

# ADMM

AUSTRALIAN DEFENCE MAGAZINE

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## DEFENCE INDUSTRY GUIDE

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## MEDIA KIT 2023-2024

AUSTRALIA'S DEFENCE  
INDUSTRY BIBLE  
FOR OVER 30 YEARS

# Defence Industry Guide



This publication is focused on providing users with the most comprehensive and up-to-date database of defence suppliers in Australia and NZ. It contains detailed information about company capabilities with regard to the supply of a wide range of goods and services used by the Defence sector.

The Defence Industry Guide is endorsed as a publication relevant for defence procurement by the Minister for Defence. It also appears on the Department of Education Skills and Employment website as a resource for industry and jobseekers.

12 months online + two full printed editions per year.

## PRINT EDITION DEADLINES

### 59th edition

**Close Date for Bookings:** 8 September 2023

**Publish Date:** November 2023

### 60th edition

**Close Date for Bookings:** 12 April 2024

**Publish Date:** June 2024

The Guide is used actively by Department of Defence project and procurement offices, such as SPOs, for example. The Guide is also used by supply chain managers and procurement staff from the major Defence contractors. It is a reliable way for users seeking to identify reliable sources of supply for a wide range of goods and services used in the defence/defence industry sector.

The Guide is also distributed internationally to NZ Defence Headquarters and to overseas Defence staff. The publication is mailed every six months to an established distribution list. It is also provided free of charge on request from qualifying personnel. Companies listing in the Guide may choose to list in any of the 1,000+ categories of supply. Please request an updated list of categories to make your choice.

**CONTACT Mark McConkey** Guide & Sponsorship Sales Manager

[www.defencesuppliers.com.au](http://www.defencesuppliers.com.au) M: 0432 640 652 E: [markmconkey@yaffa.com.au](mailto:markmconkey@yaffa.com.au)



## Supplier listings

- Online as your copy is approved
- In the next two print editions of the Guide
- Listings can be updated online at any time
- You will be offered renewal of your entries every 12 months, based on your existing categories/advertising package.
- Opportunity to send news items for *ADM* today in platinum packages
- Enhanced Google ranking when you list with *ADM*.
- Your listing is also accessible through the Defence Restricted Network (DRN) links to *ADM*'s website.

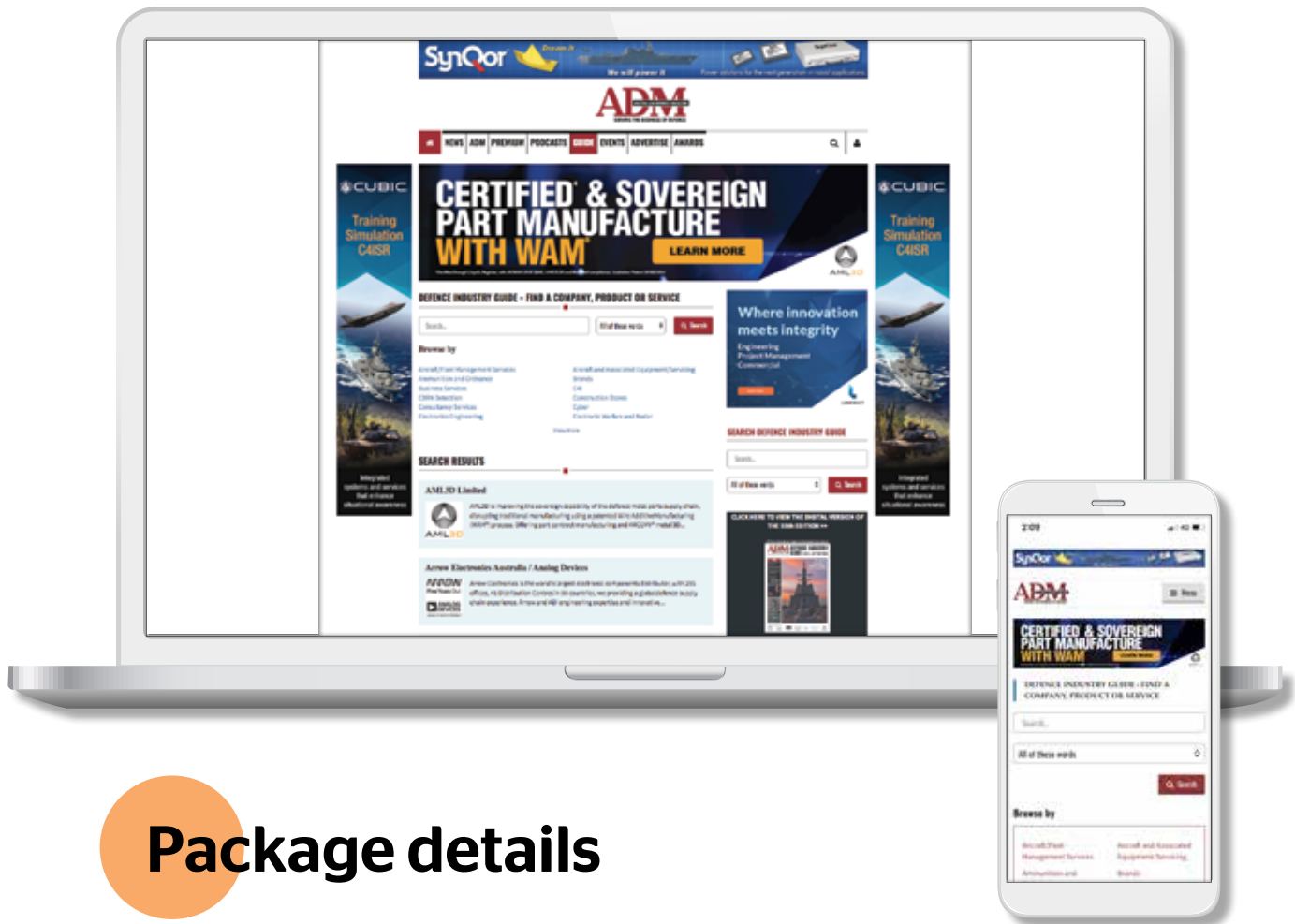
### ENDORSED BY THE FOLLOWING ORGANISATIONS



