



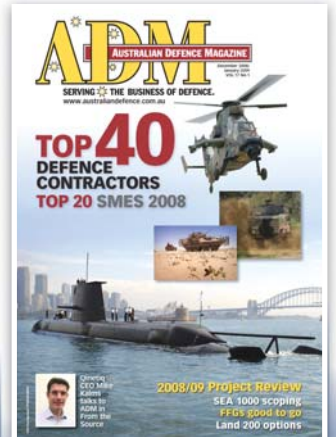
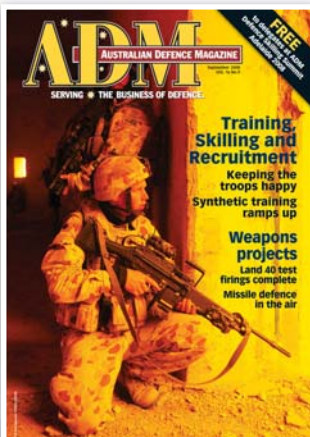
AUSTRALIAN DEFENCE MAGAZINE

MEDIA KIT 2009 - PRINT & ONLINE

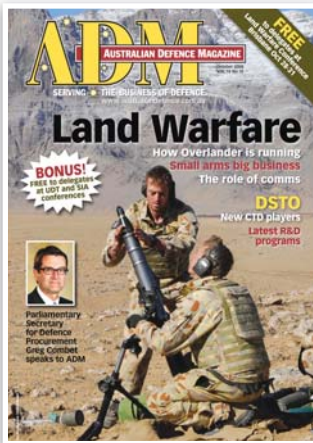
THE LEADING AUSTRALIAN DEFENCE/INDUSTRY MAGAZINE - SERVING THE BUSINESS OF DEFENCE SINCE 1993



www.australiandefence.com.au



Influential Readership



Australian Defence Magazine (ADM) is dedicated solely to reporting the business of defence capability development and procurement in Australia.

ADM is the preferred reading of Australia's defence capability and procurement executives, both military and civilian, within the Department of Defence and the Defence Materiel Organisation (DMO). ADM is a highly-valued source of

information and analysis for these key decisionmakers and for advisors to the procurement process within government.

ADM offers readers knowledgeable coverage of policy, project updates and analysis of defence acquisition strategy. While the Defence Capability Plan gives the defence realm a timetable and outline of projects to come, there are, inevitably, changes and updates to be examined by independent sources. To do this, ADM has assembled a highly-respected editorial team of specialist defence journalists.

Contact: David Jones, Tel 61 7 3348 6966,
Email davidjones@australiandefence.com.au

Distribution

Defence

- Defence Materiel Organisation (DMO)
- Capability Development Group
- Defence Headquarters
- Chief of the Defence Force
- Vice Chief of the Defence Force/Chief Joint Operations
- Joint Logistics Command
- RAAF – senior personnel and bases
- RAN – senior personnel, ships & bases
- Australian Army – senior staff and base commands
- Defence Chief Information Officer
- Defence Science & Technology Organisation (DSTO)
- Defence Support Group
- Defence Infrastructure
- Defence Intelligence Organisation
- Defence Image and Geospatial Organisation
- Defence Signals Directorate
- Defence Public Affairs & Defence Colleges
- Defence Heads of Station and Defence Attaches at international missions

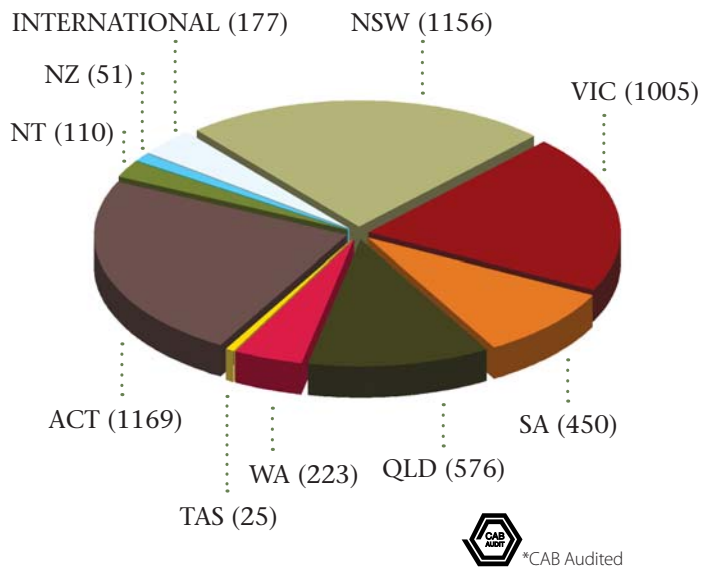
Cabinet and Parliament

- Prime Minister • Minister for Defence
- Minister for Defence Science and Personnel
- Parliamentary Secretary for Defence Procurement
- Parliamentary Secretary for Defence Support
- Treasurer • Attorney-General • Minister for Foreign Affairs
- Other Cabinet Ministers • Government departments

Defence Industry in Australia, New Zealand and Internationally.

