Australian
Defence
Business
Review

PACIFIC 2017
INTERNATIONAL MARITIME EXPOSITION
MEDIA KIT

Advertising specifications, deadlines and rates

PACIFIC 2017 SHOW DAILY

The combined resources of Australian Defence Business Review and Australian Aviation – Australia's leading defence and aerospace titles across print and digital – will produce the official PACIFIC 2017 Show Daily.

Some 2,000 copies of the full colour, A4 format (210mm wide x 297mm deep) PACIFIC 2017 Daily will be printed each day on high quality gloss paper. Produced to Australian Defence Business Review and Australian Aviation's highest quality standards, distribution will be to all event exhibitors and trade show visitors as they pass through the exposition's entrance doors on mornings of the key exhibition trade days.

Each edition will feature a comprehensive roundup of news and imagery gathered from the show, including key excerpts from major press conferences, and interviews with executives of key exhibitors firms.

MORE THAN 2,000 COPIES PRINTED DAILY

For further information please contact:

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AUSTRALIAN DEFENCE BUSINESS REVIEW PACIFIC 2017 ISSUE

Australian Defence Business Review, Australia's leading defence business magazine, will use the PACIFIC 2017 issue to focus on analysis of naval projects and procurement issues.

Likely features will explore existing and future naval and maritime surveillance acquisition projects, plus explore issues such as sustainment and shipbuilding. Australian Defence Business Review's Pacific Maritime issue will be distributed widely to trade visitors and associated conference participants.

ADBR.COM.AU @ PACIFIC 2017

Australian Defence Business Review will publish breaking PACIFIC 2017 news and photos on adbr.com.au, Australia's leading defence industry news website.

Using Twitter, Australian Defence Business Review will also promote PACIFIC 2017 breaking news headlines and links back to more indepth news items on the adbr.com.au website.
Combined, the website and our use of social media will see Phantom Media provide extensive, far-reaching, timely and responsive coverage of Australia's premier maritime defence event.

PACIFIC 2017 DAILY eNEWSLETTER

Special PACIFIC 2017 issues of Australian Defence Business Weekly e-newsletter will be emailed out at the end of each trade day of PACIFIC 2017 to over 650 readers in Australia and across the world, providing them with a comprehensive roundup of the day's Pacific 2017 news.

AUSTRALIAN AVIATION 2017 PACIFIC MARITIME ISSUE

Australia's leading aviation magazine will also be distributed extensively at PACIFIC 2017.

Australian Aviation's October issue will feature a range of topical naval aviation articles relevant to PACIFIC 2017 visitors and exhibitors. Likely features will include an overview of the MH-60R Romeo in Royal Australian Navy service and a profile of Australia's maritime surveillance UAV programs.

PACIFIC 2017 SHOW DAILY
RATES*

	SIZE (in mm)	ONE DAY	TWO DAYS	THREE DAYS
Double page	(420 x 297)	$5,500	$9,900	$13,500
Full page/Double half	(210 x 297 or 420 x 148)	$2,900	$5,500	$7,900
Half page	(190 x 148 or 93 x 268)	$1,900	$3,250	$4,500
Third page	(190 x 80)	$950	$1,650	$2,250
Quarter page	(190 x 65)	$650	$1,100	$1,500

AUSTRALIAN DEFENCE BUSINESS WEEKLY
PACIFIC 2017 eNEWSLETTER RATES*

FORMAT	PLACEMENT	BUY	COST
590 x 72 masthead banner	masthead	daily	$550
590 x 72 banner	body	daily	$490

ADBR.COM.AU
WEBSITE RATES*

FORMAT	PLACEMENT	BUY	COST
728 x 90 leaderboard	run of site	daily	$190
300 x 250 box	run of site	daily	$185
300 x 500 tower	run of site	daily	$250
665 x 80 banner	run of site	daily	$175
'Roadblock'	exclusivity across all positions across site	daily	$1,990

ADBR & AA MAGAZINES
SINGLE INSERTION RATES*

ADBR SINGLE INSERTION RATES*	
SIZE	**1x**
Double page spread	$5,000
Outside back cover	$4,495
Full page	$3,995
Double half page	$3,995
Half page	$2,495

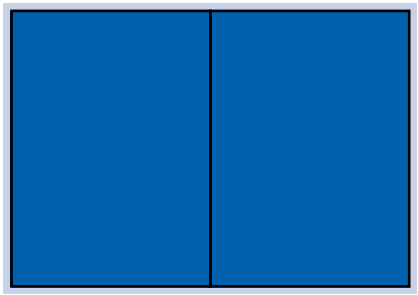
AUSTRALIAN AVIATION SINGLE INSERTION RATES*	
SIZE	**1x**
Double page spread	$5,900
Outside back cover	$4,000
Full page	$3,500
Half page	$1,850
Quarter page	$990
Eighth page	$490

*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.

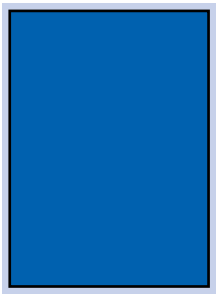
PACIFIC 2017 ADVERTISING DEADLINES

	BOOKING DEADLINES	MATERIAL DEADLINES
Australian Defence Business Review	September 19	September 22
Pacific Maritime Show Daily	September 22	September 27
Australian Aviation	September 5	September 8

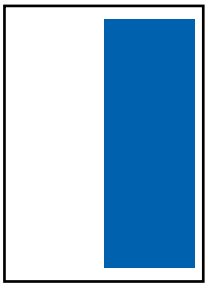
PACIFIC 2017 SHOW DAILY SPECIFICATIONS



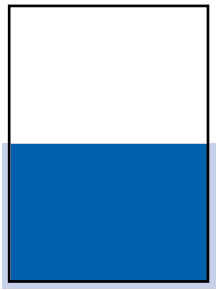
DOUBLE PAGE
420 x 297mm
+ 3mm bleed



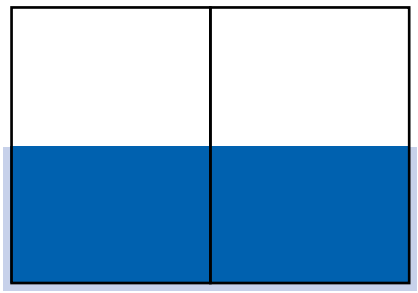
FULL PAGE
210 x 297mm
+ 3mm bleed



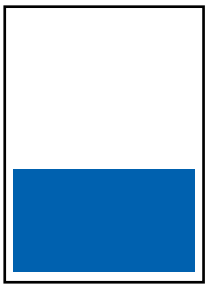
HALF PAGE VERTICAL
93 x 268mm



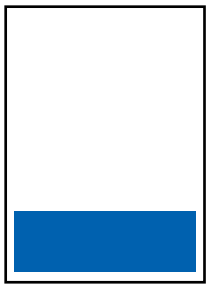
HALF PAGE HORIZONTAL
190 x 148mm
+ 3mm bleed



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.