

ONLINE MEDIA KIT 2021

www.australiandefence.com.au



RESPECTED

INFLUENTIAL

ENGAGED



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A key component of ADM's Defence/ Industry engagement is our significant digital presence, with two weekly newsletters + active social media.

Defence has an organisation-wide subscription to all *ADM* products, including online. *ADM* Online offers advertisers daily engagement with an audience of defence and defence industry readers.

The trusted site serving the business of defence ONLINE from the leading defence business magazine – *ADM*.

Imagine the attention your special promotion on the *ADM* site can gain. www.australiandefence.com.au is the ideal forum for extending your integrated media campaign or for that special one-off promotional project targeting the defence/industry decision-makers in Australia.

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Australia's Naval Programs will be a key topic in 2021.



Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2021.



Land programs are set to hit some important milestones in 2021.



Many Defence subscribers access *ADM's* digital assets via the Defence Library, lending authority to *ADM's* reporting.

Website

+ Two weekly eNewsletters

- Breaking news from defence
- Daily news updates
- Extensive, fully-searchable archive of articles available to Premium Users
- Events listing
- Free DEFENCE WEEK eNewsletter sign-up, sent weekly
- **Defence Industry Guide** – searchable from the *ADM* site
- Social media engagement – Twitter feed, active user engagement through comments on major stories, Facebook & LinkedIn

Statistics

- **60,000+** sessions per month and growing
- **100,000+** page views per month and growing
- **8,400+** newsletter subscribers

Audience

ADM's online audience is a mix of defence, defence industry and interested participants who actively engage with *ADM's* daily news stories and in-depth analysis of defence business issues.

Campaign options

If you have a special request such as video or social media options, contact us about the options we can offer.

ADM Links

- Twitter: [@austdefence](https://twitter.com/austdefence)
- Youtube: [AustraliandefenceAuMag](https://www.youtube.com/AustraliandefenceAuMag)
- Instagram: [@austdefence](https://www.instagram.com/austdefence)
- LinkedIn: search for *Australian Defence Magazine*

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ADM Conferences are held across the year.



ADM Managing Editor
Katherine Ziesing.



Dedicated website and social media engagement.



Material specs

Online material deadline is five business days prior to publishing.

Website

MATERIAL SIZE	DEPTH	WIDTH
Billboard	250	960
Extended Leaderboard	90	960
MREC	250	300
Gutter/Rail x2	750	160

**all specs are in pixels*

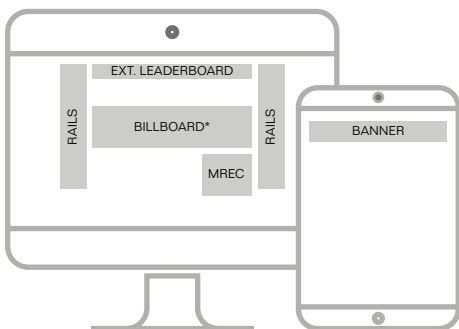
eNewsletter

MATERIAL SIZE	DEPTH	WIDTH
Banner	90	600

**all specs are in pixels*

To facilitate fast loading, no file to exceed 100kb.

Website and eNewsletter online material deadline is five days prior to publishing.



A key component of ADM's Defence-Industry engagement is our significant digital presence, with two newsletters each week, and active social media engagement. ADM is the only print publication with a dedicated Online Editor.

Digital rates

ADM Online is the trusted site serving the business of defence from the leading defence business magazine – ADM. **Rates are per month.**

GENERAL RATES*	1X (\$)	4X (\$)	ADM ADVERTISER (\$)
Billboard	2,500	2,250	2,125
Extended Leaderboard	2,100	1,890	1,785
Rails	2,200	–	–
MREC	1,500	1,350	1,275
Newsletter Banner	1,000	900	850
Podcasts*	5,000 (net)	5,000 (net)	5,000 (net)

**see Page 5 for full details*

SAVE MONEY! Book a Promotional Package

All packages are for a calendar month.

PACKAGE	1X (\$)	ADM ADVERTISER* (\$)
Platinum: website billboard & banner on the newsletters	2,960	2,700
Gold: website extended leaderboard & banner on the newsletters	2,460	2,250
Silver: website MREC & banner on the newsletters	1,960	1,790

**To qualify to receive the ADM Advertiser discount rate, a minimum of three print ads must be booked over the year. Chat to David Jones for bespoke packages.*

All bookings made on ADM's site are booked in exclusivity on a first-come basis. We do not rotate advertiser's content with another, so placement share-of-voice is 100%. This means that not all placements are automatically available, so before booking, please contact David Jones to ascertain placement availability.

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THE
ADM
AUSTRALIAN DEFENCE MAGAZINE
SERVING THE BUSINESS OF DEFENCE
PODCAST

WHAT'S INCLUDED IN an ADM PODCAST PACKAGE?

- 1** A 20-30 minute podcast with one or two of your team members recorded remotely online with the *ADM* team;
- 2** An EDM announcing the release of the podcast (usually done on a Wednesday) and sent to over well-over 8,000 email addresses;
- 3** Four weeks of newsletter banners in both our premium newsletter *Defence Week Premium* in both HTML and PDF on Thursdays and *Defence Headlines*, our Tuesday offering in HTML;
- 4** Inclusion of the podcast in all *ADM* newsletters (two newsletters sent per week) for four weeks;
- 5** Promotion of the podcast on all *ADM* social media channels (Twitter, LinkedIn and YouTube).

The podcast is hosted on our site, australiandefence.com.au and also distributed through podcast providers such as iTunes, Google Play, deezer, Spotify plus an RSS feed.

We cannot track the stats on those platforms with the level of granularity that maybe some would like; however we do get the listen stats i.e. how many times it was listened to across the methods available. We provide weekly reports on the listen stats but cannot provide listener names and emails for lead generation.

The price for all this is \$5,000 + GST.

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