



ADM

AUSTRALIAN DEFENCE MAGAZINE

SERVING THE BUSINESS OF DEFENCE

Media Kit 2024



FROM THE PUBLISHER

ADM Group is the largest defence trade media brand in Australia. For over 30 years, the *Australian Defence Magazine* has provided independent, responsible and detailed reporting on defence capability, acquisition and sustainment in Australasia and its near-abroad, and earned a reputation for quality and impact found nowhere else.

But *ADM Group* is more than a magazine. Across print, online, social media, podcasts, video, the Defence Industry Guide, events and two major award programs, *ADM Group* reaches our audience 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, or if you want to reach the most influential defence audience in Australia, look no further.

Ewen Levick
Publisher, *ADM Group*



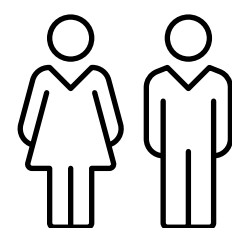


WHO WE ARE

ADM draws on the immense experience and knowledge of our editorial team, who have almost a century of combined experience covering defence issues across the globe, as well as our network of reporters across Australia and New Zealand. *ADM* prides itself on providing accurate, important information on Australia's defence marketplace - information that often is found nowhere else.

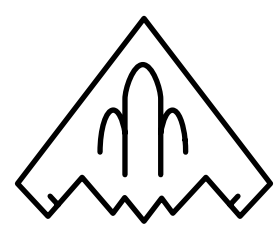
Consequently, *ADM* Group is in a unique position in the Australian marketplace. Every member of the Defence Organisation is entitled to receive *ADM* to their desk or in their inbox, and has preferential access to all *ADM* events. This is recognition of the brand's critical role in reporting on the defence/industry sector in Australia.

ADM's signature editorial offerings include *ADM's* Top 40 Defence Contractors Survey - the only longitudinal survey of its kind in the world - and the From the Source interview feature, a mainstay for industry leaders, Ministers and ADF service chiefs.



