

EST. 1993
CELEBRATING 25 YEARS
OF PUBLICATION IN 2018



PRINT MEDIA KIT 2018

RESPECTED

INFLUENTIAL

ENGAGED

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Influential, Respected, Engaged



Australian Defence Magazine (ADM) is highly respected for its responsible and detailed reporting of defence capability acquisition in Australia. Among the trade journals, ADM is the preferred reading of the senior defence leadership in government and industry. Australia's Capability and Acquisition Group (CASG) is the primary target readership along with the key related organisations within the Department of Defence, such as Defence Science Technology Group (DSTG) and the Defence Estate and Infrastructure Group (DE&IG).

- ADM is the only Australian defence-related magazine published monthly (except December);
- ADM publishes two weekly newsletters with average opening rate in excess of 3000 per week;
- ADM publishes an authoritative *Directory of Defence Suppliers* in hard copy twice a year; and
- ADM hosts a number of defence/industry conferences annually. The conference topics cover the key issues of defence/industry engagement.

ADM's editorial content is highly regarded for its accuracy and its independence. Led by an outstanding and highly talented Managing Editor, the editorial team includes specialist writers from across the defence domains, based right across Australia.

ADM's regular editorial content includes the monthly *From the Source* interview which offers readers an in-depth interview with a key defence or industry figure. The willingness of the senior defence leadership including at Ministerial level to engage directly with ADM through one-on-one interviews is an indication of the level of **trust and respect** that has developed between the magazine and its Defence audience in Australia.

IN DEMAND

Australian Defence Magazine (ADM) is in a unique position in the Australian marketplace.

It is the *only* trade magazine on the Department of Defence Standing Offer panel for the provision of Electronic Information Resources and Related Services.

This is official recognition of the magazine's critical role in reporting on the defence/industry sector in Australia.

INFLUENTIAL

RESPECTED

ENGAGED



ADM Conferences are held across the year



ADM Managing Editor
Katherine Ziesing



Dedicated website and social media engagement

Influential, Respected, Engaged



ADM's unparalleled access to the most senior decision-makers reflects the trust and respect that exists between ADM and the most influential Executives in the Australian Defence Force (ADF), the Department of Defence and defence/industry sectors in Australia.

ADM's exclusive one-on-one interviews in 2017

Dec/Jan	Hon Christopher Pyne, Minister for Defence Industry
Feb	Air Marshal Leo Davies, Chief of Air Force, ADF
March	Alan Callaghan, President & MD, Harris Defence Australia
April	Vince Di Pietro, VP & Chief Executive, Lockheed Martin ANZ
May	Jeff Connolly, Chairman, Siemens Pacific
June	John Teager, Managing Director, RUAG Australia
July	Ian Bell, VP and General Manager, CAE Middle East/AP Defence & Security
August	Brent Clark, CEO, Naval Group
September	Greg Barsby, Managing Director, Qinetiq Australia
October	Vice Admiral Tim Barrett, Chief of Navy, ADF
November	Darren Edwards, VP and Managing Director, Boeing Defence Australia

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Australia's Naval Programs will be a key topic in 2018



Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2018.



ADM will be at the forefront of reporting Army projects in 2018. Major Land Forces Exhibition issue in Sept 2018.

Australian Defence Magazine (ADM) is



All Defence personnel, both military and civilian, are entitled to receive their own individual copy of the magazine, posted to their defence work address.

- highly respected for its responsible and detailed reporting of defence business in Australia.
- the preferred reading of the **senior defence leadership** in government & industry
- distributed directly to key decision-makers and influencers
- written by highly-credentialed specialist defence journalists with many years experience

TARGETED READERSHIP

- **Government**
 - o Prime Minister
 - o National Security Committee of Cabinet
 - o Defence Minister
 - o Defence Industry Minister
- **Department of Defence* senior leadership & groups**
 - o Chief of Defence Force
 - o Chief of Army
 - o Chief of Navy
 - o Chief of Air Force
 - o Strategic Policy & Intelligence Group
 - o Joint Capabilities Group
 - o Deputy Secretary Capability and Acquisition Group (CASG)
 - o Deputy Secretary Defence Estate and Infrastructure Group (DE&IG)
 - o Defence Science & Technology Group (DSTG)
 - o Australian Signals Directorate
 - o Chief Information Officer Group
 - o Defence Heads of Station & Defence Attaches at Australia's overseas missions
- **Industry**
 - o CEOs and Senior Executives of Australia's leading Defence companies
 - o SMEs and sub-contractors in Australia's vibrant local industry
- **Academia and Think Tanks**
 - o Australian Strategic Policy Institute
 - o Lowy Institute
 - o Defence Force Academies and Institutes
- **New Zealand Defence Force (NZDF), New Zealand Defence Industry Association (NZDIA) and industry members**

* The Australian Department of Defence has an enterprise subscription to ADM which entitles all members to receive the publication as well as online access. ADM is listed on the Standing Offer panel SON839071 for the provision of Electronic Information Resources and Related Services. It is the only defence trade magazine listed on the panel.

