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PRINT MEDIA KIT 2019



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INFLUENTIAL

ENGAGED



CONTACT
DAVID JONES
Advertising Sales Manager, ADM Print and Online
Tel: 07 3348 6966 Int'l: +61 7 3348 6966
Mobile: 0412 188 100 Int'l: +61 412 188 100 davidjones@australiandefence.com.au
www.australiandefence.com.au

Influential, Respected, Engaged



Australian Defence Magazine (ADM) is highly respected for its responsible and detailed reporting of defence capability acquisition in Australia. Among the trade journals, *ADM* is the preferred reading of the senior defence leadership in government and industry. Australia's Capability and Acquisition Group (CASG) is the primary target readership along with the key related organisations within the Department of Defence, such as Defence Science Technology Group (DSTG), Chief Information Officer Group (CIOG) and the Defence Estate and Infrastructure Group (DE&IG).

- *ADM* is the only Australian defence-related magazine published monthly (except December);
- *ADM* publishes two weekly newsletters with average opening rate in excess of 5000 per week;
- *ADM* publishes an authoritative *Directory of Defence Suppliers* in hard copy twice a year plus a fully searchable online database; and
- *ADM* hosts a number of defence/industry conferences annually. The conference topics cover the key issues of defence/industry engagement.

ADM's editorial content is highly regarded for its accuracy and its independence. Led by an outstanding and highly talented Managing Editor, the editorial team includes specialist writers from across the defence domains, based right across Australia.

ADM's regular editorial content includes the monthly *From the Source* interview which offers readers an in-depth interview with a key defence or industry figure. The willingness of the senior defence leadership including at Ministerial level to engage directly with *ADM* through one-on-one interviews is an indication of the level of **trust and respect** that has developed between the magazine and its Defence audience in Australia.

IN DEMAND

Australian Defence Magazine (ADM) is in a unique position in the Australian marketplace.

It is the *only* trade magazine on the Department of Defence Standing Offer Panel for the provision of Electronic Information Resources and Related Services. Every member of the Defence Organisation is entitled to receive *ADM* to their desk.

This is official recognition of the magazine's critical role in reporting on the defence/industry sector in Australia.

INFLUENTIAL

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ADM Conferences are held across the year



ADM Managing Editor Katherine Ziesing



Dedicated website and social media engagement

Influential, Respected, Engaged



ADM's unparalleled access to the most senior decision-makers reflects the trust and respect that exists between ADM and the most influential Executives in the Australian Defence Force (ADF), the Department of Defence and defence/industry sectors in Australia.

ADM's exclusive one-on-one interviews in 2018

- Dec/Jan** Hon Christopher Pyne, Minister for Defence Industry
- Feb** Air Marshal Leo Davies, Chief of Air Force, ADF
- March** Alan Callaghan, President & MD, Harris Defence Australia
- April** Gary Stewart, Managing Director of Rheinmetall Defence Australia
- May** Gabby Costigan, Managing Director of BAE Systems Australia
- June** Dr Mark Hodge, CEO of the DMTC
- July** Mark Sander, President of the Submarine Institute of Australia
- August** Dr Ben Greene, CEO and founder of EOS
- September** LTGEN Rick Burr, Chief of Army
- November** Christine Zeitz, Managing Director of Leidos Australia

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Australia's Naval Programs will be a key topic in 2019



Australia's formal commitment to JSF is an opportunity for industry. Look for ADM's Air Power issue in 2019.



ADM will be at the forefront of reporting Navy projects in 2019. Major Pacific Exhibition issue in October 2019.

