

A full-page background image showing a rocket launch. A black and white rocket is ascending vertically, leaving a large, bright orange and yellow plume of fire and white smoke at its base. The rocket is being supported by a black mobile launcher structure. The sky is a deep blue with scattered white clouds. The overall scene is dynamic and powerful.

# ADM

AUSTRALIAN DEFENCE MAGAZINE

SERVING THE BUSINESS OF DEFENCE

## MEDIA KIT 2021

*Serving the business of Defence  
for almost three decades*





## From the editor

*Australian Defence Magazine (ADM)* is highly respected for its responsible and detailed reporting of defence capability acquisition, sustainment and procurement programs in Australia. Acting as the important communications bridge between Defence and Industry, the *ADM* team works across all domains to bring you the latest news and insights into the multi-billion dollar industry.

Across print, online, social media, podcasts, video, defence industry guide, events and awards, *ADM* reaches you however you want to engage. With an expert team of content producers with excellent subject matter knowledge, we deliver the context and analysis you need to help make informed decisions in your organisation.

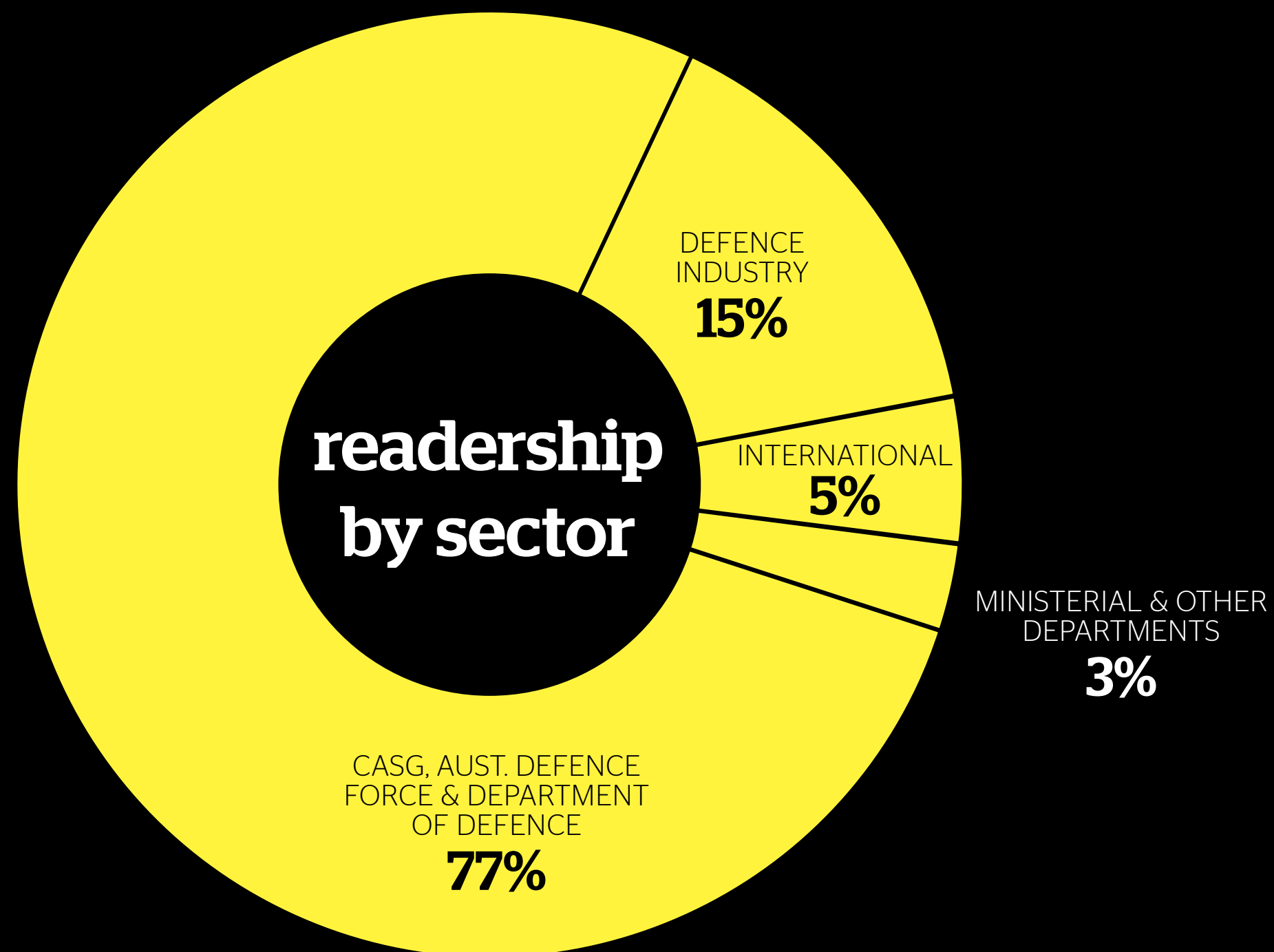
Engaging with the Department of Defence, government, political leaders, academia, and Defence companies large and small our team is always on hand to help get your perspective out into the world.