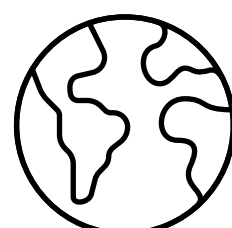
77%

CASG, Aust. Defence Force &
Department of Defence



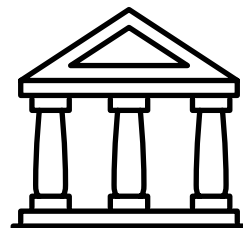
15%

Defence Industry



5%

International



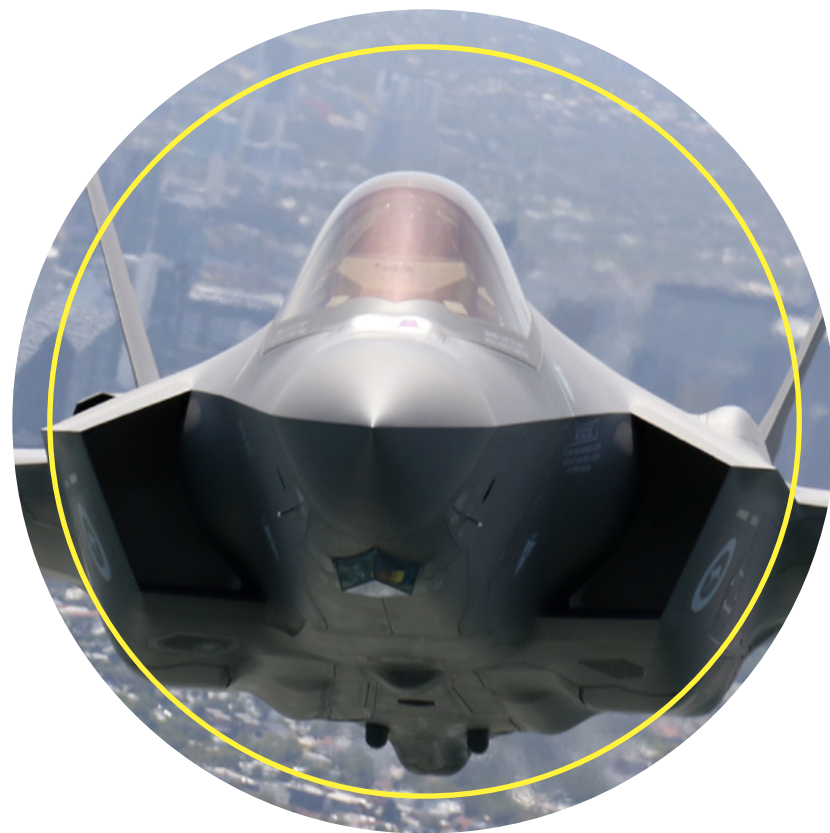
3%

Ministerial & other
Departments

OUR AUDIENCE, YOUR CUSTOMER

As a result of our focused, high-impact reporting, *Australian Defence Magazine* is the preferred reading of the senior defence leadership in government and industry, and this audience is now engaged across the breadth of *ADM* Group's offerings. 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 (CLOG) and the Security and Estate Group; as well as defence industry in Australia, from major primes to SMEs.

EDITORIAL PILLARS



DEFENCE BUSINESS

ADM is focused on delivering detailed and accurate coverage of current and planned defence acquisition projects, defence policy (and especially defence industry policy) and defence industry developments in Australia and NZ. Our articles are read and referenced across the Department of Defence, Defence industry, and academia.



FEATURES

Our features content looks to provide updates and context on long-term trends in Australia's defence marketplace. We look for major developments at the intersection of policy and technology, and provide in-depth coverage of these trends as they shape Australia's defence environment.



DIGITAL

ADM's digital offerings are built on digital news reporting, which provides timely and relevant news updates each business day to our audience, and our podcast, which provides a vehicle for experts and decision-makers to discuss topics and subjects of longer-term interest to our audience.



TOP 40

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 cited extensively across government, industry, academia and beyond.



FROM THE SOURCE

Our From the Source interview feature is designed to provide the interviewee with a vehicle for discussing big issues without necessarily focusing on matters of immediate news value and without a confrontational atmosphere. Aimed at speaking with Managing Directors/CEOs/Defence senior leaders, we look to explore some of the big challenges faced by organisations.



PORTFOLIO STATISTICS

MAGAZINE

75,000 Readership
Published eight times a year
(Publisher's Statement May 2022)

INDUSTRY GUIDE

15,000 Readership
Published twice a year
(Publisher's Statement May 2022)