Australian Defence Magazine (ADM) is



- highly respected for its responsible and detailed reporting of defence business in Australia.
- the preferred reading of the **senior defence leadership** in government & industry
- distributed directly to key decision-makers and influencers
- written by highly-credentialed specialist defence journalists with many years experience

TARGETED READERSHIP

- **Government**
 - Prime Minister
 - National Security Committee of Cabinet
 - Defence Minister
 - Defence Industry Minister
- **Department of Defence* senior leadership & groups**
 - Chief of Defence Force
 - Chief of Army
 - Chief of Navy
 - Chief of Air Force
 - Strategic Policy & Intelligence Group
 - Joint Capabilities Group
 - Deputy Secretary Capability and Acquisition Group (CASG)
 - Deputy Secretary Defence Estate and Infrastructure Group (DE&IG)
 - Defence Science & Technology Group (DSTG)
 - Australian Signals Directorate
 - Chief Information Officer Group
 - Defence Heads of Station & Defence Attaches at Australia's overseas missions
- **Industry**
 - CEOs and Senior Executives of Australia's leading Defence companies
 - SMEs and sub-contractors in Australia's vibrant local industry
- **Academia and Think Tanks**
 - Australian Strategic Policy Institute
 - Lowy Institute
 - Defence Force Academies and Institutes
- **New Zealand Defence Force (NZDF), New Zealand Defence Industry Association (NZDIA) and industry members**

All Defence personnel, both military and civilian, are entitled to receive their own individual copy of the magazine, posted to their defence work address.

*** The Australian Department of Defence has an enterprise subscription to ADM which entitles all members to receive the publication as well as online access. ADM is listed on the Standing Offer panel SON839071 for the provision of Electronic Information Resources and Related Services. It is the only defence trade magazine listed on the panel.**

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READERSHIP BY SECTOR

CIRCULATION

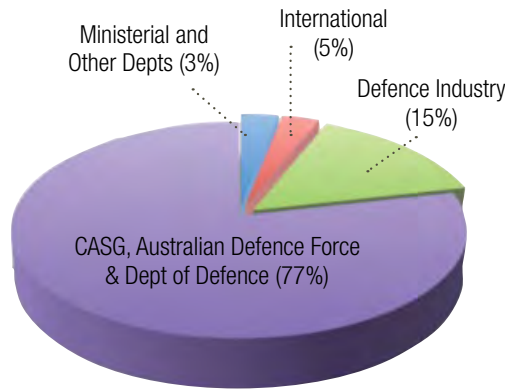
CAB average monthly is* 5,780
 Digital readership averages per month 30,000 views

Total average circulation per month Over 35,000#
 readers in print & online

(including bonus editions)

*CAB print audit (excluding above average bonus distribution) as at 13 May 2018

Note that 95% of circulation is within Australia and New Zealand, which is the geographic area on which *ADM* reporting is focused.



Average readership per issue, based on known sharing and internal distribution: 12,748

Frequency: *ADM* is published monthly, except for the December/January issue.

ADM HAS A SIGNIFICANT PRESENCE AT ALL THE MAJOR DEFENCE EVENTS AND EXHIBITIONS ACROSS THE YEAR. ADM HOSTS AT LEAST FOUR DEFENCE/INDUSTRY CONFERENCES DURING THE YEAR.



Delegates pictured at a recent *ADM* Defence/Industry Congress in Canberra.

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MUCH MORE THAN A MAGAZINE

When you advertise with **ADM**, you benefit from the reach and recognition that **ADM** has gained in its core market over more than a quarter of a century of publication.



ADM DEFENCE WEEK PREMIUM

Published weekly.
Subscriber only publication.



ADM DIRECTORY OF DEFENCE SUPPLIERS

Published every 6 months
in hard copy and fully searchable online.



ESSINGTON LEWIS AWARDS

ADM runs two awards programs: the Essington Lewis Awards in partnership with the Department of Defence and ADM's own Women in Defence Awards.



ADM BRANDED EVENTS

Each year, ADM hosts numerous defence/industry conferences:

- ADM Defence/Industry Congress – February
 - ADM and Space – first run event in April 2019
 - ADM Defence Estate and Base Services Summit – September
 - ADM Northern Australia Defence Summit – Darwin – October
 - STEM in Defence – Canberra – November
- ADM has been hosting events since 2004.



