

ONLINE MEDIA KIT 2020

www.australiandefence.com.au



RESPECTED

INFLUENTIAL ENGAGED



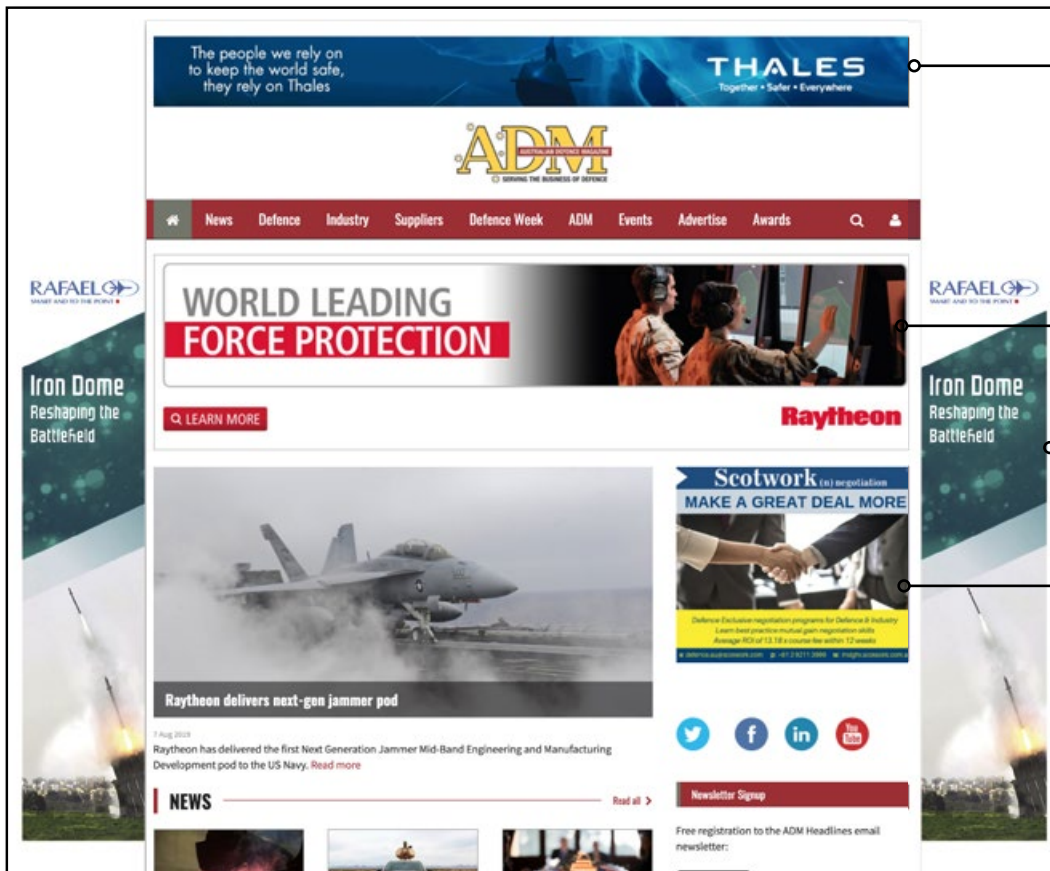
CONTACT: DAVID JONES

Advertising Sales Manager, ADM Print and Online

Tel: 07 3348 6966 Int'l: +61 7 3348 6966

Mobile: 0412 188 100 Int'l: +61 412 188 100 davidjones@australiandefence.com.au

www.australiandefence.com.au



Ext. Leaderboard

Billboard

Rails

MREC

A KEY COMPONENT OF ADM'S DEFENCE/INDUSTRY ENGAGEMENT IS OUR SIGNIFICANT DIGITAL PRESENCE, WITH TWO WEEKLY NEWSLETTERS + ACTIVE SOCIAL MEDIA.

ADM is the ONLY magazine to be selected to the Department of Defence Standing Offer Panel for the Supply of Electronic Information Resources. ADM Online offers advertisers daily engagement with an audience of defence and defence industry readers.

The trusted site serving the business of defence ONLINE from the leading defence business magazine – ADM.

Imagine the attention your special promotion on the **ADM** site can gain. www.australiandefence.com.au is the ideal forum for extending your integrated media campaign or for that special one-off promotional project targeting the defence/industry decision-makers in Australia.

INFLUENTIAL

RESPECTED

ENGAGED



Australia's Naval Programs will be a key topic in 2020.



Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2020.



Army's premier event, Land Forces, will see ADM have a huge presence also on show.



MANY DEFENCE SUBSCRIBERS ACCESS ADM's DIGITAL ASSETS VIA THE DEFENCE LIBRARY, LENDING AUTHORITY TO ADM's REPORTING.

WEBSITE

+ Two weekly eNewsletters

- Breaking news from defence
- Daily news updates
- Extensive, fully-searchable archive of articles available to PREMIUM USERS
- Events listing
- Free DEFENCE WEEK eNewsletter sign-up, sent weekly
- [Defence Suppliers](#) – searchable from the **ADM** site
- Social media engagement – Twitter feed, active user engagement through comments on major stories, Facebook & LinkedIn

STATISTICS

- **47,000+** sessions per month and growing
- **70,000+** page views per month and growing
- **6,700+** newsletter subscribers

AUDIENCE

ADM's online audience is a mix of defence, defence industry and interested participants who actively engage with **ADM's** daily news stories and in-depth analysis of defence business issues.

CAMPAIGN OPTIONS

If you have a special request such as video or social media options, contact us about the options we can offer.

ADM LINKS



Twitter [@austdefence](#)



Facebook [facebook.com/AusDefMag/](#)



YouTube [youtube.com/c/AustraliandefenceAuMag](#)



Instagram [instagram.com/austdefence/](#)



Google+ [plus.google.com/+AustraliandefenceAuMag](#)



LinkedIn Search LinkedIn for Australian Defence Magazine

INFLUENTIAL

RESPECTED

ENGAGED



ADM Conferences are held across the year.



ADM Managing Editor Katherine Ziesing.



Dedicated website and social media engagement.



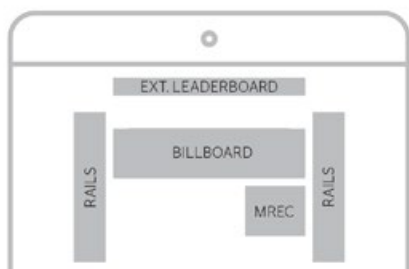
MATERIAL SPECS

Online material deadline is five business days prior to publishing.

WEBSITE

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Billboard	250	960
Extended Leaderboard	90	960
MREC	250	300
Gutter/Rail Ads x 2	750	160

No file size is to exceed 100kb. Multiple slides or files can be sent for sequencing.



eNEWSLETTERS

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Banner	90	600
Medium Banner	60	468

MAX FILE SIZE

To facilitate fast loading, no file to exceed 100kb.

DEADLINES

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



A KEY COMPONENT OF ADM'S DEFENCE-INDUSTRY ENGAGEMENT IS OUR SIGNIFICANT DIGITAL PRESENCE, WITH TWO NEWSLETTERS EACH WEEK, AND ACTIVE SOCIAL MEDIA ENGAGEMENT. ADM IS THE ONLY PRINT PUBLICATION WITH A DEDICATED ONLINE EDITOR.

DIGITAL RATES

www.australiandefence.com.au

ADM Online is the trusted site serving the business of defence from the leading defence business magazine – ADM. RATES ARE PER MONTH.

GENERAL RATES*	1x (\$)	4x (\$)	ADM Advertiser (\$)
Billboard	2,500	2,250	2,125
Extended Leaderboard	2,100	1,890	1,785
Rails	2,200		
MREC	1,500	1,350	1,275
Newsletter Banner	1,000	900	850
Newsletter Medium Banner	800	720	680

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.

SAVE MONEY!

BOOK A PROMOTIONAL PACKAGE

All packages are for a calendar month.

	1x (\$)	ADM Advertiser* (\$)
• PLATINUM: Website Billboard & Banner on the newsletters	2,960	2,700
• GOLD: Website Extended Leaderboard & Banner on the newsletters	2,460	2,250
• SILVER: Website MREC & Medium Banner on the newsletters	1,960	1,790

***To qualify to receive the ADM Advertiser discount rate, a minimum of three print ads must be booked over the year. Chat to David Jones for bespoke packages.**

CLICK HERE FOR FURTHER INFORMATION

Email davidjones@australiandefence.com.au
Phone +61 (7) 3348 6966
Direct phone +61 (7) 3087 5103
F +61 (7) 3348 6511

www.australiandefence.com.au
After Hours & SMS
+61 (0) 412 188 100
Cell phone +61 (0) 412 188 100