

A full-page background image showing a rocket launch. A white rocket with black bands is ascending vertically, leaving a large, bright orange and yellow plume of fire and white smoke at its base. To the right of the rocket, a black mobile launcher structure is visible, with its arm extended towards the rocket. The sky is a deep blue with wispy white clouds. The overall scene is dynamic and powerful.

# ADM

AUSTRALIAN DEFENCE MAGAZINE

SERVING THE BUSINESS OF DEFENCE

## MEDIA KIT 2022

*Serving the business of Defence  
for almost three decades*





## From the editor

*ADM* Group is highly respected for its responsible and detailed reporting of defence capability acquisition, sustainment and procurement programs in Australia. Acting as the important communications bridge between Defence and Industry *ADM* Group works across all domains to bring you the latest news and insights into a multi-billion dollar industry.

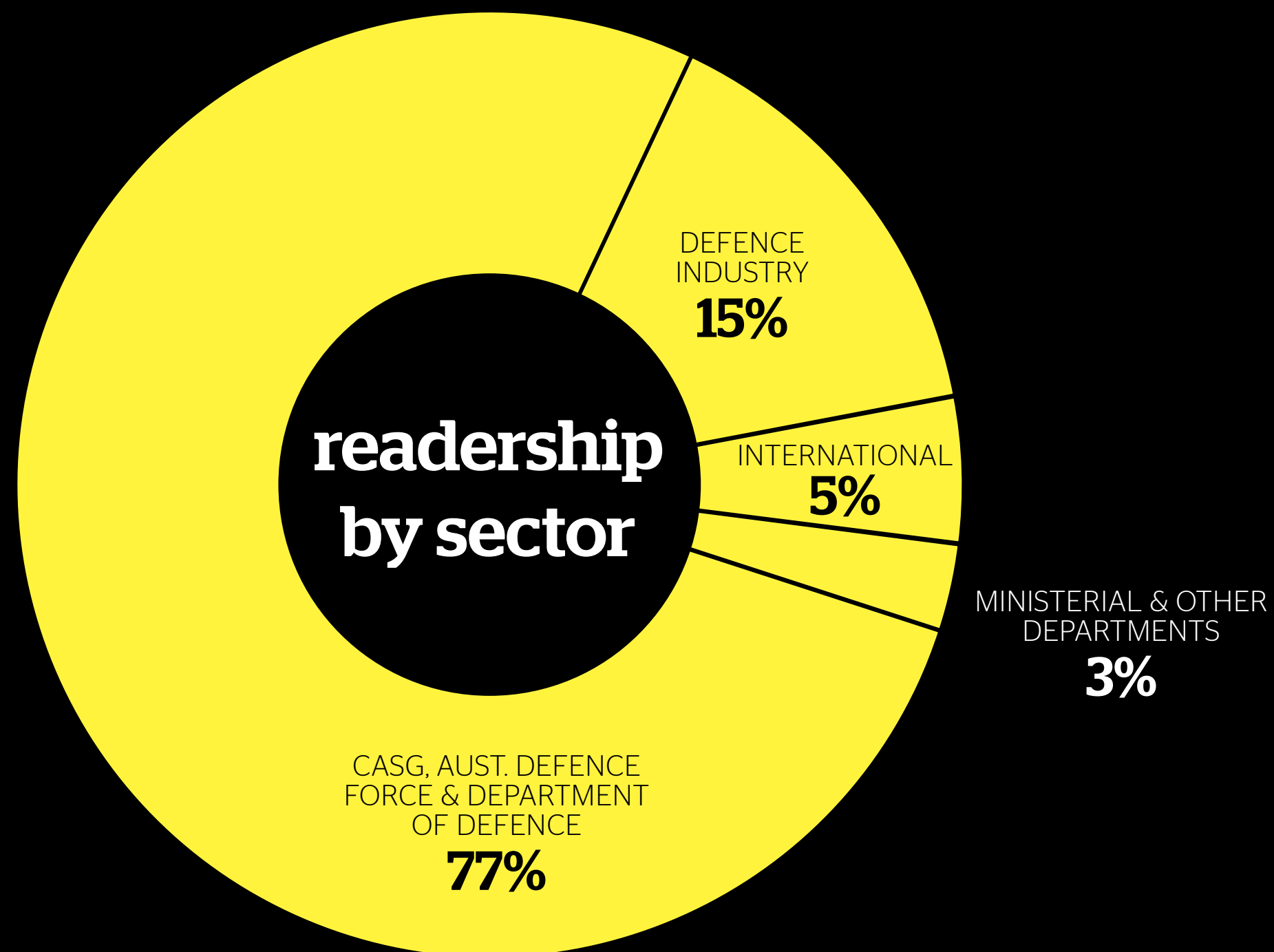
Across print, online, social media, podcasts, video, the Defence Industry Guide, events and awards, *ADM* Group reaches you however you want to engage. Our expert and experienced team of specialist journalists delivers the context and analysis you need to help make informed decisions in your organisation.

If you need to stay informed on the defence sector in Australasia and our near-abroad, look no further.

Ewen Levick  
Group Editor, *ADM* Group







## Our audience, your customer

*ADM* Group is the preferred reading of the senior defence leadership in government and industry. Australia's Capability, Acquisition and Sustainment 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), Chief Information Officer Group (CIOG) and the Defence Estate and Infrastructure Group (DE&IG).