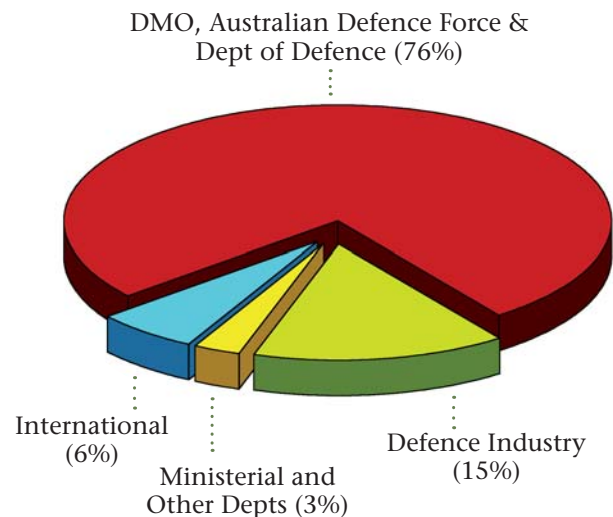
Average Total Net Magazine Distribution* = 4942

As of 5th Dec 2008.



- ADM is audited by the Circulations Audit Bureau*
- Average monthly print run = 5,000 copies plus

Readership



Frequency: ADM is published monthly, except for the December/January issue.



Editorial Team



Katherine Ziesing
Editor, Canberra
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Based in Canberra, Katherine has a background in finance and economics, with a particular interest in simulation technology and NCW.

Katherine was appointed *ADM* editor at the end of 2007.



Gregor Ferguson
Editor-at-large, Sydney
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Specialist defence writer for 20+ years; his experience includes writing for newspapers and specialist publications in the UK, Australia and the United States.

Greg joined *ADM* in 1994 and was editor from 1998-2007, before being elevated to the role of Editor-at-large.

Julian Kerr
Senior Correspondent, Sydney
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Spent 25 years with Reuters in Asia, Africa and Europe as a foreign correspondent and war reporter, and later as a senior business executive. Julian's postings included seven years as Managing Director of Visnews.

Tom Muir
Senior Correspondent, Canberra
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Based in Canberra and well-known for his knowledgeable and insightful coverage of defence projects over more than 20 years.

ADM also relies on specialist contributors including Nick Lee-Frampton for his coverage of New Zealand defence/industry matters.

For further information please refer to our:

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About ADM

Launched in 1993, *ADM* has become widely recognised as an authoritative source of unbiased, objective information. It is a proven source by which defence professionals in Australia and New Zealand keep up to date on the issues that impact capability development and procurement decisionmaking.

ADM reports on the budgetary process, the policy development, the capability planning and the procurement projects which together equip and sustain the Australian Defence Force. *ADM* also covers key developments in defence equipment acquisition by close neighbour New Zealand.

“I have been in defence for nearly 20 years and I still have not found anything that comes near your publication”

MR, Dept of Defence, Canberra



Associated Publications

ADM Online

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ADM's website has a growing audience seeking to read the latest defence/industry news and reports. This dedicated website includes archives from ADM's print edition, online polls and event information. Website traffic is driven by the weekly free electronic newsletter,

ADM's Defence Week. The site contains no subscriber-only restrictions. See the rate card for details on offers to regular advertisers to extend campaigns to include online support.

Enquiries: David Jones,

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ADM Online Newsletter

ADM's Defence Week



ADM's newsletter Defence Week, with the latest news and defence/industry intelligence, is distributed to an estimated audience of 2,000 readers every Friday. ADM's online presence provides advertisers with an extra opportunity to support marketing campaigns. It reinforces the message of print advertising and provides support to extend advertising and marketing

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Enquiries: David Jones,

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ADM's Directory of Defence Suppliers

www.defencesuppliers.net.au



This is the essential handbook of who's who among defence industry suppliers in Australia and New Zealand. The directory provides up to date contact details and capabilities for both prime contractors and small to medium enterprises (SMEs). Listing in this publication is a 'must do' activity for any company serious about their defence business profile in Australia.

It is an ideal resource for researching the capabilities of the Australian and New Zealand defence industry sector.

• Published every 6 months.

Enquiries: Dean Boyd,

Email deanboyd@australiandefence.com.au



• Dedicated website at:

www.defencesuppliers.net.au

It is the perfect information foil to display advertising campaigns conducted in ADM.

Enquiries: Dean Boyd,

Email

deanboyd@australiandefence.com.au

ADM Events

ADM headlines two defence/industry events annually.



The ADM Defence Industry Congress is the key defence/industry conference held in Canberra each year, with a speaker list regularly headed by the Minister for Defence and the Chief of the Defence Force or his representative.

• This is a must-attend event for industry.

• Opportunities exist for company sponsorships.

Enquiries: Judy Hinz,

Email judyhinz@australiandefence.com.au

The ADM Defence Skilling Conference is a regular annual event for the human resources professionals in the defence/industry sector. The emphasis is on skills development and staff retention in the industry.

Enquiries: Judy Hinz,

Email judyhinz@australiandefence.com.au

About Yaffa Publishing Group

Yaffa has a long and continuous history of magazine publishing, beginning with its flagship title AdNews in 1928. Yaffa has steadily built an innovative publishing company that produces around 35 magazine titles, making the company one of the largest independent publishing companies in Australia today.

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