

Australian **Defence Business** Review



2017 **MEDIA KIT**

Advertising specifications, deadlines and rates

About

AUSTRALIAN DEFENCE BUSINESS REVIEW



THE BUSINESS OF DEFENCE INDUSTRY

In 2017 Australian Defence Business Review – through our print magazine, adbr.com.au website and Australian Defence Business Weekly e-newsletter (formerly DIAR) – will continue our leading coverage of defence business and defence industry issues.

Australian Defence Business Review reports in detail on government defence policy including the defence budget and the political environment in which it is framed, tracks the implementation of the Integrated Investment Program and the Defence Industry Policy Statement, analyses projects and procurement, and scrutinises key initiatives across the Defence portfolio.

We feature a unique blend of news, interviews with senior Defence and defence industry leaders, and feature articles ranging across defence acquisition, defence industry and government defence policy topics.

adbr.com.au is Australia's best online source of defence industry news and commentary, while our Australian Defence Business Weekly e-newsletter summarises each week's defence industry news and announcements.

2017 editorial highlights

- ➔ Australian International Airshow – Our March-April issue will be distributed widely at the Australian International Airshow at Avalon and will feature extensive coverage of Australian air power projects and plans.
- ➔ Budget 2017 – Our May-June issue will provide expert coverage of the 2017 Australian federal budget and its implications for the Defence portfolio.
- ➔ Pacific 2017 – Our September-October issue will be distributed widely at Pacific 2017 and will feature in-depth coverage of Australian shipbuilding and sea power projects.

For further information please contact:

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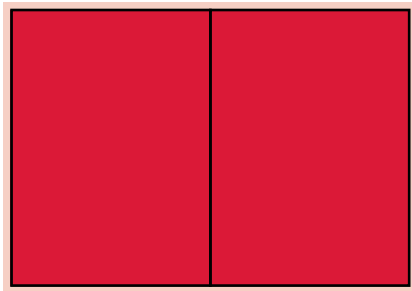
INFLUENTIAL REACH

As well as senior defence industry business executives and Defence senior leaders, Australian Defence Business Review is read extensively throughout the following demographics:

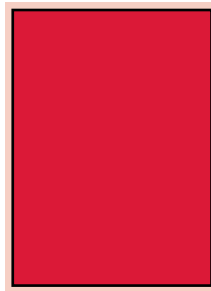
- ➔ Serving military
- ➔ Senior Australian and New Zealand Defence Force officers, project directors and acquisition managers
- ➔ Defence ministerial staffers and government national security officials
- ➔ Heads of thinktanks and research institutions.

Ad Specs

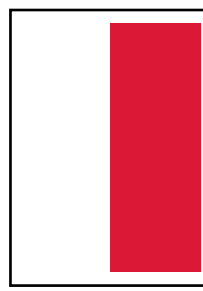
AUSTRALIAN DEFENCE BUSINESS REVIEW



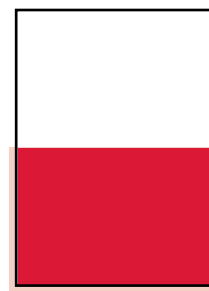
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+ 3mm bleed



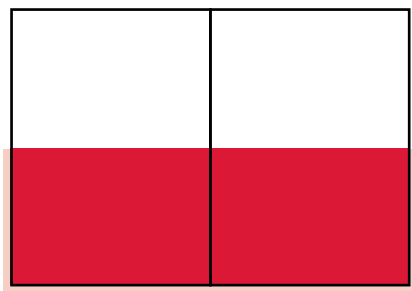
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+ 3mm bleed



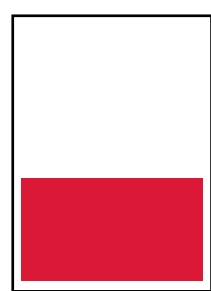
HALF PAGE VERTICAL
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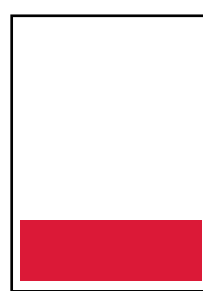
HALF PAGE HORIZONTAL
190 x 148mm
+ 3mm bleed



DOUBLE HALF PAGE
420 x 148mm
+ 3mm bleed



THIRD PAGE
190 x 80mm



QUARTER PAGE
190 x 65mm

ACCEPTABLE FORMATS:

PDF with embedded fonts, CMYK images; or Adobe InDesign packaged folder with all linked images (in CMYK) and associated fonts. When supplying pixel-based images, please ensure that the effective resolution is at least 260dpi.