*ADM* Group is in a unique position in the Australian marketplace.

Every member of the Defence Organisation is entitled to receive *ADM* to their desk or in their inbox. This is recognition of the brand's critical role in reporting on the defence/industry sector in Australia.



# Our portfolio

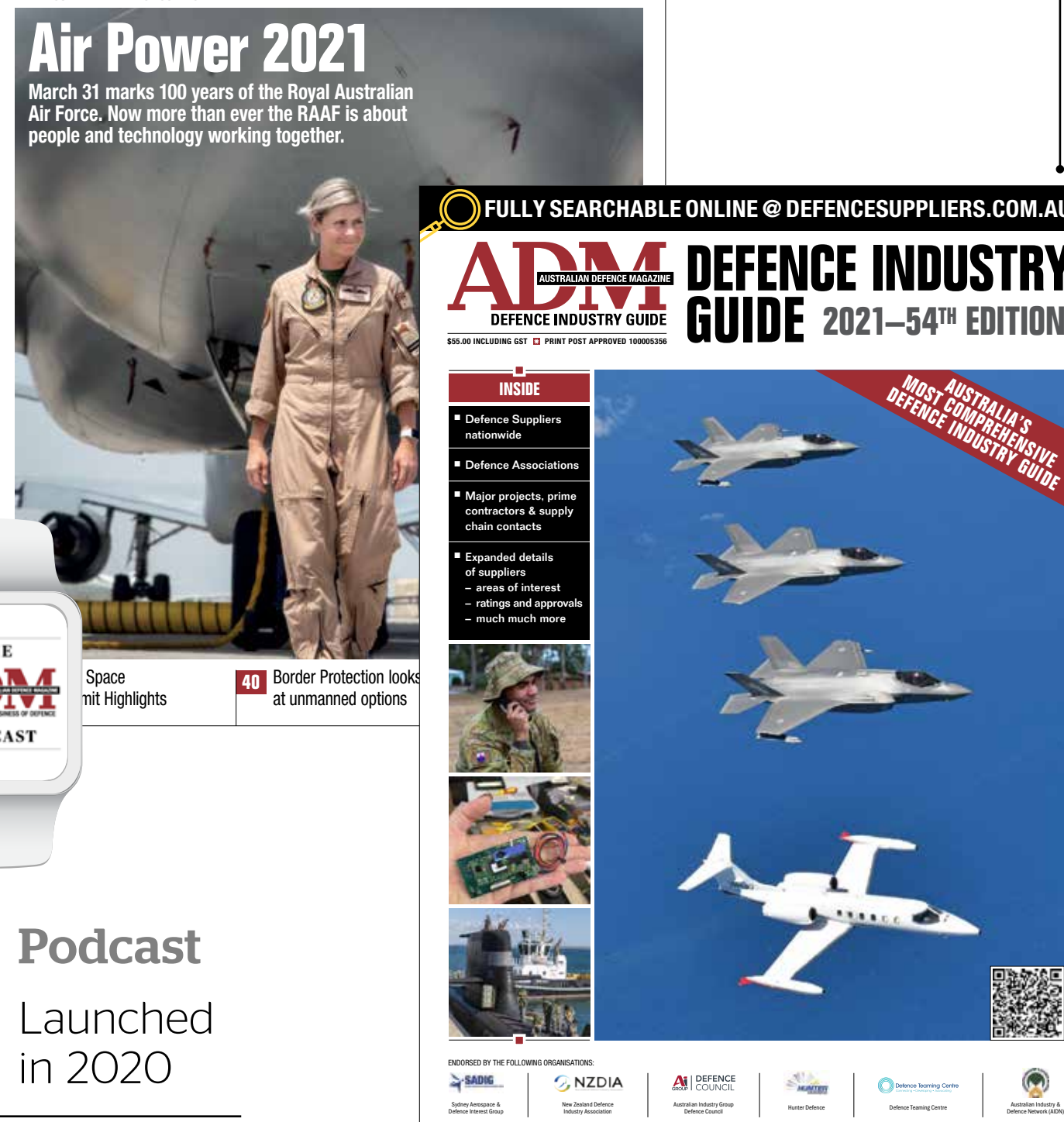