Katherine Ziesing

Managing Editor, *Australian Defence Magazine*







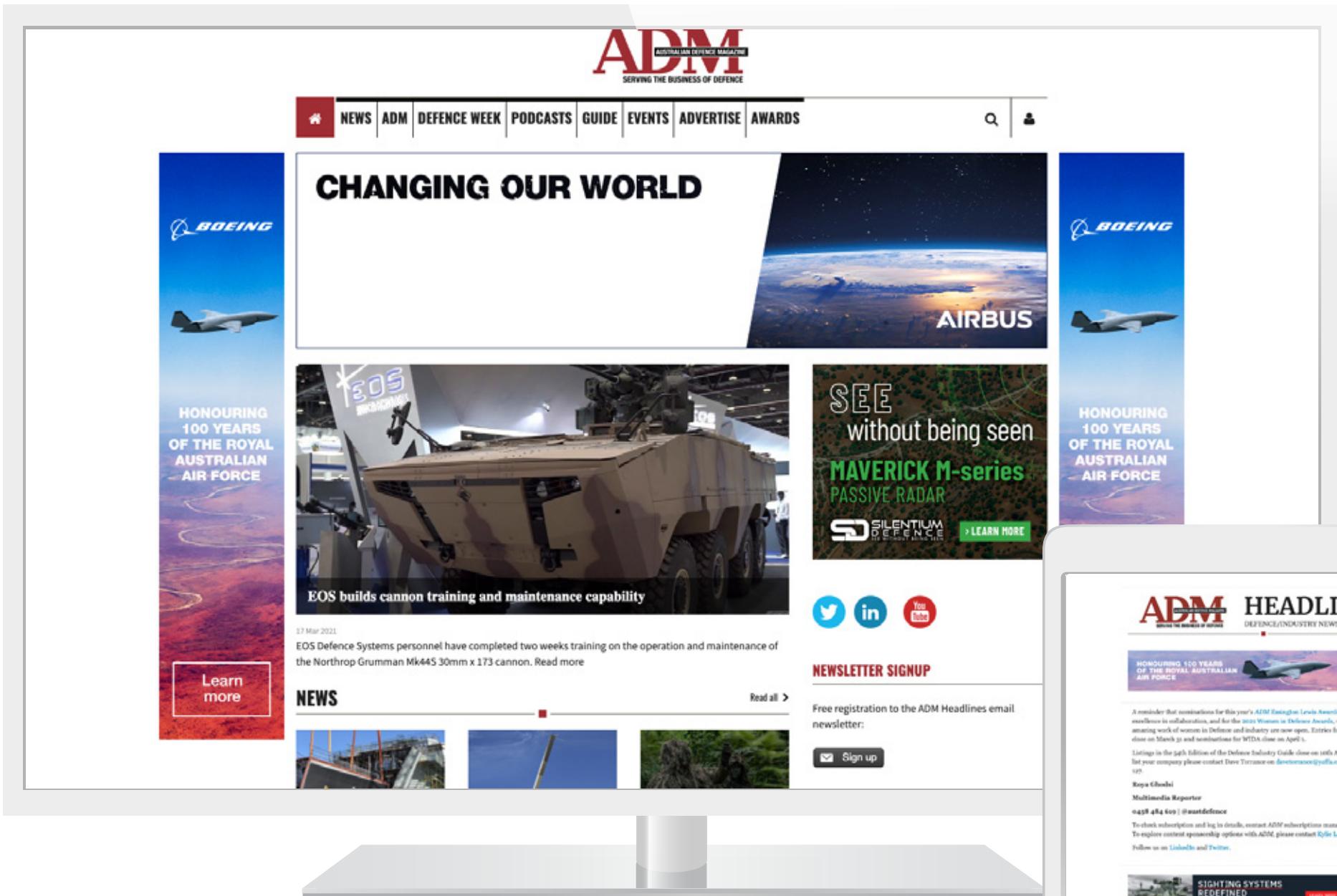
## Our audience, your customer

*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).

*Australian Defence Magazine (ADM)* 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. This is recognition of the brand's critical role in reporting on the defence/industry sector in Australia.



# Our portfolio



## Website

PAGE VIEWS: 100,000+

SESSIONS PER MONTH: 60,000+

MONTHLY UNIQUE VISITORS: 50,000+

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

Google Analytics Average Apr 2021

## Magazine

CIRCULATION: 75,000

Published 8 times a year

Publisher's Statement Apr 2021



## Podcast

Launched in 2020



## Events

- ADM Congress
- ADM Space
- STEM in Defence
- ADM Defence Estate and Base Services Summit
- ADM Northern Australia Defence Summit



## Awards

- Women in Defence Awards
- Essington Lewis Awards



# ADM Signature offerings



## Congress

Running for almost 20 years now, *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 to hear the latest insights from leaders and network with colleagues from around the nation and globe. *ADM's* other events throughout the year on STEM, Space, Defence in the North and Infrastructure/facilities support the themes highlighted at Congress in greater depth.