2017 Deadlines

ISSUE	THEME	BOOKING	MATERIAL	PUBLICATION
March/April	Australian Int'l Airshow Avalon	February 10	February 15	February 24
May/June	Budget review edition	May 19	May 24	June 2
July/August	Implementing the IIP	July 21	July 26	August 4
September/October	Pacific 2017	September 19	September 22	October 2
November/December	Implementing the DIPS	November 24	November 29	December 5

Online Ad Specs

AUSTRALIAN DEFENCE BUSINESS REVIEW

ABOUT SUBSCRIBE ADVERTISE WEEKLY CONTACT

Australian Defence Business Review

CONTENT FEATURES PROJECT NEWS INDUSTRY NEWS POLICY NEWS SUSTAINMENT NEWS AD NEWS

TOP STORY

SEARCH THE SITE

Search the site

RAAF completes boom refuelling trials with Wedgetail

The Royal Australian Air Force (RAAF) has completed air-to-air boom refuelling trials that saw the E-7A Wedgetail refuelling from the KC-30A Multi Role Tanker Transport for the first time. The trials, which were conducted in airspace off the coast ...

[Read More...]

HEADLINES

Navy commissions 725 Squadron

The Royal Australian Navy's 725 Squadron has been re-commissioned during a ceremony at HMAS Albatross, Nowra, on Thursday, 16 AUGUST 2016. The unit was stood up in February 2013, tasked with introducing the MH-60R Seahawk 'Rotor' ...

[Read More...]

MINDEF visits Japanese shipyards

Minister for Defence Kevin Andrews has toured the Kawasaki and Mitsubishi Heavy Industries commercial shipyards in the city of Kobe during his first visit to Japan as MINDEF, as the Future Submarine competition heats ...

[Read More...]

Andrews announces SEA 1000 oversight panel

The federal government has announced the establishment of the Expert Advisory Panel that will oversee the Future Submarine competition, now ...

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Email Address * indicates required

First Name

Surname

SUBSCRIBE

Tweets

Australian Defence Business Review

The RAAF has completed air-to-air boom refuelling trials with its Wedgetail ATWAC aircraft. [Go to the article on the website.](#)

Australian Defence Business Review

Minister Andrews has visited Japanese shipyards in Kobe during his first visit to Japan as MINDEF. [Go to the article on the website.](#)

adbr.com.au

LEADERBOARD (WxH)
728 x 90px for desktops/laptops
350 x 50 for mobile devices

BOX (WxH)
300 x 250px

BOX (WxH)
300 x 250px

Australian Defence Business Weekly

Australian Defence Business Weekly (formerly DIAR) is a restricted-circulation e-Newsletter which provides an up-to-date summary of all Australia's major Defence & defence industry announcements, speeches and reports. On-forwarding of this e-Newsletter is strictly prohibited in the absence of subscribers having first concluded a copyright authority subscription with the publishers or a corporate user licence (CUL).

AUSTRALIA PRODUCES C-17ED EQUIPMENT FOR AFGHANISTAN. Defence and partners in Australia produce C-17ED equipment for Afghanistan.

Australian Defence Business Weekly

BANNER (WxH)
590 x 72px

Ad Rates*

AUSTRALIAN DEFENCE BUSINESS REVIEW

AUSTRALIAN DEFENCE BUSINESS REVIEW MAGAZINE	CASUAL	x4
Double page spread	\$4,500	\$3,800
Inside front & back cover pages	\$4,050	\$3,600
Full page	\$3,600	\$2,950
Half page	\$1,800	\$1,485
Double half page	\$3,600	\$2,950
One-third bottom page strip	\$1,350	\$1,170
One-quarter bottom page strip	\$895	\$765

AUSTRALIAN DEFENCE BUSINESS WEEKLY	PER WEEK
Masthead banner	\$290
Banner	\$250

adbr.com.au WEBSITE	PLACEMENT	BUY	COST
728 x 90 leaderboard	run of site	monthly	\$900
300 x 250 box	run of site	monthly	\$800
665 x 80 banner	run of site	monthly	\$750
'Roadblock'	exclusivity across all positions across site	weekly	\$990

*All prices quoted in Australian dollars (AUD). GST: Prices quoted include 10% GST (Goods and Services Tax).

INTERNATIONAL RATES: Rates in US dollars available on request.

AGENCY COMMISSION: Prices quoted are the total advertising cost, excluding 10% agency commission where relevant.

CANCELLATIONS: Only acknowledged if they are received prior to booking deadline.