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Readership by Sector

CIRCULATION

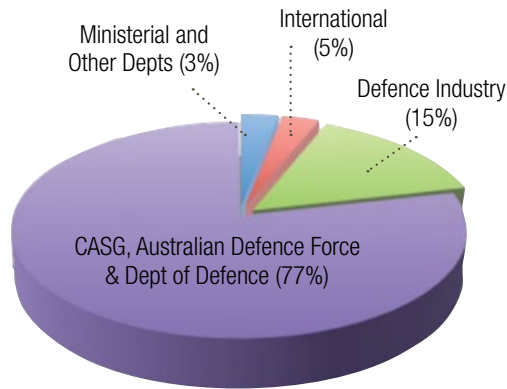
CAB average monthly is*	4,264
Trade and other event distributions monthly average	845
Digital readership averages per month	1,550

Total average circulation per month 6,659[#]

(including bonus editions)

*CAB print audit (excluding above average bonus distribution) as at 30 September 2017

[#] Note that 95% of circulation is within Australia and New Zealand, which is the geographic area on which ADM reporting is focused.



Average readership per issue, based on known sharing and internal distribution: 12,748

Frequency: ADM is published monthly, except for the December/January issue.

ADM HAS A SIGNIFICANT PRESENCE AT ALL THE MAJOR DEFENCE EVENTS AND EXHIBITIONS ACROSS THE YEAR. ADM HOSTS AT LEAST THREE DEFENCE/INDUSTRY CONFERENCES DURING THE YEAR.



Delegates pictured at a recent ADM Defence/Industry Congress in Canberra.

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MUCH MORE THAN A MAGAZINE

When you advertise with ADM, you benefit from the reach and recognition that ADM has gained in its core market over more than two decades of publication.



ADM DEFENCE WEEK PREMIUM

Published weekly.
Subscriber only publication.



ADM DIRECTORY OF DEFENCE SUPPLIERS

Published every 6 months
in hard copy.



ADM BRANDED EVENTS

Each year, ADM hosts a minimum of three defence/industry conferences:

- ADM Defence/Industry Congress – February
 - ADM Defence Estate and Base Services Summit – September
 - ADM Northern Australia Defence Summit – Darwin – October
 - STEM in Defence – Canberra – November
- ADM has been hosting events since 2004.*



TRADE EXHIBITIONS

ADM has a substantial presence at all major defence exhibitions in Australia and the Asia Pacific region.



Twitter

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Google+

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ADM KEY PEOPLE



Katherine Ziesing **Managing Editor, Canberra**

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Katherine Ziesing joined the Australian Defence Magazine (ADM) team in 2006 as a staff writer and was appointed editor in Canberra at the beginning of 2008. Katherine has a background in business journalism and economics which she has put to good use in understanding the complex world of defence capability procurement. She has completed a Masters of Defence Strategy and Policy at the University of NSW at the Australian Defence Force Academy, is a Myer Foundation fellow and is also a serving board member of the Sir Richard Williams Foundation, a defence policy think tank with a focus on air power issues. Katherine has also served on the Board of the Submarine Institute of Australia. She is also a blogger for both the Williams Foundation and the Australian Strategic Policy Institute's blog, *The Strategist*.



Ewen Levick **Online Editor, ADM Group**

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Ewen joined as ADM's Online Editor in March 2018. He has a Bachelor's in IR and Anthropology from the University of Sydney, Honours from UNSW, and an MSc in International Relations from the University of Edinburgh. His academic research examines Australia's defence policy and hybrid warfare. In addition to his work with ADM, Ewen has also written for the Lowy Interpreter, the ASPI Strategist, Global Risk Insights, and the Cambodian Institute for Strategic Studies. He previously served with 1/15th Royal NSW Lancers.

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Kylie Leonard **Associate Publisher,** **ADM Group**

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Kylie Leonard joined the ADM team in mid 2015 in support of the wider brand. Her academic background saw her begin her

professional journey in IT before moving into adjacent industries. She has a background in IT and construction project management in both the private and public sectors, along with experience running her own IT consulting business. Her role at Yaffa Media's leading Defence trade media title as Associate Publisher means she plays an integral role in the brand and financial management of the group alongside Managing Editor Katherine Ziesing.

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