## Magazine

**CIRCULATION:** 75,000  
Published 9 times a year  
Publisher's Statement Sep 2021



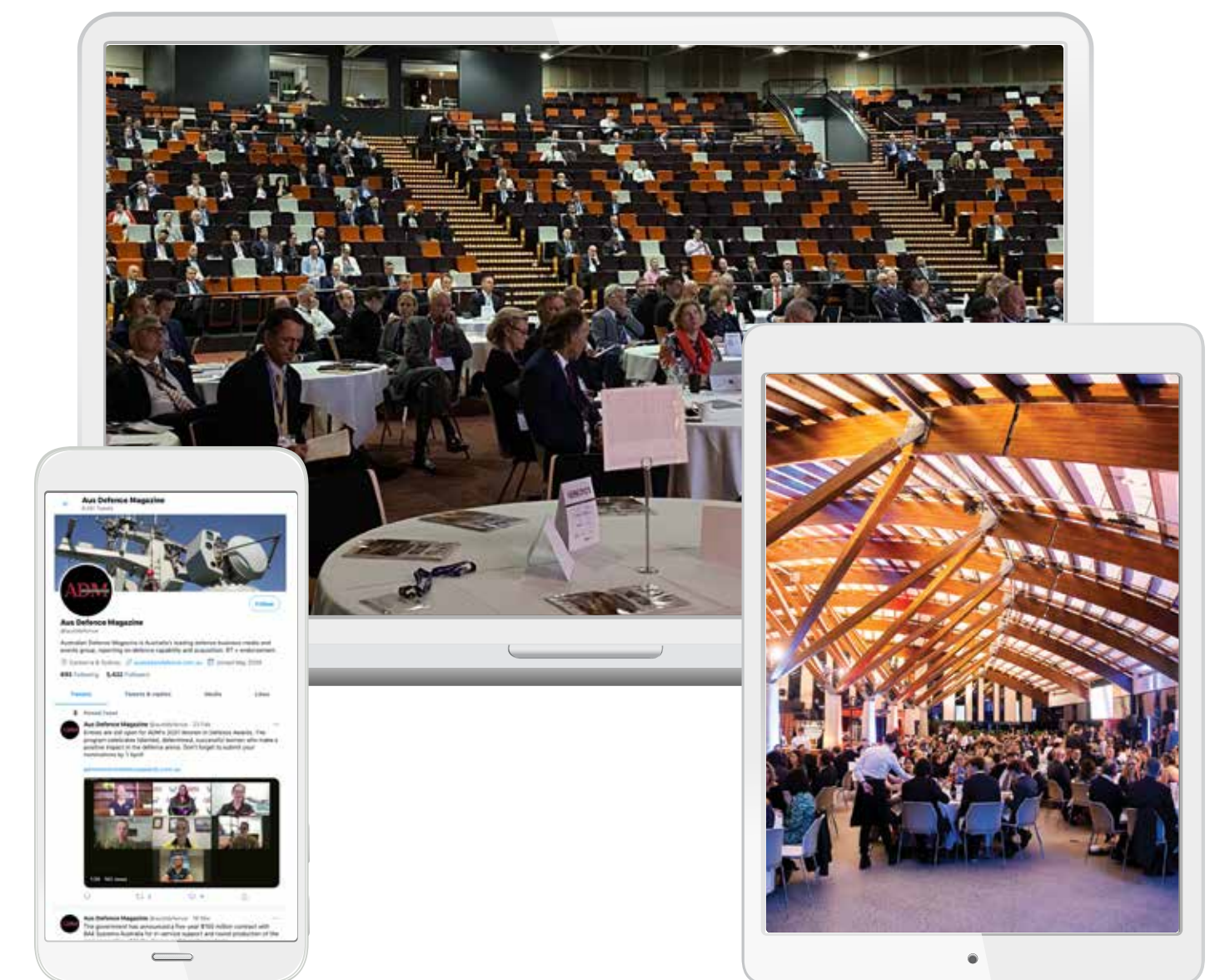
## Industry Guide

**CIRCULATION:** 15,000  
Published twice a year  
Publisher's Statement Sep 2021



## Events

- ADM Congress
- ADM Space
- STEM in Defence
- ADM Defence Estate and Base Services Summit
- ADM Northern Australia Defence Summit



