

MEDIA KIT 2012
PRINT



**UPDATED
AUDIT
FIGURES:
SEE P.2**

AUSTRALIAN DEFENCE MAGAZINE

**The leading Australian defence/industry magazine –
serving the business of defence since 1993**



The *Australian Defence Magazine* is a leading publication on defence issues.

Its commentary and analysis on defence policy, major projects and equipment acquisitions is highly recognized and importantly well regarded.

The *Australian Defence Magazine* is read widely within Defence itself. In particular, its coverage of Defence capital projects is valued by the defence industry both Australian and overseas.

**Hon Stephen Smith, Minister for Defence,
speaking at ADM2011, 15 February 2011**

www.australiandefence.com.au



Influential and respected

Australian Defence Magazine (ADM) is dedicated solely to reporting the business of defence capability development and procurement in Australia. *ADM* has carved an important place in the Australian defence marketplace since its launch in 1993. It was the first magazine to report defence capability procurement in a detailed and authoritative way. The magazine is now the preferred reading of Australia's defence capability and procurement senior 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 the most highly-respected editorial team of specialist defence journalists of any single defence magazine in Australia.

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

Distribution

Defence

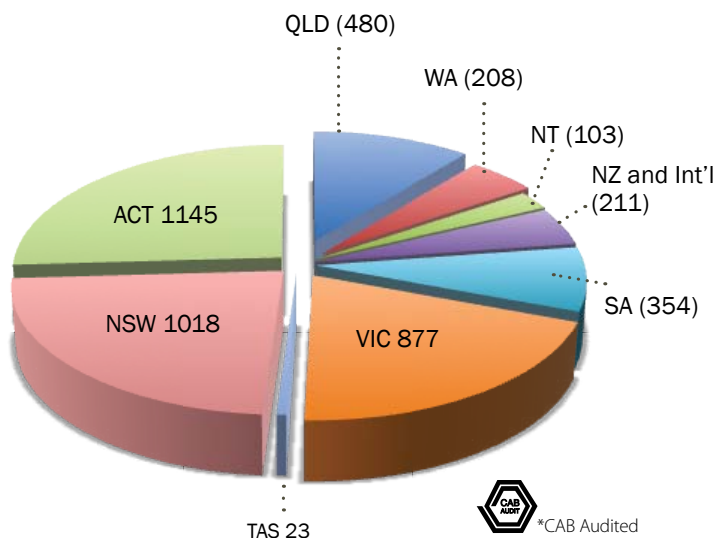
- Defence Materiel Organisation (DMO)
- Capability Development Group
- Defence Headquarters

Circulation

Average Net Distribution* (CAB AUDIT) = 4419

Average Net Distribution (including major conferences & exhibitions excluded from audit) = 4800

*As of March 2011.



- ADM is audited by the Circulations Audit Bureau March 2011 audit*
- Average monthly print run = 5,000 copies plus

Who reads ADM

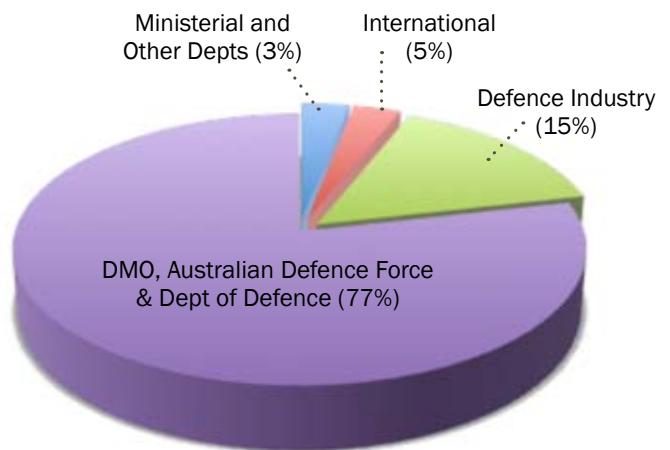
- Chief of the Defence Force
- Vice Chief of the Defence Force/Chief Joint Operations
- Joint Logistics Command
- RAAF – senior personnel and bases
- RAN – senior personnel, ships & bases
- Australian Army – senior staff and base commands
- Defence Chief Information Officer
- Defence Science & Technology 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 the Honourable Julia Gillard
- Minister for Defence the Honourable Stephen Smith
- Minister for Defence Materiel the Honourable Jason Clare
- Minister for Defence Science & Personnel the Honourable Warren Snowdon
- Parliamentary Secretary for Defence Senator the Honourable David Feeney
- Treasurer the Honourable Wayne Swan
- Attorney-General the Honourable Robert McClelland
- Minister for Foreign Affairs the Honourable Kevin Rudd
- Other Cabinet Ministers
- Relevant Government departments
- New Zealand Ministry of Defence

Defence Industry in Australia, New Zealand and Internationally.