## Top 40

The only longitudinal survey of its kind in the world, *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 used extensively in government, industry, academia and beyond to measure Australian Industry Content/Capability and provide a who's who of players.

## From the Source

A mainstay of the print magazine, the From the Source interview feature is designed to provide the interviewee with a vehicle for discussing some of the bigger issues of the world they inhabit without necessarily focusing on matters of immediate news value and without a confrontational atmosphere. The procedure for From the Source is to edit the transcript of the interview down to 3 pages in the magazine, the product of a conversation with *ADM's* skilled editorial team. Aimed at speaking with Managing Directors/CEOs/Defence senior leaders, we look to explore some of the big challenges faced by organisations.



# Events and 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.



Each year, ADM hosts numerous defence/industry conferences:

**ADM Congress:** February

**ADM and Space:** April

**STEM in Defence:** August

**ADM Defence Estate and Base Services Summit:** September

**ADM Northern Australia Defence Summit:** October





# Reach your target audience

*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.

## Print advertising



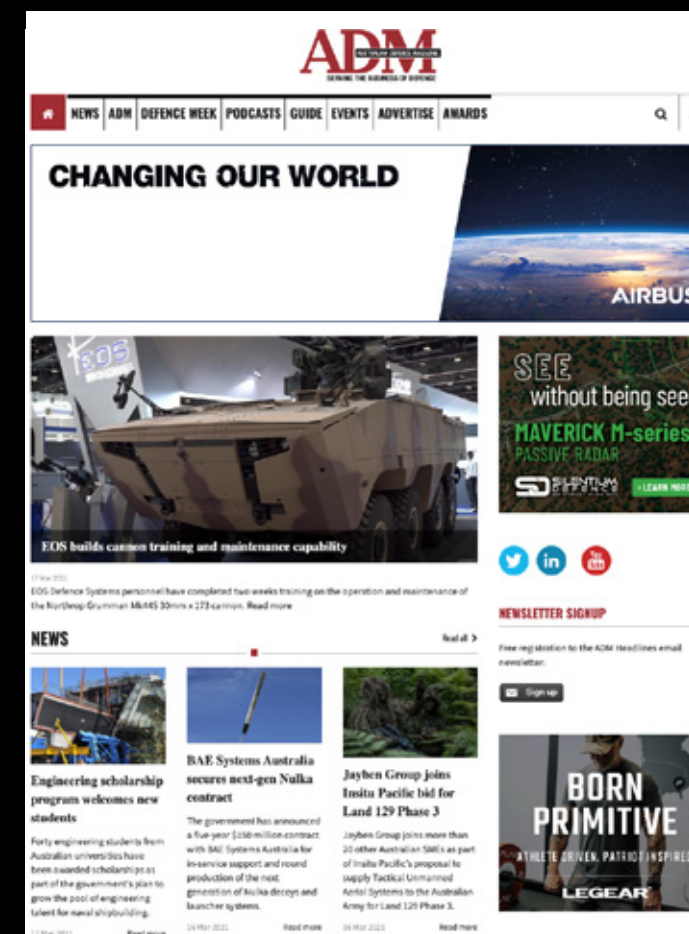
Based around monthly themes, the monthly bible of in depth Defence and Industry coverage.

