

# PRINT MEDIA KIT 2020



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. ADM 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).

## 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. Every member of the Defence Organisation is entitled to receive ADM to their desk or in their inbox.

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

- ADM is the only Australian defence-related magazine published monthly (except December);
- ADM publishes two weekly newsletters with average opening rate in excess of 6,500 per week;
- ADM publishes an authoritative Directory of Defence Suppliers in hard copy twice a year plus a fully searchable online database; 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.

### 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 EXCLUSIVE ONE-ON-ONE INTERVIEWS IN 2019

**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.**

|                  |   |
|------------------|---|
| <b>Dec/Jan</b>   | Hon Christopher Pyne, Minister for Defence Industry |
| <b>February</b>  | Air Marshal Leo Davies, Chief of Air Force, ADF     |
| <b>March</b>     | Rob Nioa of NIOA                                    |
| <b>April</b>     | Craig Lee of BECA                                   |
| <b>May</b>       | Gareth Evans of Rohde & Schwarz                     |
| <b>June</b>      | Nick Gibbs of Collins Aerospace                     |
| <b>July</b>      | Chris Dixon of ADA                                  |
| <b>August</b>    | John Davis of Naval Group Australia                 |
| <b>September</b> | Chief Defence Scientist Prof Tanya Munro            |
| <b>October</b>   | Deputy Chief of Navy RADM Mark Hammond              |
| <b>November</b>  | Dr Rowan Gilmore of EM Solutions                    |

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

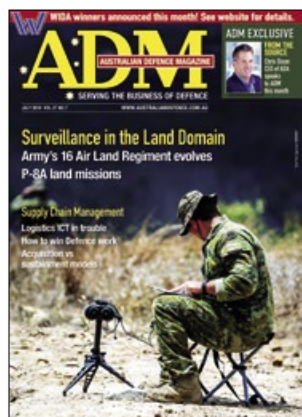


Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2020.



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





**ALL DEFENCE PERSONNEL, BOTH MILITARY AND CIVILIAN, ARE ENTITLED TO RECEIVE THEIR OWN INDIVIDUAL COPY OF THE MAGAZINE, POSTED TO THEIR DEFENCE WORK ADDRESS.**

## AUSTRALIAN DEFENCE MAGAZINE (ADM) IS

- 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, Acquisition and Sustainment 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 (CIOG)
  - o Defence Heads of Station & Defence Attaches at Australia's overseas missions/embassies
- **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 Group of Eight universities and other higher education organisations
- **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 complete 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\*

5,838

Digital readership averages per month

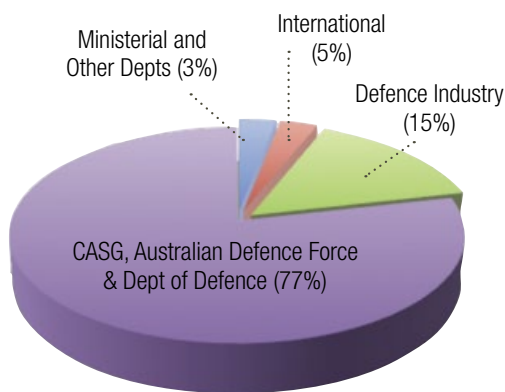
69,000+ views

**Total average circulation per month**

**Over 75,000<sup>#</sup>**

\*CAB print audit (excluding above average bonus distribution) as at 30 Apr 2019

# 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: 17,514**

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 FOUR 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 a quarter of a century of publication.



### ADM DEFENCE WEEK PREMIUM

Published weekly.  
Subscriber only publication.



### ADM DIRECTORY OF DEFENCE SUPPLIERS

Published every 6 months  
in hard copy and fully searchable  
online.



### ESSINGTON LEWIS AWARDS

ADM runs two awards programs: the Essington Lewis Awards in partnership with the Department of Defence and ADM's own Women in Defence Awards.



### ADM BRANDED EVENTS

Each year, **ADM** hosts numerous defence/industry conferences:

- ADM Defence/Industry Congress – February
    - ADM and Space – April
    - STEM in Defence – Canberra – August
  - ADM Defence Estate and Base Services Summit – September
  - ADM Northern Australia Defence Summit – Darwin – October
- 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**

**Facebook**

**YouTube**

**Instagram**

**Google+**

**LinkedIn**

[@austdefence](https://twitter.com/austdefence)

[facebook.com/AusDefMag/](https://facebook.com/AusDefMag/)

[youtube.com/c/AustraliandefenceAuMag](https://youtube.com/c/AustraliandefenceAuMag)

[instagram.com/austdefence/](https://instagram.com/austdefence/)

[plus.google.com/+AustraliandefenceAuMag](https://plus.google.com/+AustraliandefenceAuMag)

Search LinkedIn for *Australian Defence Magazine*

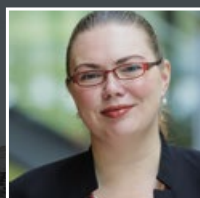
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across the year.



ADM Managing Editor  
Katherine Ziesing.



Dedicated website and  
social media engagement.

## ADM KEY PEOPLE



### Katherine Ziesing

**Managing Editor, ADM Group, 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.



### Ewen Levick

**Online Editor, ADM Group, Sydney**

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Ewen joined as ADM's Online Editor in March 2018. He has a Bachelor's in International Relations 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

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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.

[www.australiandefence.com.au](http://www.australiandefence.com.au)

[www.defencesuppliers.com.au](http://www.defencesuppliers.com.au)

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