



ADM

AUSTRALIAN DEFENCE MAGAZINE

DEFENCE INDUSTRY GUIDE

DEFENCE INDUSTRY GUIDE MEDIA KIT 2021

AUSTRALIA'S DEFENCE
INDUSTRY BIBLE
FOR OVER 25 YEARS

Defence Directory 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

54th edition

Close Date for Bookings: 10 April 2021

Publish Date: June 2021

55th edition

Close Date for Bookings: 10 September 2021

Publish Date: November 2021

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 6 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 **Dave Torrance** Guide Coordinator www.defencesuppliers.com.au
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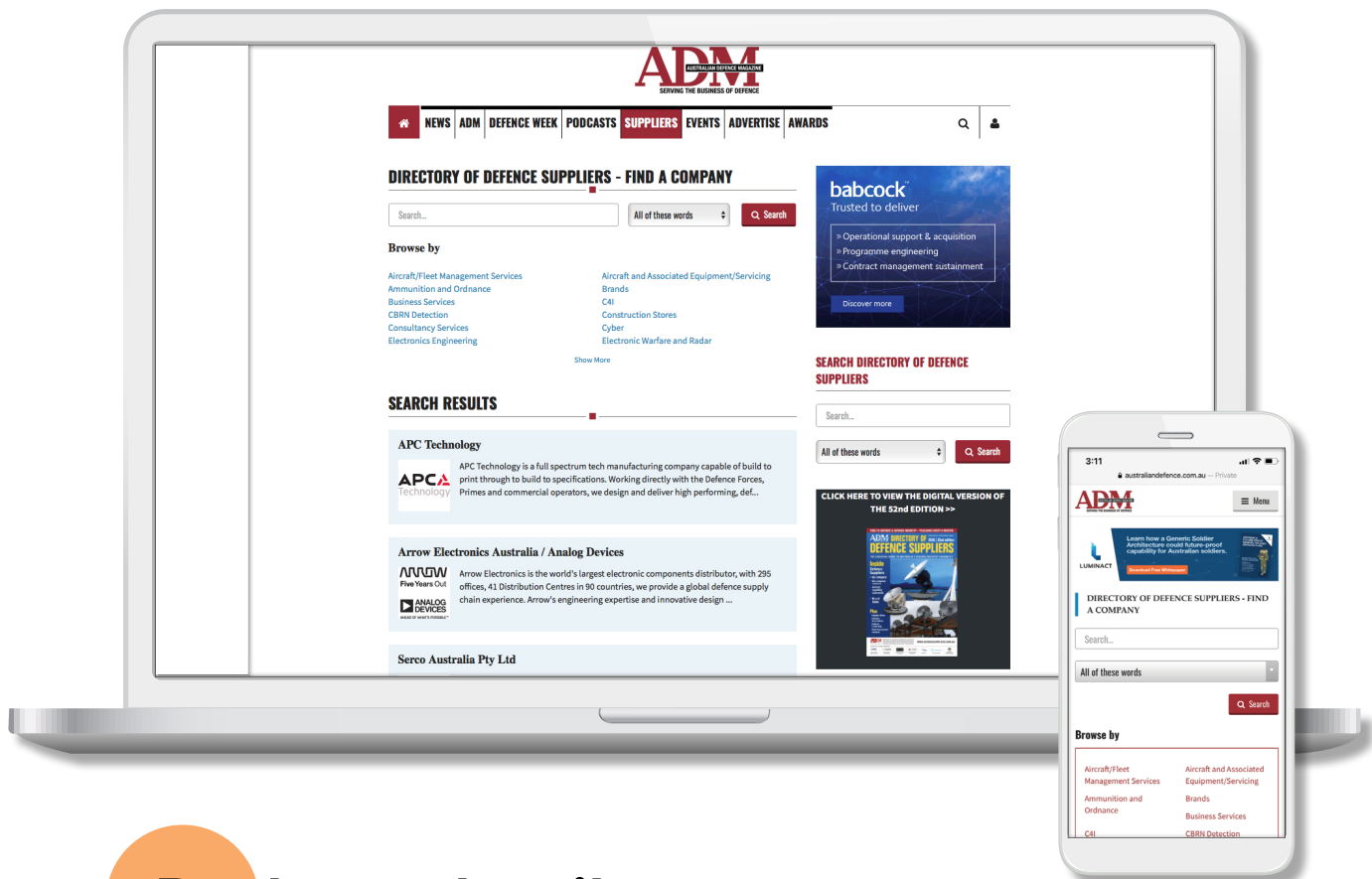
Supplier listings

- 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 the weekly *ADM Defence Headlines* 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 high on the first page.