## Defence industry guide



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

## Digital advertising



*ADM* online offers daily engagement with an audience of defence and defence industry readers.

## Podcast



The *ADM* Podcast brings together discussions from Defence, industry, academia and experts from a range of speakers.

## Event sponsorship



Annual conferences and awards programs bringing together thought leaders and influential figures to discuss the industry's challenging and changing landscape.



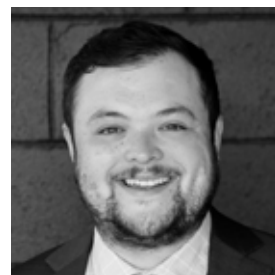
# Editorial Calendar





# Meet the team

*ADM* is run by a team of experienced publishing professionals with extensive expertise in their fields



**Michael Flanagan**  
**Business Development Manager**

A former Army Reservist with a background in international studies and political science. Michael has extensive experience across Media, Ecomm, SAAS & Martech. After working at News Corp for over 6 years, Michael brings a sophisticated understanding of the media industry and cross platform channels.



**Katherine Ziesing**  
**Managing Editor**

Katherine Ziesing is Managing Editor of the *ADM* Group. She has a background in business journalism and economics and has been with *ADM* for 15 years. She has completed a Masters of Defence Strategy and Policy at the University of NSW at ADFA, is a Myer Foundation fellow and also holds a number of Defence board positions.



**Ewen Levick**  
**Associate Editor**

Ewen joined as *ADM's* Online Editor in March 2018. With 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. He previously served with 1/15th Royal NSW Lancers.



**Nigel Pittaway**  
**Deputy Editor**

Nigel Pittaway is a Licensed Aeronautical Mechanical Engineer (LAME) with over 20 years' experience with Qantas as well as *ADM's* Deputy Editor. He has been writing on aviation and Defence matters for over 25 years with *ADM* and other trade titles both in Australia and internationally across a range of domains. A keen aviation photographer, his knowledge and experience are invaluable.



**Julian Kerr**  
**Senior Correspondent**

Julian Kerr has over 40 years experience in journalism in Europe, the Middle East and Australia with a focus on Defence, international relations and technology in both print and broadcast. As *ADM's* Senior Correspondent he brings an unrivalled knowledge of programs, technology and perspective in the Defence sector.



**Roya Ghodsi**  
**Multimedia Reporter**

Roya Ghodsi is *ADM's* Multimedia Reporter, starting in early 2021, working across broadcast and digital offerings for the group. She is growing her content knowledge rapidly to compliment her technical production skills in video, audio and online.



**Dave Torrance**  
**Defence Industry Guide Coordinator**

Dave Torrance is the Defence Industry Guide Coordinator, *ADM's* longest running product alongside the print magazine that lists Australian companies by capability, location, and much more. Accessible in both hard copy and as a fully searchable online database, Dave's work on the guide puts him in close contact with Australia's thriving Defence industry community.



**Kylie Leonard**  
**Associate Publisher**

Kylie Leonard joined the *ADM* team in mid 2015 as Associate Publisher to become a key player in the team. While academic background saw her begin her professional journey in IT before moving into adjacent industries in project management in both the private and public sectors, along with experience running her own IT consulting business.



**Lucy Yaffa**  
**Marketing Director**

Lucy is an experienced media planner having worked agency and client side in Sydney & London. She brings a 360 degree view of the marketing mix to the *ADM* team.