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## Package details

### INCLUDED IN YOUR PACKAGE

- Your listing included on the dedicated Defence Industry Guide website
- Your data is fully searchable online
- Sophisticated search functionality
- Regular newsletter drives users to the site
- News is read by thousands
- Multimedia listings (video and/or image galleries) available online

Data is updated regularly to reflect changes in company information. Listing contracts are for one year covering two print editions plus the online listing.

### ENTRY DEADLINES

Ongoing, aligned with print editions. Your listing in online directories improves your Google search result.

**Google search results regularly include listings from [www.defencesuppliers.com.au](http://www.defencesuppliers.com.au) high on the first page.**

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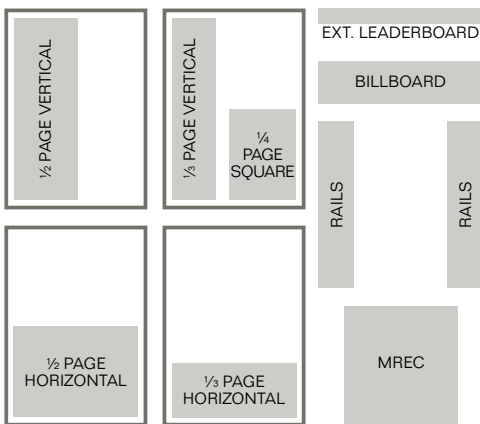
FULLY SEARCHABLE ONLINE @ DEFENCESUPPLIERS.COM.AU

## ADM DEFENCE INDUSTRY GUIDE 2023-58<sup>TH</sup> EDITION



## Material specs

| MATERIAL SIZE                              | WIDTH | HEIGHT |
|--|-------|--------|
| PRINT <i>All specs are in mm</i>           |       |        |
| FP (trimmed**)                             | 210   | 297    |
| 1/2 page vertical                          | 90    | 260    |
| 1/2 page horizontal                        | 170   | 120    |
| 1/3 page horizontal                        | 170   | 85     |
| 1/4 page square                            | 90    | 120    |
| <i>Please add 5mm bleed to all FP ads.</i> |       |        |
| DIGITAL <i>All specs are in pixels</i>     |       |        |
| Billboard                                  | 960   | 250    |
| Extended Leaderboard                       | 960   | 90     |
| Rails (x2)                                 | 160   | 750    |
| MREC                                       | 300   | 250    |



## Deadlines For 2023-2024

|         | EDITION 59       | EDITION 60    |
|---------|------------------|---------------|
| Booking | 8 September 2023 | 12 April 2024 |
| Publish | November 2024    | June 2024     |

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.

## Guide Rates

Period: 12 months (Two print editions + 12 months online).

| PRINT & ONLINE           | CATEGORIES* | DIGITAL ADS** | PRINT ADS | CONTENT | PRICING*** |
|--------------------------|-------------|---------------|-----------|---------|------------|
| <b>BRONZE PACKAGE</b>    | 3           | x             | x         | x       | \$710      |
| <b>SILVER PACKAGES</b>   |             |               |           |         |            |
| Silver 01                | 3           | x             | 1/4 page  | x       | \$1,820    |
| Silver 02                | 3           | x             | 1/3 page  | x       | \$2,040    |
| Silver 03                | 3           | x             | 1/2 page  | x       | \$2,430    |
| Silver 04                | 3           | x             | 1 page    | x       | \$3,860    |
| <b>GOLD PACKAGES</b>     |             |               |           |         |            |
| Gold 01                  | 4           | ✓             | 1/4 page  | x       | \$5,120    |
| Gold 02                  | 4           | ✓             | 1/3 page  | x       | \$5,340    |
| Gold 03                  | 4           | ✓             | 1/2 page  | x       | \$5,730    |
| Gold 04                  | 4           | ✓             | 1 page    | x       | \$7,170    |
| <b>PLATINUM PACKAGES</b> |             |               |           |         |            |
| Platinum 02              | 4           | ✓             | 1/3 page  | ✓       | \$6,670    |
| Platinum 03              | 4           | ✓             | 1/2 page  | ✓       | \$7,060    |
| Platinum 04              | 4           | ✓             | 1 page    | ✓       | \$8,510    |