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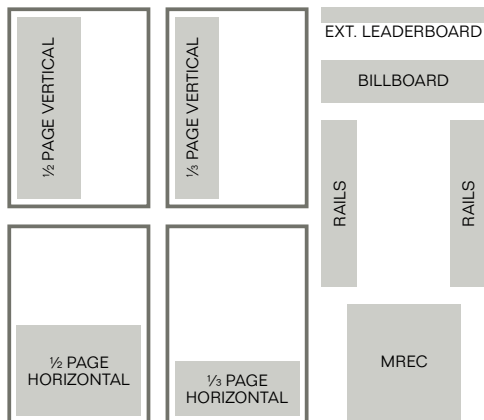
Material specs

MATERIAL SIZE	HEIGHT	WIDTH
PRINT*		
FP (trimmed**)	297	210
1/2 page vertical	275	120
1/2 page horizontal	135	185
1/3 page vertical	275	57
1/3 page horizontal	75	185
DIGITAL***		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250

*All specs are in mm

**Please add 5mm bleed to all FP ads.

***All specs are in pixels



Deadlines For 2021

	EDITION 54	EDITION 55
Booking	10 April 2021	10 September 2021
Publish	June 2021	November 2021



DEFENCE INDUSTRY GUIDE Rates 2021

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***
BRONZE PACKAGE	3	x	x	x	\$650
SILVER PACKAGES					
Silver 01	3	x	1/4 page	x	\$1,650
Silver 02	3	x	1/3 page	x	\$1,850
Silver 03	3	x	1/2 page	x	\$2,200
Silver 04	3	x	1 page	x	\$3,500
GOLD PACKAGES					
Gold 01	4	✓	1/4 page	x	\$4,650
Gold 02	4	✓	1/3 page	x	\$4,850
Gold 03	4	✓	1/2 page	x	\$5,200
Gold 04	4	✓	1 page	x	\$6,500
PLATINUM PACKAGES					
Platinum 01	4	✓	1/4 page	✓	\$5,850
Platinum 02	4	✓	1/3 page	✓	\$6,050
Platinum 03	4	✓	1/2 page	✓	\$6,400
Platinum 04	4	✓	1 page	✓	\$7,700

ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$150
Option 02- Extra categories	5+, per cat	\$120
Option 03- Expanded capability statement	each	\$60
Option 04- Extra branches	each	\$20
Option 05- Online Quad Chart listing	each	\$150
Option 06- Video online with listing	each	\$200
Option 07- Photo gallery online with listing	each	\$200
Option 08- Filler ad in print edition	each	\$50
Option 09- MREC on Company page	each	\$150
Option 10- Priority listing online	each	\$200
Option 11- Pdf link on listing	each	\$200
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$250

* 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 Coordinator. 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.

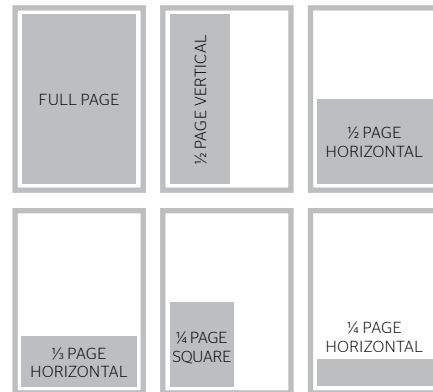
CONTACT Dave Torrance Guide Coordinator www.defencesuppliers.com.au
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Specifications

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
¼ page horizontal	170	65

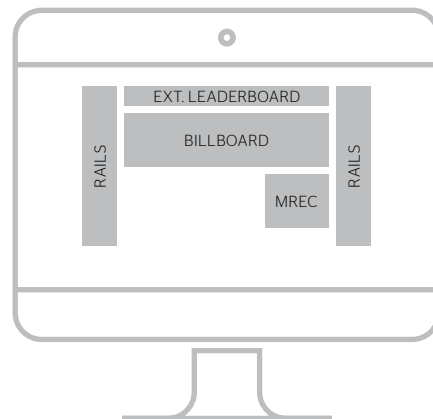
ALL SPECS ARE IN MM.
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.



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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