WEBSITE

51,810 Sessions
279,655 Events

NEWSLETTER

11,500+ subscribers
Sent five times a week

SOCIAL MEDIA/DIGITAL

6,000+ X followers
900+ Youtube subscribers
17,500+ LinkedIn followers

PODCAST

1,200 downloads
per month

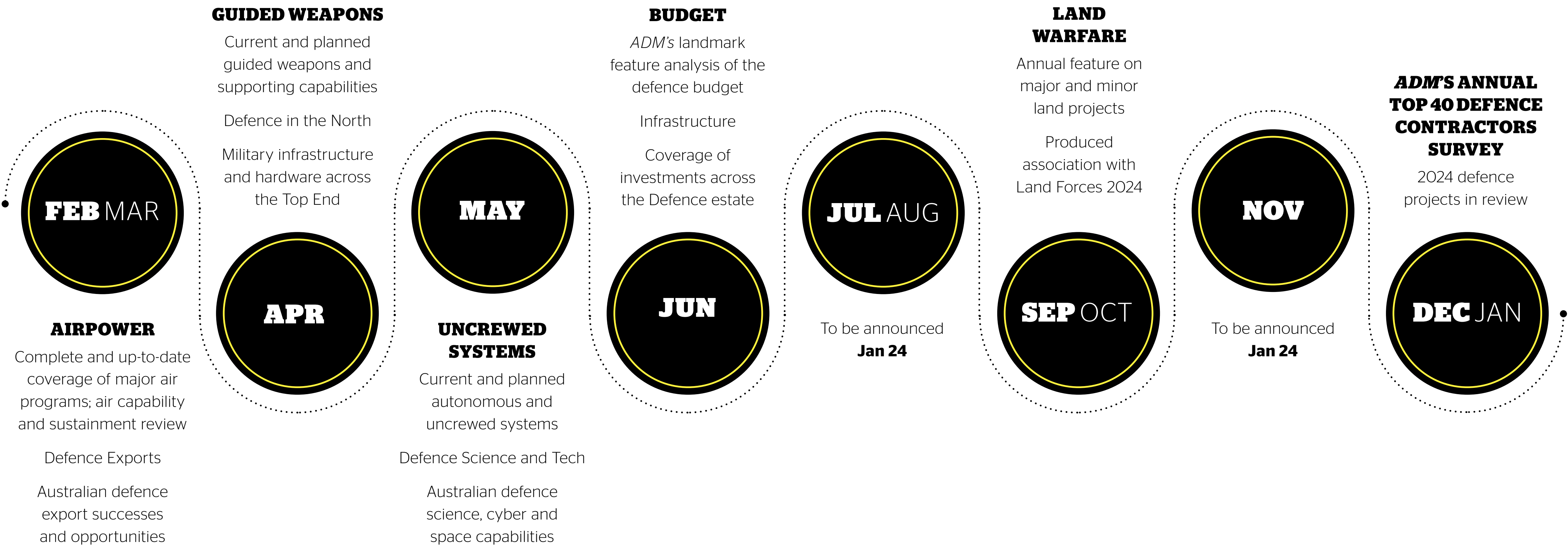
EVENTS AND PROGRAMS

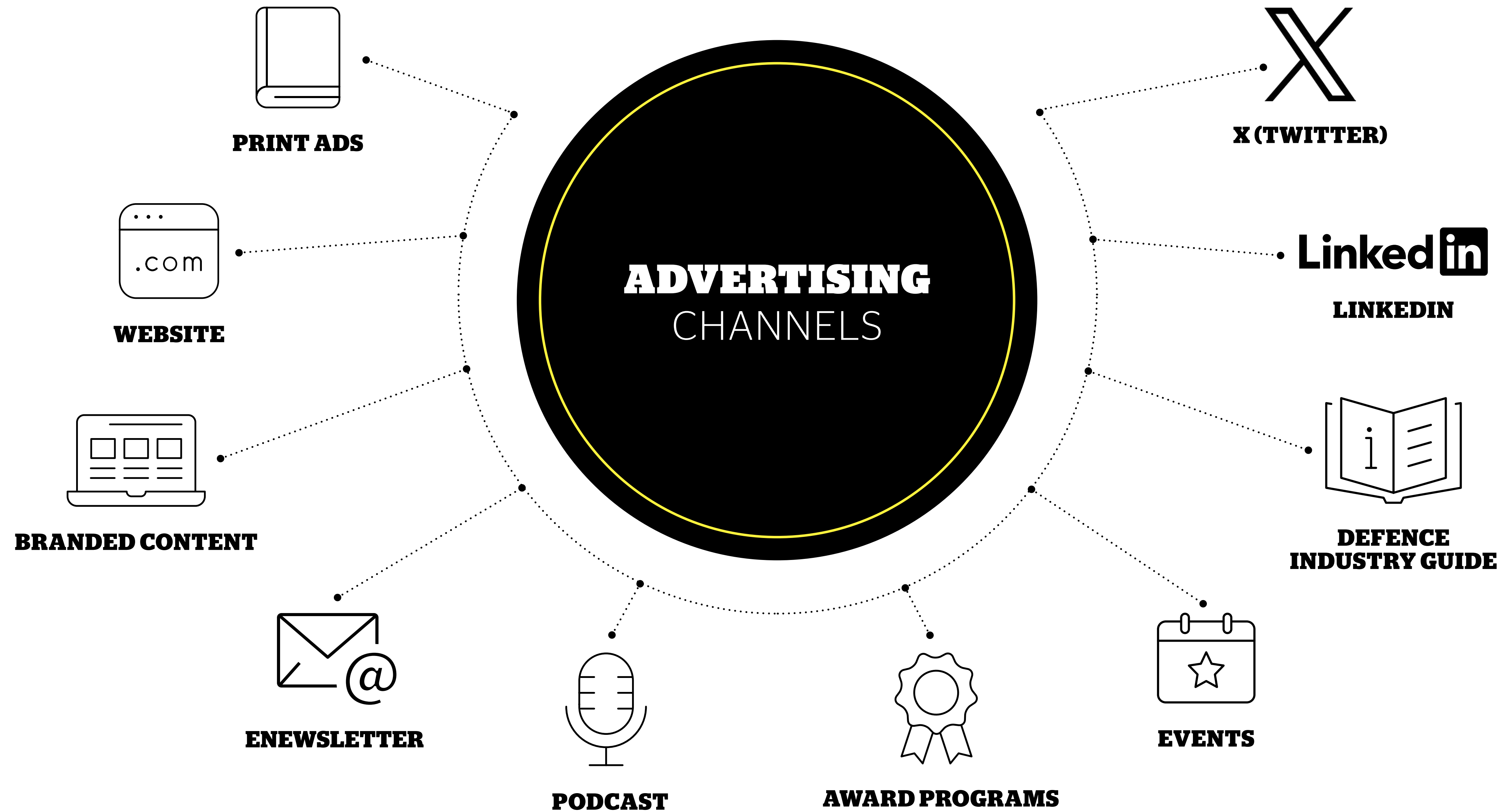
ADM Group has a strong portfolio of events and award programs across Australia, including the *ADM* Congress, regional summits, the *ADM* Women in Defence Awards and the *ADM* 30under30 Awards.