| ADDITIONAL OPTIONS                                    | CATEGORIES*      | PRICING*** |
|---|------------------|------------|
| Option 01 - Extra categories                          | up to 4, per cat | \$170      |
| Option 02 - Extra categories                          | 5+, per cat      | \$130      |
| Option 03 - Expanded capability statement             | each             | \$70       |
| Option 04 - Extra branches                            | each             | \$25       |
| Option 05 - Online Quad Chart listing                 | each             | \$170      |
| Option 06 - Video online with listing                 | each             | \$220      |
| Option 07 - Photo gallery online with listing         | each             | \$220      |
| Option 08 - Filler ad in print edition                | each             | \$60       |
| Option 09 - MREC on Company page                      | each             | \$170      |
| Option 10 - Priority listing online                   | each             | \$220      |
| Option 11 - Pdf link on listing                       | each             | \$220      |
| Option 12 - Sponsored content on Headlines            | each             | POA        |
| Option 13 - Online Personnel Profiles                 | each             | \$280      |
| Option 14 - Additional Contacts                       | each             | \$60       |
| Option 15 - Discount for fewer categories             | each             | \$110      |
| Option 16 - Different company logo per category       | each             | \$110      |
| Option 17 - QR Code Generation                        | each             | \$60       |
| Option 18 - Multi Media Custom Content                | each             | POA        |
| PLAN - 1/4 section Ad                                 | each             | \$1,100    |
| ADV1 - 1 Full Page, 4 col, advert - 6 months, 1 ed    | each             | \$1,880    |
| ADV2 - 1 Full Page, 4 col, advert - 2 ed's, 12 months | each             | \$3,690    |

\* Categories relate to specific products or services under which a supplier can choose to list. Please refer to the Category List to select your required categories or discuss with the Guide & Sponsorship Sales Manager. Standard category listings are used to describe individual capabilities related to the category. Word limits apply but if you wish to exceed these size limits, additional charges apply. The information is fully searchable online in addition to being published in the print edition.

\*\* Digital advertising on the ADM website dedicated to the Defence Industry Guide. Digital advertising includes one leaderboard, one billboard, one set of rails, and nine MRECs (medium rectangle) displaying on the website, one per month over twelve months.

\*\*\* Pricing is subject to 10% GST.

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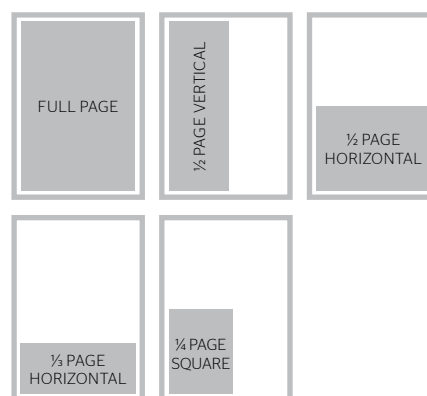
UPDATED: 13 JUN 2023

# Specifications

## PRINT SPECIFICATIONS

| Size                         | Width | Height |
|------------------------------|-------|--------|
| Full page (trimmed)          | 210   | 297    |
| Double page spread (trimmed) | 420   | 297    |
| ½ page vertical              | 90    | 260    |
| ½ page horizontal            | 170   | 120    |
| ⅓ page horizontal            | 170   | 85     |
| ¼ page square                | 90    | 120    |

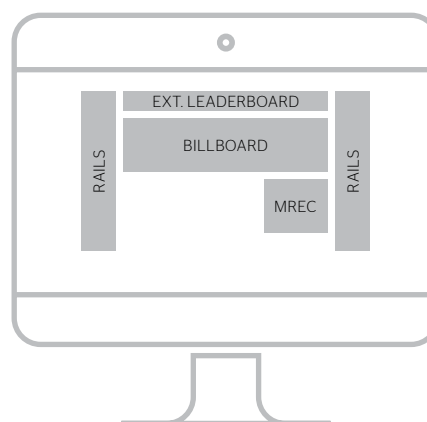
ALL SPECS ARE IN MM.  
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.



## DIGITAL SPECIFICATIONS

| Size                 | Width | Height |
|----------------------|-------|--------|
| Billboard            | 960   | 250    |
| Extended Leaderboard | 960   | 90     |
| Rails (x2)           | 160   | 750    |
| MREC                 | 300   | 250    |

ALL SPECS ARE IN PIXELS



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