## Social

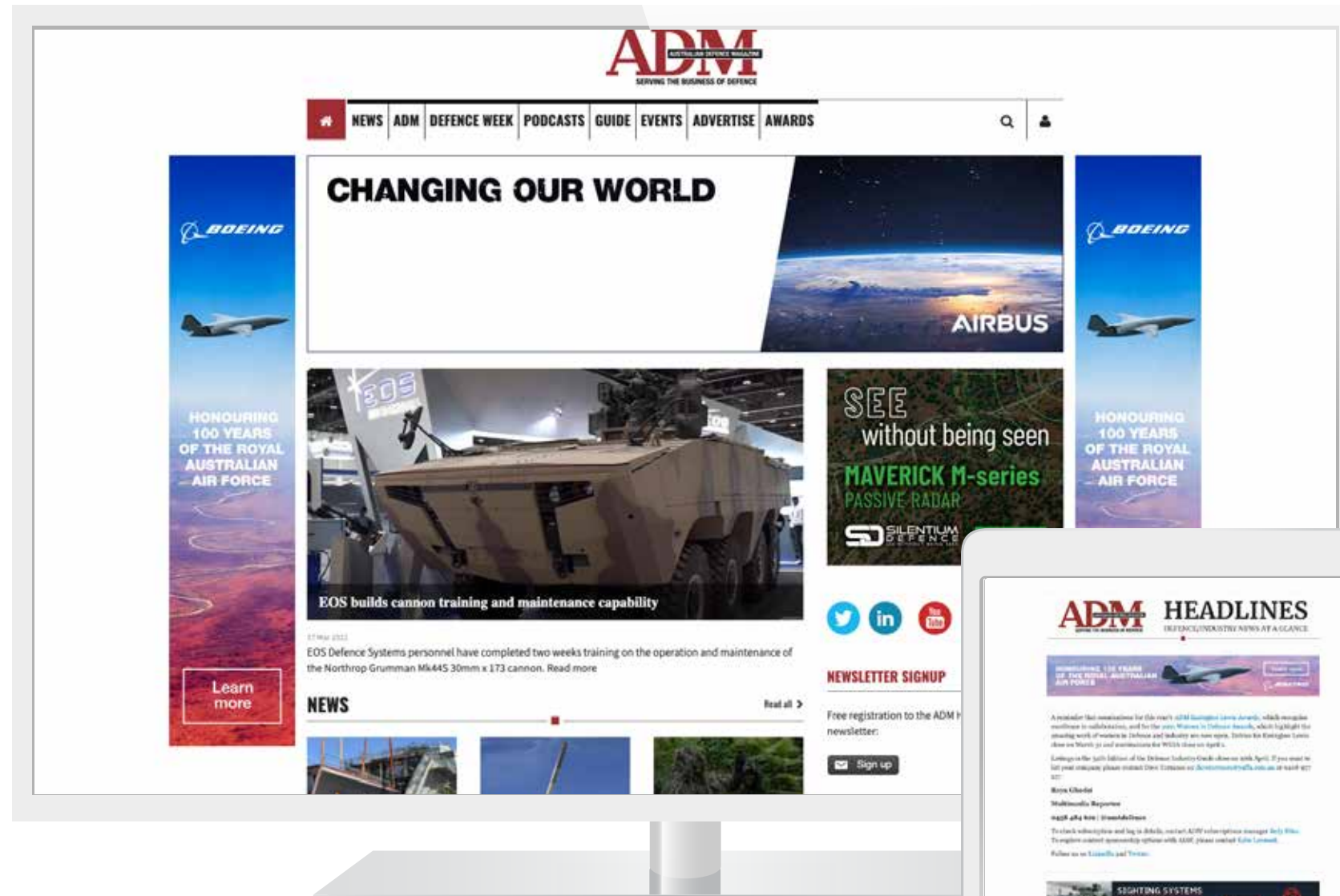
- Twitter
- YouTube
- LinkedIn

## Awards

- Women in Defence Awards
- Essington Lewis Awards

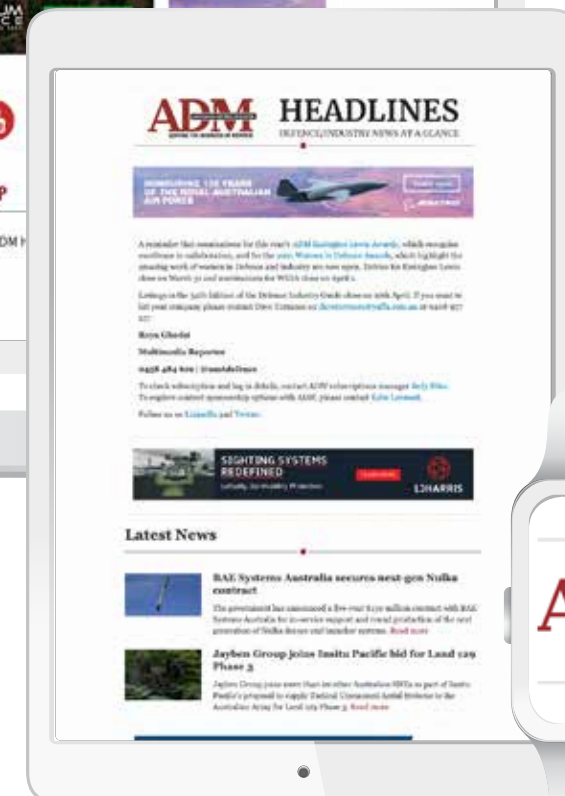
## Website

**PAGE VIEWS:** 100,000+  
**SESSIONS PER MONTH:** 60,000+  
**MONTHLY UNIQUE VISITORS:** 50,000+  
australiandefence.com.au  
Google Analytics Average Sep 2021



## Newsletter

**SUBSCRIBERS:** 9,500  
Sent four times a week  
As of Sep 2021



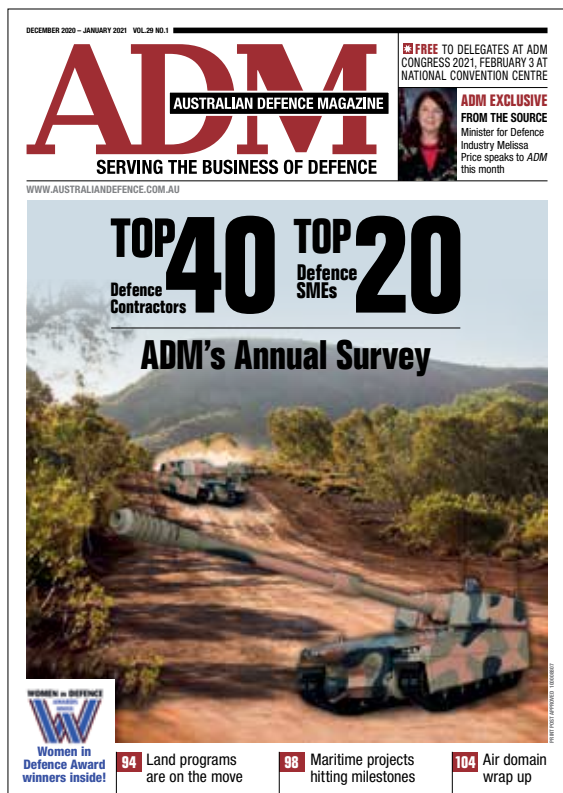
## Podcast

Launched in 2020





# ADM Signature offerings



## Congress

Running for almost 20 years now, *ADM's* Congress sets the tone for the year ahead. Hosted every February in Canberra, this prestigious event gathers a wide range of defence, government, industry and academia speakers to hear the latest insights from leaders and network with colleagues from around the nation and globe. *ADM's* other events throughout the year on STEM, Space, Defence in the North and Infrastructure/facilities support the themes highlighted at Congress in greater depth.

