

ADM

AUSTRALIAN DEFENCE MAGAZINE

DEFENCE INDUSTRY GUIDE

DEFENCE INDUSTRY GUIDE 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 M: 0432 640 652 E: markmconkey@yaffa.com.au



Supplier listings

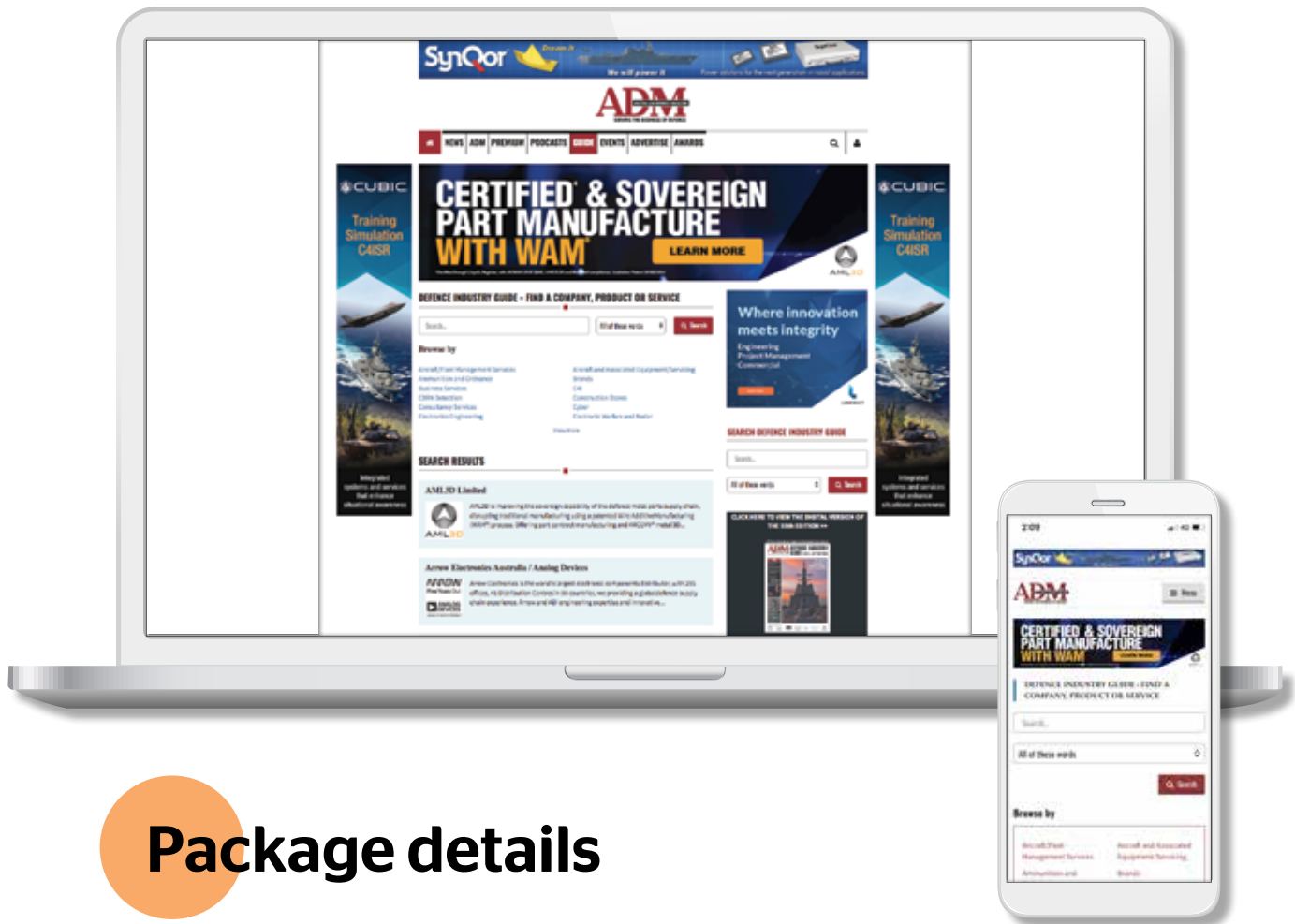
- Online as your copy is approved
- In the next two print editions of the Guide
- Listings can be updated online at any time
- You will be offered renewal of your entries every 12 months, based on your existing categories/advertising package.
- Opportunity to send news items for *ADM* today in platinum 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 high on the first page.

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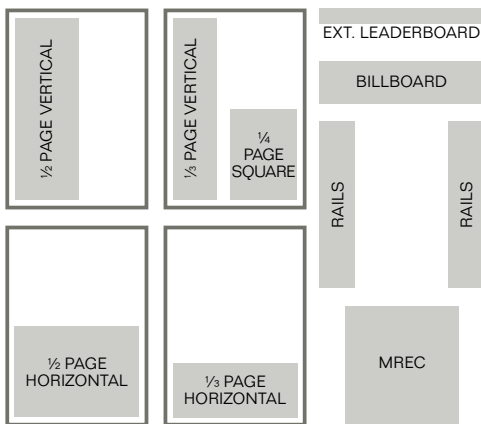
FULLY SEARCHABLE ONLINE @ DEFENCESUPPLIERS.COM.AU

ADM DEFENCE INDUSTRY GUIDE 2023-58TH 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***
BRONZE PACKAGE	3	x	x	x	\$710
SILVER PACKAGES					
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
GOLD PACKAGES					
Gold 01	4	✓	1/4 page	x	\$4,120
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
PLATINUM PACKAGES					
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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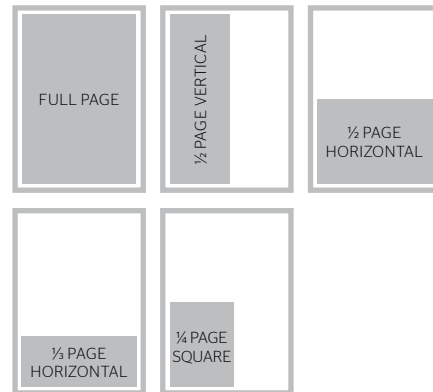
UPDATED: 13 JUN 2023

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

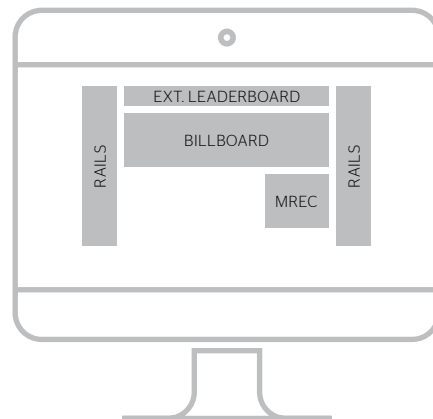
ALL SPECS ARE IN MM.
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.



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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