TRADE EXHIBITIONS

ADM has a substantial presence at all major defence exhibitions in Australia and the Asia Pacific region.



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ADM Managing Editor
Katherine Ziesing



Dedicated website and social media engagement

ADM KEY PEOPLE



Katherine Ziesing
Managing Editor, ADM Group,
Canberra

Tel: 02 6203 9535
katherineziesing@yaffa.com.au

Katherine Ziesing joined the *Australian Defence Magazine (ADM)* team in 2006 as a staff writer and was appointed editor in Canberra at the beginning of 2008. Katherine has a background in business journalism and economics which she has put to good use in understanding the complex world of defence capability procurement. She has completed a Masters of Defence Strategy and Policy at the University of NSW at the Australian Defence Force Academy, is a Myer Foundation fellow and is also a serving board member of the Sir Richard Williams Foundation, a defence policy think tank with a focus on air power issues. Katherine has also served on the Board of the Submarine Institute of Australia. She is also a blogger for both the Williams Foundation and the Australian Strategic Policy Institute's blog, *The Strategist*.



Ewen Levick
Online Editor, ADM Group,
Sydney

Tel: 02 9213 8249
ewenlevick@yaffa.com.au

Ewen joined as *ADM's* Online Editor in March 2018. He has a Bachelor's in International Relations and Anthropology from the University of Sydney, Honours from UNSW, and an MSc in International Relations from the University of Edinburgh. His academic research examines Australia's defence policy and hybrid warfare. In addition to his work with *ADM*, Ewen has also written for the Lowy Interpreter, the ASPI Strategist, Global Risk Insights, and the Cambodian Institute for Strategic Studies. He previously served with 1/15th Royal NSW Lancers.

ADVERTISING



David Jones
Advertising Sales Manager
ADM Print & Online

Tel: 07 3348 6966,
Int'l Tel: 61 7 3348 6966
Mobile: 0412 188 100
Int'l +61 412 188 100
davidjones@australiandefence.com.au



Julian Kerr
Senior Correspondent, Sydney
Mobile: 0418 635 823
jhrkerr@bigpond.net.au



Nigel Pittaway
Deputy Editor, Melbourne
Mobile: 0418 596 131
nigelpittaway@yaffa.com.au



Kylie Leonard
Associate Publisher,
ADM Group

Tel 07 3348 6966
Mobile 0404 844 851
kylieleonard@yaffa.com.au

Kylie Leonard joined the *ADM* team in mid 2015 in support of the wider brand. Her academic background saw her begin her

professional journey in IT before moving into adjacent industries. She has a background in IT and construction project management in both the private and public sectors, along with experience running her own IT consulting business. Her role at Yaffa Media's leading Defence trade media title as Associate Publisher means she plays an integral role in the brand and financial management of the group alongside Managing Editor Katherine Ziesing.

John Hilvert
Senior IT Writer
Mobile: 0419 639 572
hilvertj@ozemail.com.au

www.australiandefence.com.au | www.defencesuppliers.com.au | www.admevents.com.au

CONTACT DETAILS

Editorial office
Canberra

2 King Street, Suite 17C
 Deakin ACT 2600
 Postal: PO Box 4783, Kingston ACT 2604
 AUSTRALIA
 Tel: 02 6203 9535

Marketing and Management office

Brisbane: Unit 2, 212 Bay Terrace,
 Wynnum Qld 4178
 Postal: PO Box 9165,
 Wynnum Plaza Qld 4178
 AUSTRALIA
 Tel: 07 3348 6966

Publishing office: Sydney

Yaffa Media Pty Ltd
 17-21 Bellevue Street, Surry Hills NSW 2010
 Tel: 02 9281 2333 Fax: 02 9281 2750
Production Coordinator (advertising copy)
 John Viskovich
 Tel: + 61 (0) 2 9213 8215
 e: johnviskovich@yaffa.com.au