## Top 40

The only longitudinal survey of its kind in the world, *ADM's* Top 40 Defence Contractors Survey has expanded over the years to include Top 20 SMEs, Top 20 ANZ SMEs and a range of other metrics across the Defence Industry. While purely voluntary to take part, it gives a detailed snapshot of the performance of Defence Industry and is used extensively in government, industry, academia and beyond to measure Australian Industry Content/Capability and provide a who's who of players.

## From the Source

A mainstay of the print magazine, the From the Source interview feature is designed to provide the interviewee with a vehicle for discussing some of the bigger issues of the world they inhabit without necessarily focusing on matters of immediate news value and without a confrontational atmosphere. The procedure for From the Source is to edit the transcript of the interview down to 3 pages in the magazine, the product of a conversation with *ADM's* skilled editorial team. Aimed at speaking with Managing Directors/CEOs/Defence senior leaders, we look to explore some of the big challenges faced by organisations.



# Events and Awards

ADM Group runs two awards programs: The Essington Lewis Awards and ADM's own Women in Defence Awards.



Each year, ADM hosts numerous defence/industry conferences:

**ADM Congress:** February

**ADM Space:** April

**ADM Northern Australia Defence Summit:** May

**STEM in Defence:** August

**ADM Defence Estate and Base Services Summit:** September





# Reach your target audience

ADM Group is highly respected for its responsible and detailed reporting of defence capability acquisition in Australia.

ADM is the preferred reading of the senior defence leadership in government and industry.

## Print advertising



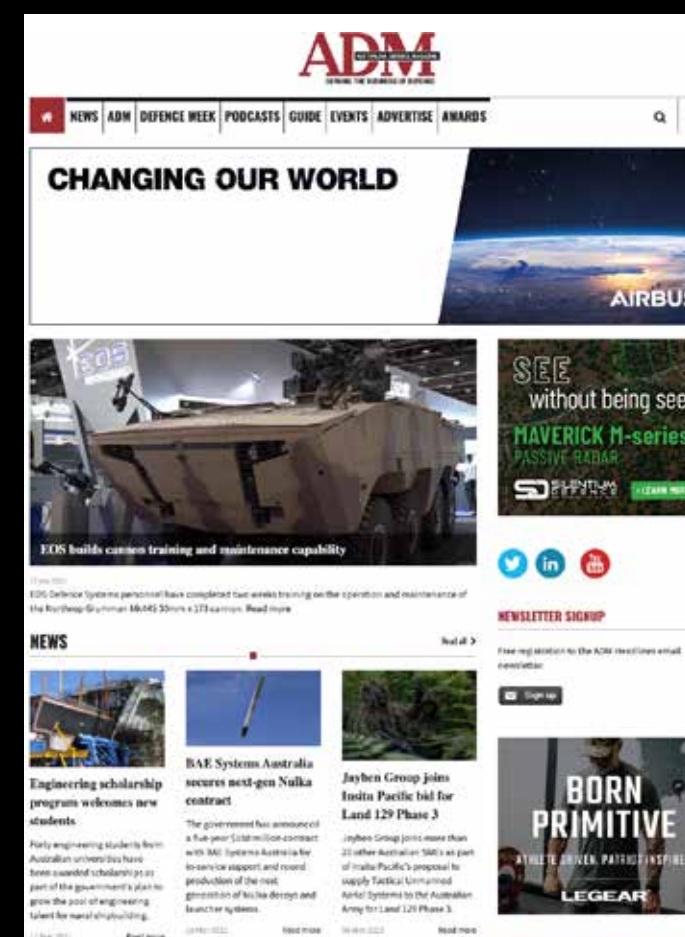
The monthly magazine is Australia's most renowned source of in-depth Defence and industry coverage.

## Defence industry guide



Published every six months in hard copy and fully searchable online.

## Digital advertising



ADM online offers daily engagement with an audience of defence and defence industry readers.

## Podcast



The ADM Podcast brings together discussions from Defence, industry, academia and experts from a range of speakers.

## Event sponsorship



Annual conferences and awards programs bringing together thought leaders and influential figures to discuss the industry's challenging and changing landscape.



# Editorial Calendar





# Meet the team

*ADM* is run by a team of experienced publishing professionals with extensive expertise in their fields



**Tracy Yaffa  
Publisher**

Tracy Yaffa is the Managing Director of Yaffa Media, a family-owned business founded in 1925, and is the Publisher of *ADM* Group, a subsidiary of Yaffa Media.



