MM)
DPS (trimmed*)	297	420
FP (trimmed*)	297	210
1/2 page DPS (trimmed*)	145	420
1/2 page vertical	275	120
1/2 page horizontal	135	185
1/3 page vertical	275	57
1/3 page horizontal	75	185

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

DEADLINES

COVER DATE	BOOK CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH MAIL DATE
February	15 Jan	22 Jan	14 Feb
March	11 Feb	18 Feb	15 Mar
April	6 March	13 March	8 April
May	9 April	16 April	10 May
June	7 May	14 May	6 June
July	4 June	11 June	5 July
August	9 July	6 July	9 Aug
September	6 August	13 Aug	6 Sept
October	27 August	3 Sept	24 Sept
November	1 Oct	8 Oct	1 Nov
December/January	28 Nov	4 Dec	3 Jan

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