**David Jones**  
**National Sales Manager**

David Jones has been part of the *ADM* team for 15 years as the National Sales and Features Manager and works across print and online partnerships with government and industry. With a background in the building and construction industries, he brings a different perspective to the *ADM* team.



Magazine Rates

Size	Casual	3×	5×	8×
Double page spread	\$7350	\$6680	\$6020	\$5720
Double ½ page spread	\$4580	\$4160	\$3750	\$3570
Full page	\$4050	\$3680	\$3320	\$3160
½ page	\$2290	\$2080	\$1880	\$1790
⅓ page	\$1790	\$1620	\$1460	\$1390
OBC (cover 4)	\$4940	\$4490	\$4050	\$3850
IFC (cover 2)	\$4770	\$4330	\$3900	\$3710
IBC (cover 3)	\$4560	\$4140	\$3730	\$3550

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.

Deadlines

Issue	Booking	Material	Publication
Feb/Mar	14 Jan	21 Jan	12 Feb
Apr/May	9 Mar	16 Mar	12 Apr
June	13 Apr	20 Apr	14 May
Jul/Aug	8 Jun	15 Jun	9 Jul
Sep	10 Aug	17 Aug	10 Sep
Oct	14 Sep	21 Sep	12 Oct
Nov	5 Oct	12 Oct	10 Nov
Dec/Jan	23 Nov	2 Dec	4 Jan

Website Rates

Size	Weekly	Monthly
Rails (x2)*	\$1200	\$4000
Billboard*	\$1050	\$3500
Extended Leaderboard	\$760	\$2520
MREC	\$540	\$1800
LREC	\$810	\$2700
TEADS Video	\$630	\$2100

\* DOES NOT DISPLAY ON MOBILE SITE. RATES EXCLUDE 10% GST.

eNewsletter Rates

Size	Weekly	Monthly
MREC	\$360	\$1200
Banner	\$450	\$1500

RATES EXCLUDE 10% GST.

Podcast

Package	Monthly
Podcast	\$5000

RATES EXCLUDE 10% GST.

Deadlines

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

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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.



## Magazine 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.

## Website 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 Specifications

Size	Width	Height
MREC	300	250
Banner	600	90

ALL SPECS ARE IN PIXELS.