**Ewen Levick  
Group Editor**

Ewen is *ADM's* Group Editor, responsible for setting the Group's editorial strategy across all channels. He has a background in defence studies and international relations. Ewen served with 1/15th Royal NSW Lancers



**Nigel Pittaway  
Editor, ADM**

Nigel is the Editor of *Australian Defence Magazine*, responsible for all content appearing in print. He is a licensed Aeronautical Mechanical Engineer and has been writing on aviation and Defence for over 25 years both in Australia and internationally. He is also a talented aviation photographer



**Kylie Leonard  
Associate  
Publisher**

Kylie Leonard joined the *ADM* team in mid 2015 as Associate Publisher to become a key player in the team. While an academic background saw her begin her professional journey in IT before moving into adjacent industries in project management in both the private and public sectors, along with experience running her own IT consulting business.



**Lucy Yaffa  
Marketing  
Director**

Lucy is an experienced media planner having worked agency and client side in Sydney & London. She brings a 360 degree view of the marketing mix to the *ADM* team.



**Roya Ghodsi  
Multimedia  
Reporter**

Roya Ghodsi is *ADM's* Multimedia Reporter, starting in early 2021, working across broadcast and digital offerings for the group. She is growing her content knowledge rapidly to compliment her technical production skills in video, audio and online.



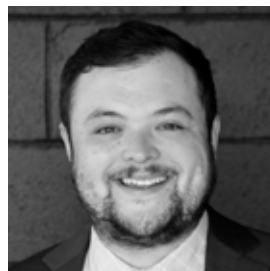
**Dave Torrance  
Defence  
Industry Guide  
Coordinator**

Dave Torrance is the Defence Industry Guide Coordinator, *ADM's* longest running product alongside the print magazine that lists Australian companies by capability, location, and much more. Accessible in both hard copy and as a fully searchable online database, Dave's work on the guide puts him in close contact with Australia's thriving Defence industry community.



**Julian Kerr  
Senior  
Correspondent**

Julian Kerr has over 40 years experience in journalism in Europe, the Middle East and Australia with a focus on Defence, international relations and technology in both print and broadcast. As *ADM's* Senior Correspondent he brings an unrivalled knowledge of programs, technology and perspective in the Defence sector.



**Michael  
Flanagan  
National Sales  
Manager**

A former Army Reservist with a background in international studies and political science. Michael has extensive experience across Media, Ecomm, SAAS & Martech. After working at News Corp for over 6 years, Michael brings a sophisticated understanding of the media industry and cross platform channels.



Magazine Rates

Size	Casual	3×	5×	8×
Double page spread	\$7350	\$6680	\$6020	\$5720
Double ½ page spread	\$4580	\$4160	\$3750	\$3570
Full page	\$4050	\$3680	\$3320	\$3160
½ page	\$2290	\$2080	\$1880	\$1790
⅓ page	\$1790	\$1620	\$1460	\$1390
OBC (cover 4)	\$4940	\$4490	\$4050	\$3850
IFC (cover 2)	\$4770	\$4330	\$3900	\$3710
IBC (cover 3)	\$4560	\$4140	\$3730	\$3550

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.

Deadlines

Issue	Booking	Material	Publication
Feb/Mar	14 Jan	21 Jan	12 Feb
Apr/May	9 Mar	16 Mar	12 Apr
June	13 Apr	20 Apr	14 May
Jul/Aug	8 Jun	15 Jun	9 Jul
Sep	10 Aug	17 Aug	10 Sep
Oct	14 Sep	21 Sep	12 Oct
Nov	5 Oct	12 Oct	10 Nov
Dec/Jan	23 Nov	2 Dec	4 Jan

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

Website Rates

Size	Weekly	Monthly
Rails (x2)*	\$1200	\$4000
Billboard*	\$1050	\$3500
Extended Leaderboard	\$760	\$2520
MREC	\$540	\$1800
LREC	\$810	\$2700
TEADS Video	\$1800	\$6000

\* DOES NOT DISPLAY ON MOBILE SITE. RATES EXCLUDE 10% GST.

eNewsletter Rates

Size	Weekly	Monthly
MREC	\$500	\$1500
Banner	\$600	\$1800

RATES EXCLUDE 10% GST.

Podcast

Packages	Monthly
Paid Podcast	\$6500
Sponsorship of ADM Podcasts	\$2500

RATES EXCLUDE 10% GST.

Solus EDM

Package	Per EDM
Solus EDM	\$7500

RATES EXCLUDE 10% GST.

Sponsored Content

Packages	Per Edition
Single Article	\$1950

RATES EXCLUDE 10% GST.

Highlights Video Sponsorship

Package	Weekly	Monthly
Sponsorship	\$350	\$1000

RATES EXCLUDE 10% GST.

Contact

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Kylie Leonard, Associate Publisher

M: 0404 844 851 kylieleonard@yaffa.com.au

Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.



## Magazine Specifications

Size	Width	Height
Double page spread (trimmed)	420	297
Full page (trimmed)	210	297
Double ½ page spread (trimmed)	420	145
½ page vertical	120	275
½ page horizontal	185	135
⅓ page vertical	57	275
⅓ page horizontal	185	75

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

## Website Specifications

Size	Width	Height
Rails (x2)	160	750
Billboard	960	250
Extended Leaderboard	960	90
MREC	300	250
LREC	300	600
TEADS Video	1920 (max) / 640 (min)	1080 (max) / 360 (min)

ALL SPECS ARE IN PIXELS

## eNewsletter Specifications

Size	Width	Height
MREC	300	250
Banner	600	90

ALL SPECS ARE IN PIXELS.