Readership



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



Your contact: David Jones

Tel 61 7 3348 6966 **Mob** 0412 188 100

Email davidjones@australiandefence.com.au



Editorial Team



Katherine Ziesing

Editor, Canberra
Tel 02 6203 9535
Email katherineziesing@yaffa.com.au

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. She has since completed a Masters degree in Defence and Strategic Studies from the University of NSW, ADFA campus. She has also been appointed to the board of the prestigious Williams Foundation.



Julian Kerr

Senior Correspondent, Sydney
Tel 0418 635 823
Email jhrhkerr@bigpond.net.au

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
Tel 02 6291 0126
Email tom.muir@homemail.com.au

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/links please refer to our:

- **Editorial Program – Please see separate PDF**
- **Monthly Promotional Flyers – access via the website**
<http://www.yaffa.com.au/client/adm.html>

Publishing Team



Judy Hinz

Managing Editor, Brisbane Office
Tel 07 3348 6966
Email judyhinz@australiandefence.com.au

Judy Hinz was the launch editor/publisher and owner of Australian Defence Magazine in 1993. In 1997, Australian Defence Magazine became part of the Yaffa Publishing Group stable, with Judy continuing in the management role.



David Jones

Advertising Sales Manager
ADM Magazine and Online
Tel 07 3348 6966, Fax 07 3348 6511
Int'l Tel 61 7 3348 6966
Int'l Fax 61 7 3348 6511
Email davidjones@australiandefence.com.au

David Jones, with an extensive background in the publishing industry, joined ADM in 2007. David is responsible for the the advertising content of both the print edition of ADM and ADM online.



Dylan McKinn,

Production Editor
Tel 07 3348 6966
Email dylanmckinn@yaffa.com.au

Dylan McKinn joined the editorial staff of *Australian Defence Magazine* in 2011, having previously worked as a magazine editor in the Sydney office of ADM's publishing company, Yaffa Publishing. Dylan is responsible for ADM online and for the production oversight of the magazine. Dylan also reports on defence/industry events taking place in Queensland. He is based in the Brisbane office.



About ADM

Launched in 1993, ADM has become widely recognised as the 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.



Associated Publications

ADM Online

www.australiandefence.com.au



ADM's website has a substantial audience seeking to read the latest defence/industry news and reports on a daily basis. 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,
Email davidjones@australiandefence.com.au

ADM Online Newsletter

ADM's Defence Week Headlines

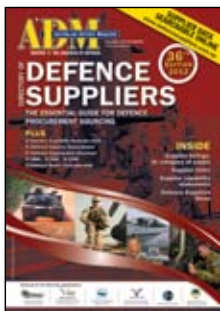


ADM's e-newsletter **Defence Week Headlines**, with the latest news and defence/industry intelligence, is distributed to a readership of thousands of email recipients every Friday. ADM's online presence (website and e-newsletter) provides advertisers with an additional opportunity to reinforce current marketing campaigns. It provides an ideal direct support mechanism for print advertising and extends brand and company recognition in this important market. E-newsletter sign up is free and easy to access. We encourage you to consider a marketing campaign which includes an online sponsorship component (banner and tile advertisements can be booked for as little as a month). Schedule advertisers get special rates.

Your contact: David Jones Tel 07 3348 6966
Email davidjones@australiandefence.com.au

ADM's Directory of Defence Suppliers

www.defencesuppliers.com.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 in hard copy and regularly updated online. The online database is fully key-word searchable. It ranks high on Google.

Enquiries: Dean Boyd, 07 3348 6966
Email deanboyd@australiandefence.com.au



• Dedicated website at:
www.defencesuppliers.com.au

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

Enquiries: Dean Boyd,
Email deanboyd@australiandefence.com.au



ADM Annual Events

ADM Defence/Industry Congress February, Canberra

ADM Cyber Security Summit May, Canberra

ADM Defence Skilling Summit September, Venue rotates

Further information: www.admevents.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 privately-owned publishing companies in Australia today. www.yaffa.com.au
Yaffa Publishing Group Pty Ltd, GPO Box 606, Sydney NSW 2001, Australia

Publishing Office

Australian Defence Magazine
Yaffa Publishing Group Pty Ltd
1st Floor, 182 Bay Terrace
Wynnum Qld 4178 Australia

Tel 07 3348 6966 **Fax** 07 3348 6511
In'l Tel 61 7 3348 6966 **In't'l Fax** 61 7 3348 6511



Your contact: David Jones
Tel 61 7 3348 6966 **Mob** 0412 188 100
Email davidjones@australiandefence.com.au