



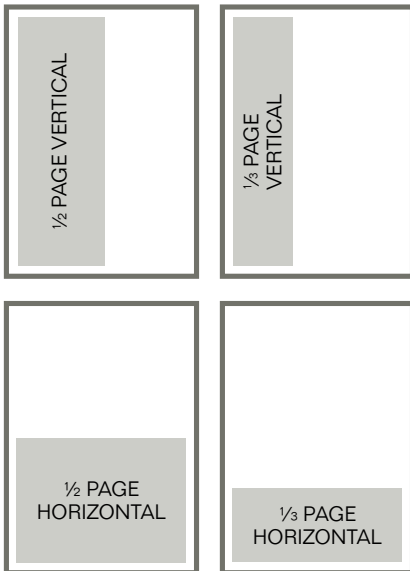
Material specs

Magazine

MATERIAL SIZE	DEPTH	WIDTH
DPS (trimmed')	297	420
FP (trimmed')	297	210
DHPS (trimmed')	145	420
½ page vertical	275	120
½ page horizontal	135	185
⅓ page vertical	275	57
⅓ page horizontal	75	185

All specs are in mm

Please supply all creative except half page ads with extra 5mm for bleed.



Print Rates in US\$ NET, 2021

Serving as a communications bridge between defence and industry, **ADM** plays an important role in the ongoing dialogue among the key defence and defence industry stakeholders.

Magazine Rates in US\$ NET

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

SIZE	CASUAL	3x	5x	11x
Double page spread (DPS)	4482	4098	3868	3666
Double ½ page spread (DHPS)	2694	2552	2451	2370
Full page (FP)	2498	2255	2147	2032
½ page	1344	1276	1229	1182
IFC (Cover 2)	2923	2653	2518	2390
IBC (Cover 3)	2795	2538	2410	2275
OBC (Cover 4)	3038	2754	2667	2478

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

Deadlines For 2021

COVER DATE	BOOKING	MATERIAL	PUBLISH
February/March	14 Jan	21 Jan	12 Feb
April/May	9 Mar	16 Mar	12 Apr
June	13 Apr	20 Apr	14 May
July/August	8 Jun	15 Jun	9 Jul
September	10 Aug	17 Aug	10 Sep
October	14 Sep	21 Sep	12 Oct
November	5 Oct	12 Oct	10 Nov
December/January	23 Nov	2 Dec	4 Jan

INFLUENTIAL ■ RESPECTED ■ ENGAGED

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