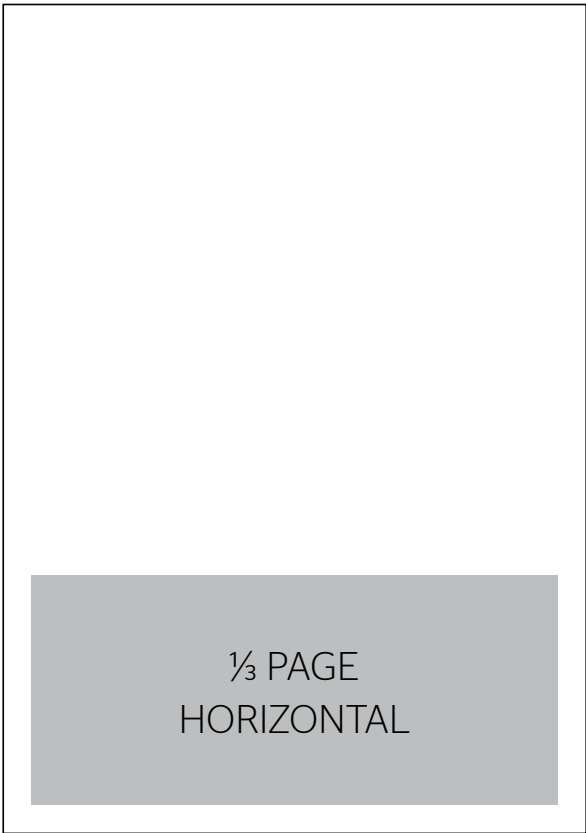
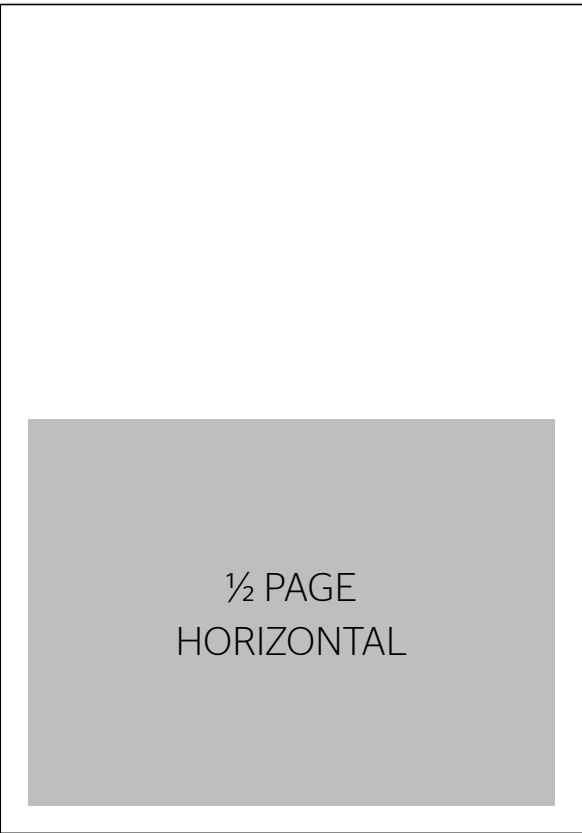
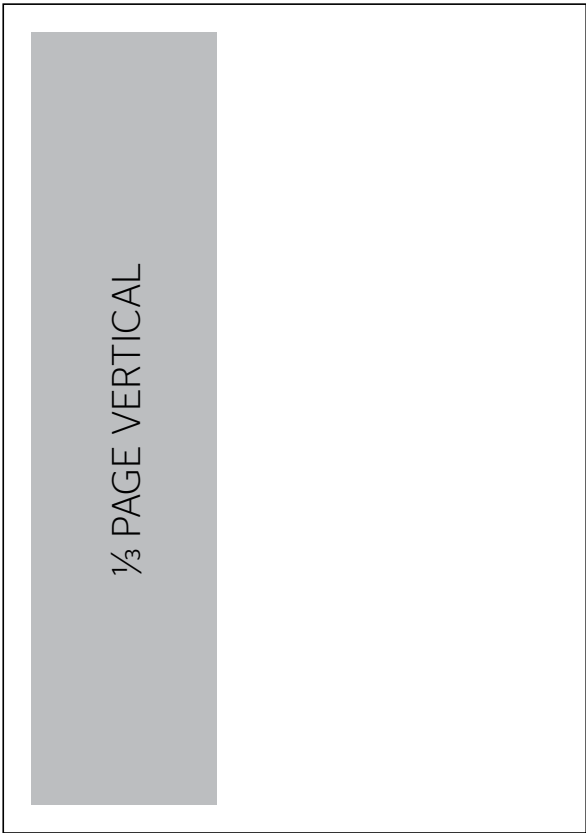
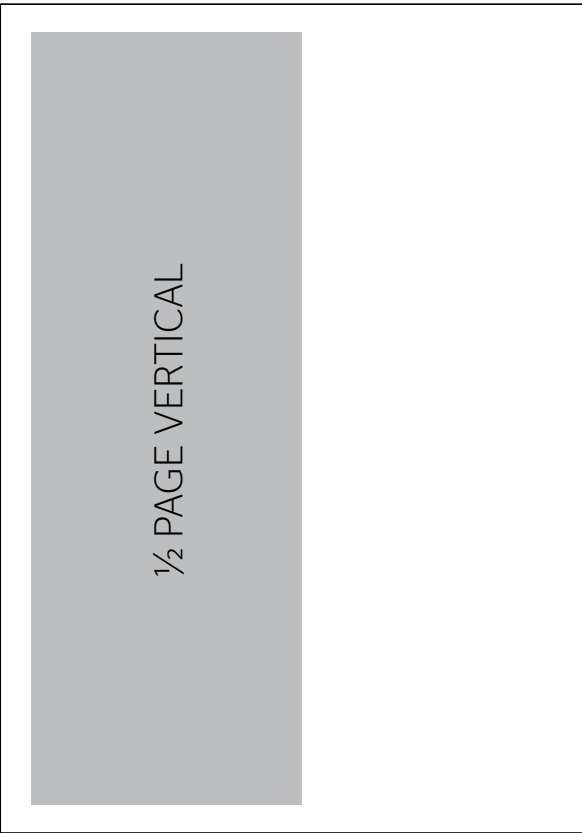
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