## Contact

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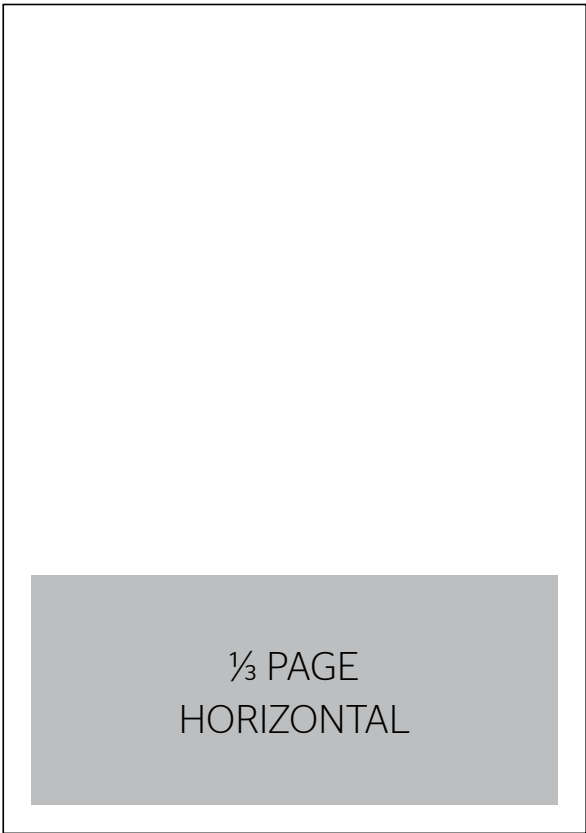
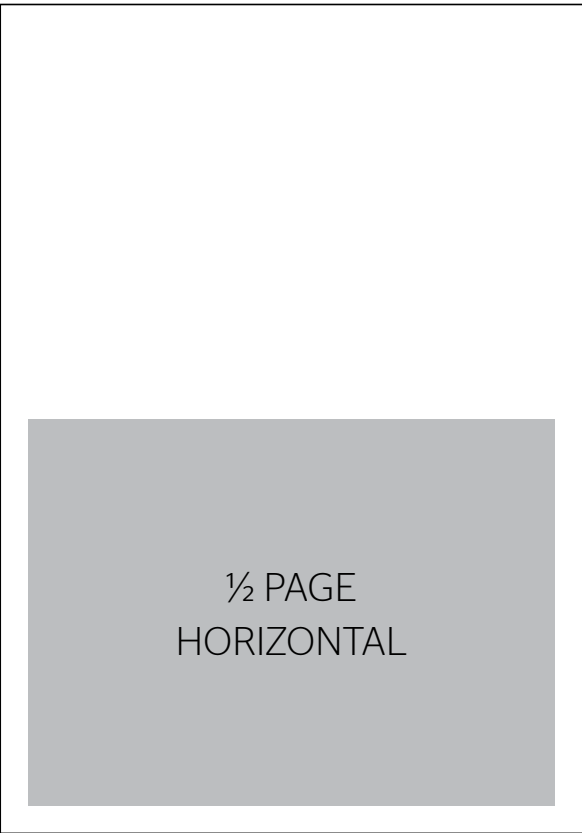
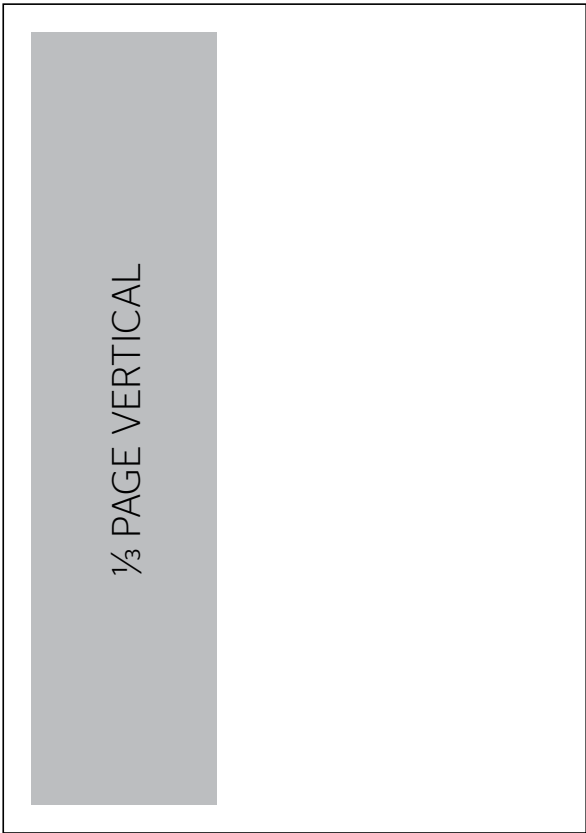
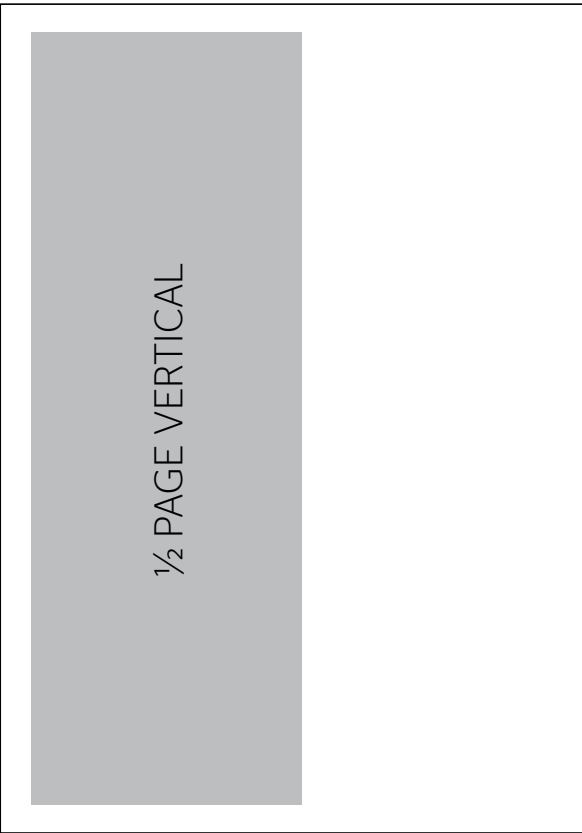
