

**EST. 1993**  
**SERVING THE BUSINESS OF DEFENCE FOR OVER TWO DECADES**



**★ ONLINE MEDIA KIT 2019**  
[www.australiandefence.com.au](http://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](mailto:davidjones@australiandefence.com.au)  
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The image shows a screenshot of the ADM website homepage. At the top, there is a THALES banner with the text 'The people we rely on to keep the world safe, they rely on Thales'. Below this is the ADM logo and a navigation menu with items like News, Defence, Industry, Suppliers, Defence Week, ADM, Events, Advertise, and Awards. The main content area features a large red banner for RAFAEL with the text 'TRUSTED, INNOVATIVE SOLUTIONS: That Deliver an Electronic Warfare Advantage' and a 'Raytheon' logo. Below this is a news article titled 'Lull between major projects hits ASC' with a date of 17/06/2018. To the right of the article is a sidebar with the text 'How the new Nobles is helping the Australian defence industry.' and social media icons for Twitter, Facebook, LinkedIn, and YouTube. At the bottom, there is a 'Newsletter Sign up' section. On the left and right sides of the main content area, there are vertical banners for 'Iron Dome Reshaping the Battlefield'. Callouts on the right side of the image point to specific advertising spots: 'Ext. Leaderboard' points to the THALES banner, 'Billboard' points to the RAFAEL banner, 'Rails' points to the vertical 'Iron Dome' banners, and 'MREC' points to the sidebar article area.

**A key component of ADM's Defence/Industry engagement is our significant digital presence, with two weekly newsletters + active social media. ONLY ADM has a dedicated online editor.**

**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.austliandefence.com.au](http://www.austliandefence.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.

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Australia's Naval Programs will be a key topic in 2019



Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2019.



ADM will be at the forefront of reporting Navy projects in 2019. Major Pacific Exhibition issue in October 2019.



**Many Defence subscribers access ADM's digital assets via the Defence Library, lending authority to ADM's reporting.**

## Website

- + **Two weekly newsletters**
- + **one-shot EDMs**
  - 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

- 35,000+** sessions per month and growing
- 72,000+** page views per month and growing
- 5,500+** 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

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ADM Conferences are held across the year



ADM Managing Editor Katherine Ziesing



Dedicated website and social media engagement



**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.**

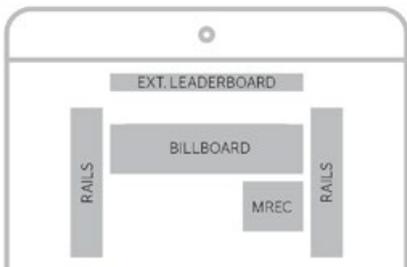
**MATERIAL SPECS**

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
Pop Up	490	590
EDM	800-1,000	600
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. EDM broadcast material deadline is 10 days prior to publishing.

**DIGITAL RATES**

[www.australiandefence.com.au](http://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		
Pop-UP (7-days only)	2,000		
MREC	1,500	1,350	1,275
EDM (max three per annum)	3,700		
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* (\$)
• <b>PLATINUM:</b> Website Billboard & Banner on the newsletters	2,960	2,700
• <b>GOLD:</b> Website Extended Leaderboard & Medium Banner on the newsletters	2,460	2,250
• <b>SILVER:</b> 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.

**ELECTRONIC DIRECT MAIL (EDM)**

ADM EDMs offer advertisers direct engagement with a dedicated audience of defence and defence industry readers who trust the ADM name.