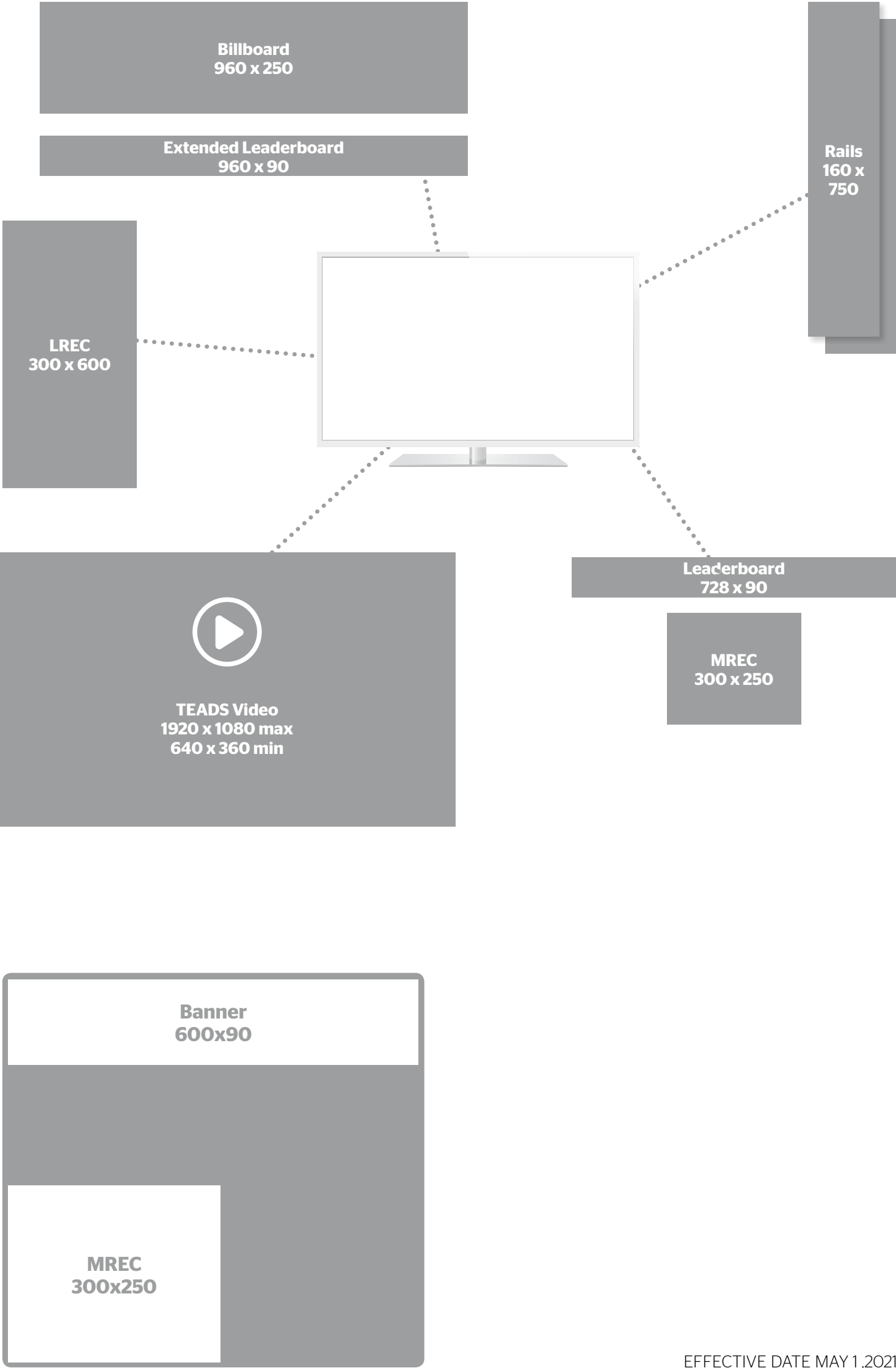
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EFFECTIVE DATE MAY 1, 2021



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