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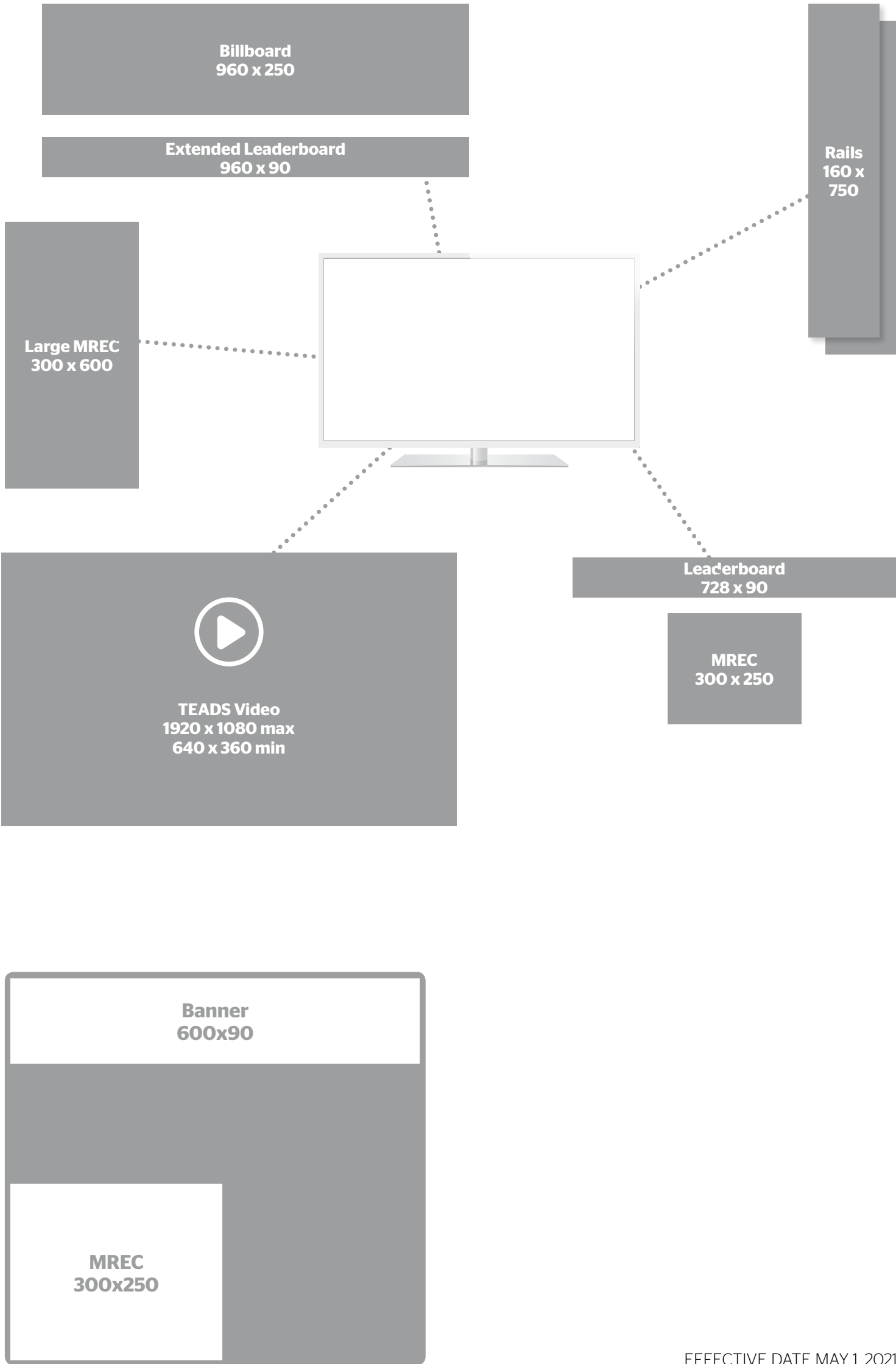
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EFFECTIVE DATE MAY 1, 2021



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