Running for over 20 years, *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 - including Ministers, service chiefs, and Departmental leadership - to hear the latest insights from leaders and network with colleagues from around the nation and globe.



EDITORIAL CALENDAR





MAGAZINE RATES

| Size | Casual | 3× | 8× |
|----------------------|---------|---------|---------|
| Double page spread | \$8,169 | \$7,350 | \$6,248 |
| Double ½ page spread | \$4,862 | \$4,368 | \$3,717 |
| Full page | \$4,788 | \$4,305 | \$3,665 |
| ½ page | \$2,688 | \$2,415 | \$2,058 |
| ⅓ page | \$2,100 | \$1,890 | \$1,607 |
| OBC (cover 4) | \$5,838 | \$5,250 | \$4,463 |
| IFC (cover 2) | \$5,607 | \$5,040 | \$4,284 |
| IBC (cover 3) | \$5,135 | \$4,620 | \$3,927 |

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.

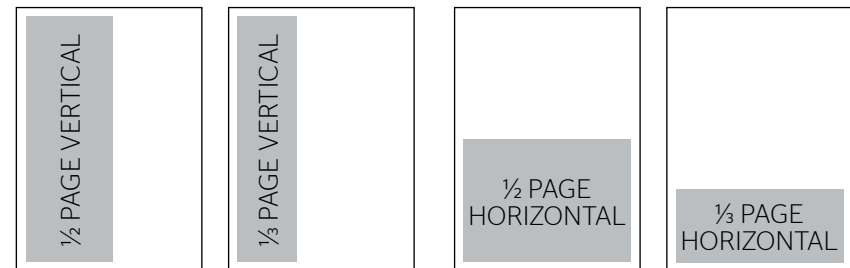
MATERIAL SPECIFICATIONS

| 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.

