



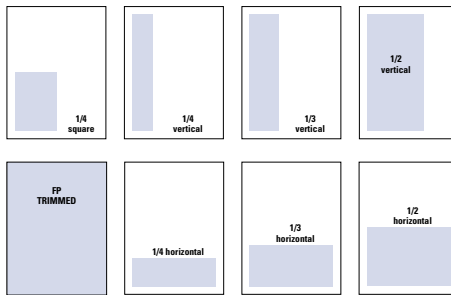
Australian Defence Magazine (ADM) is Australia's leading defence/industry magazine, focusing exclusively on the issues surrounding the development and acquisition of defence capability, sustainment of that capability and associated industry activities for the ADF. ADM plays an important role in the ongoing dialogue among the key stakeholders: the Defence Ministerial leadership; the Department of Defence; the Defence Materiel Organisation (DMO) and defence industry. Other key stakeholders include the Defence Capability Group (DCG), the Chief Information Officer Group (CIOG), the Defence Support Group (DSG) and Headquarters Logistics Command (HQLC). ADM also reports scientific developments and research from DSTO. ADM is respected for its measured commentary and is regarded within Defence circles as a 'must read' activity. ADM is highly regarded for the accuracy and integrity of its editorial content.

& WEBSITE & E-NEWSLETTER



To advertise online at www.australiandefence.com.au contact David Jones for the online media kit.

	4 COLOUR	CASUAL	3X	5X	11X
DPS	6,640	6070	5730	5430	
DPS half page	3990	3780	3630	3510	
Full page	3700	3340	3180	3010	
1/2 page	1990	1890	1820	1750	
1/3 page	1530	1470	1440	1420	
1/4 page	1190	1170	1150	1120	
OBC	4500	4080	3950	3670	
IFC	4330	3930	3730	3540	
IBC	4140	3760	3570	3370	



AD AGENCY COMMISSION

10% agency commission allowed to approved advertising agencies.
NOTE: These prices do not include GST.

SPECIAL COLOURS

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour.

SPECIAL POSITIONS

OBC plus 30%. All others - 20%.

COVER ADVERTISEMENTS AND INSERTS

All are subject to publisher's design and specifications approval prior to acceptance.

INSERTS

All are subject to publisher's approval prior to acceptance. Rates on application.

PRODUCTION CHARGES

Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	297	420
FP trimmed*	297	210
1/2 page vertical	275	120
1/2 page horizontal	135	185
1/3 page vertical	275	60
1/3 page horizontal	75	185
1/4 page horizontal	65	185
1/4 page square	121	90

* please include 5mm bleed on FP, DPS and DHPS ads

COVER DATE	BOOK/ CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/ MAIL DATE
Feb	9 Jan	16 Jan	9 Feb
Mar	10 Feb	17 Feb	9 Mar
Apr	9 Mar	16 Mar	5 Apr
May	10 Apr	17 Apr	10 May
Jun	9 May	16 May	5 Jun
Jul	8 Jun	15 Jun	10 Jul
Aug	9 Jul	16 Jul	7 Aug
Sep	10 Aug	17 Aug	10 Sep
Oct	11 Sep	18 Sep	11 Oct
Nov	9 Oct	16 Oct	6 Nov
Dec/Jan	27 Nov	4 Dec	4 Jan

MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- » Digital files can be electronically transferred via Adstream or Websend.
- » You can email your PDF file to production@yaffa.com.au where your production coordinator will pass the high resolution PDF through an Adstream approved flight check.
- » Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- » Please ensure all fonts, scans and EPS/TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- » Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.

CONTACT

davidjones@yaffa.com.au

T: +61 (7) 3348 6966 F: +61 (7) 3348 6511

www.australiandefence.com.au



Yaffa Publishing Group Pty Ltd
business + consumer magazines