



UPDATED 18 NOVEMBER 2017

Currency: Australian \$
Rates are gross (excluding GST)

MATERIAL SPECS & DEADLINES

MATERIAL SIZE	DEPTH (MM)	WIDTH (MM)
DPS (trimmed*)	297	420
FP (trimmed*)	297	210
1/2 page DPS (trimmed*)	145	420
1/2 page vertical	275	120
1/2 page horizontal	135	185
1/3 page vertical	275	57
1/3 page horizontal	75	185
1/4 page horizontal	65	185
1/4 page square	121	90

*Please add 5mm bleed on FP, DPS ads and DHPS.

COVER DATE	BOOK CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH MAIL DATE
Feb	17 Jan	24 Jan	16 Feb
Mar	8 Feb	17 Feb	10 Mar
Apr	7 March	14 March	4 April
May	10 April	17 April	10 May
Jun	9 May	16 May	5 June
Jul	7 June	14 June	7 July
Aug	11 July	18 July	8 Aug
Sept	7 Aug	14 Aug	6 Sept
Oct	22 Aug	29 Aug	28 Sept
Nov	10 Oct	17 Oct	7 Nov
Dec/Jan	28 Nov	5 Dec	3 Jan

MAGAZINE RATES

Australian Defence Magazine (ADM) – the trusted name in defence business publishing – offers advertisers unrivalled access to senior decisionmakers. Published monthly.

4 colour	CASUAL	3X	5X	11X
DPS	\$6640	\$6070	\$5730	\$5430
DPS half	\$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

*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.



Australian Defence Magazine is Australia's leading defence/industry magazine, focusing exclusively on the issues relating to the development and acquisition of defence capability, the sustainment of capability and associated industry involvement.

MATERIAL SPECS

Online material deadline is five business days prior to publishing.

WEBSITE

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Leaderboard	90	728
Island	250	300
Tile	150	150
Leaderboard-2nd homepage	90	610
Pop Up	490	590
EDM	800-1,000	600
Gutter/Rail ads x 2	750	160

NEWSLETTERS

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Banner Top and Middle	60	468
Tower	450	150
Tile	150	150

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.

SPONSORED CONTENT

Ask David for details.

DIGITAL RATE

www.australiandefence.com.au

ADM Online is the trusted site serving the business of defence from the leading defence business magazine – ADM.

GENERAL RATES*

	ADM Print per month			
	1x	4x	Advertiser Rates**	Website E-newsletter
1. Website Leaderboard	\$2,000	\$1,800	\$1,700	✓ X
2. 2nd Home Page Leaderboard	\$1,000	\$900	\$850	✓ X
3. Gutters/RAILS	\$2,200			✓ X
4. Website Island tile	\$1,500	\$1,350	\$1,275	✓ X
5. Newsletter or web tile	\$400	\$360	\$340	✓ ✓
6. POP UP	\$2,000 for 7 days			✓ X
7. Email Newsletter Banner (exclusive)	\$900	\$810	\$765	X ✓
8. Email Newsletter Tower	\$600	\$540	\$510	X ✓
9. Email Newsletter Middle Banner	\$700	\$630	\$595	X ✓
10. Electronic Direct Marketing (EDM) (Restricted offering)	\$3,700	\$3330	\$3145	X ✓

BOOK A PROMOTIONAL PACKAGE*

Online Promotional 1 (WP1) \$2,700 \$2,300 (ADM Advertiser Rate**)

PERIOD: 1 month PACKAGE: Leaderboard for 1 month on the website, Banner on the E-newsletter for 1 month

Online Promotional 2 (WP2) \$1,800 \$1,530 (ADM Advertiser Rate**)

PERIOD: 1 month PACKAGE: Large island tile for 1 month on the website, tile on the e-newsletter for 1 month

Online Promotional 3 (WP3) \$700 \$595 (ADM Advertiser Rate**)

PERIOD: 1 month PACKAGE: Tile for 1 month on the website, tile on the e-newsletter for 1 month.

* Rates do not include GST. Australian companies add 10%.

**To qualify for ADM Print Advertiser rates, you must have a minimum schedule of 3x print ads booked throughout the year in Australian Defence Magazine (ADM).

CLICK HERE FOR FURTHER INFORMATION