DEADLINES

| Issue | Booking | Material | Publication |
|---------|-----------|-----------|-------------|
| Feb/Mar | 14 Feb 24 | 21 Feb 24 | 14 Mar 24 |
| Apr | 13 Mar 24 | 20 Mar 24 | 15 Apr 24 |
| May | 10 Apr 24 | 17 Apr 24 | 10 May 24 |
| Jun | 15 May 24 | 22 May 24 | 14 Jun 24 |
| Jul/Aug | 12 Jun 24 | 19 Jun 24 | 12 Jul 24 |
| Sep/Oct | 7 Aug 24 | 14 Aug 24 | 6 Sep 24 |
| Nov | 16 Oct 24 | 23 Oct 24 | 15 Nov 24 |
| Dec/Jan | 20 Nov 24 | 27 Nov 24 | 8 Jan 25 |



IF THE CLIENT WHOLLY OR PARTLY CANCELS THE MEDIA ORDER WITHIN 30 DAYS OF YAFFA BEING SCHEDULED UNDERTAKE THE WORK TO WHICH THE CANCELLATION RELATES, THE CLIENT MUST STILL PAY YAFFA ALL AMOUNTS DUE TO YAFFA.

WEBSITE RATES

| Size | Weekly | Monthly |
|----------------------|---------|---------|
| Rails (x2)* | \$2,200 | \$6,600 |
| Billboard* | \$1,837 | \$5,500 |
| Extended Leaderboard | \$1,254 | \$3,740 |
| MREC | \$919 | \$2,750 |
| LREC | \$1,254 | \$3,740 |
| TEADS Video | \$2,607 | \$7,810 |
| Website Takeover* | \$4,730 | |

* DOES NOT DISPLAY ON MOBILE SITE. MAX TWO WEEK RUN.

MATERIAL 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 RATES

| Size | Weekly | Monthly |
|--------|---------|---------|
| MREC | \$913 | \$2,739 |
| Banner | \$1,100 | \$3,300 |

RATES EXCLUDE 10% GST.

MATERIAL SPECIFICATIONS

| Size | Width | Height |
|--------|-------|--------|
| MREC | 300 | 250 |
| Banner | 600 | 90 |

ALL SPECS ARE IN PIXELS.

DEADLINES

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

PODCAST

| Package | Per Package |
|-----------------------------|-------------|
| Podcast | \$7,150 |
| Sponsorship of ADM Podcasts | \$2,750 |

RATES EXCLUDE 10% GST.

SOLUS EDM

| Package | Per EDM |
|-----------|---------|
| Solus EDM | \$9,075 |

RATES EXCLUDE 10% GST.

SPONSORED CONTENT

| Package | Per Article |
|----------------|-------------|
| Single article | \$5,830 |

RATES EXCLUDE 10% GST.

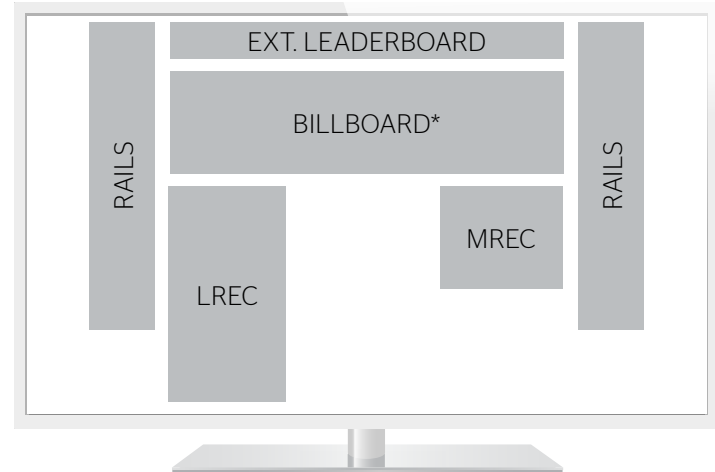
HIGHLIGHTS VIDEO SPONSORSHIP

| Package | Weekly | Monthly |
|-------------|--------|---------|
| Sponsorship | \$418 | \$1,265 |

RATES EXCLUDE 10% GST.

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.



CONTACT

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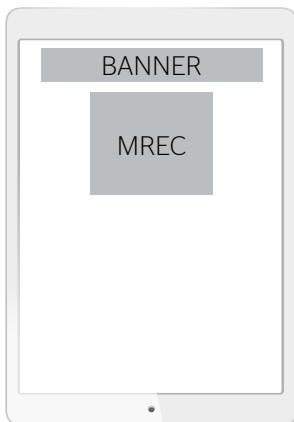
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