



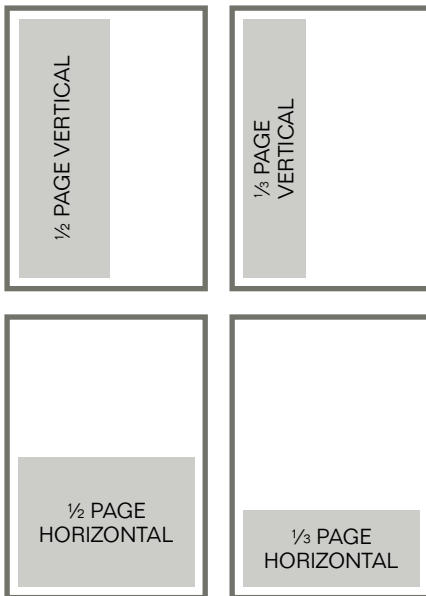
## Material specs

### 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 DPSs, DHPSs, and FPs 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.

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

### 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

### CONTACT: DAVID JONES

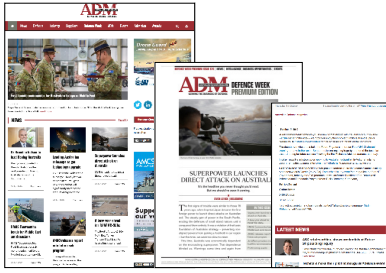
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## Material specs

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

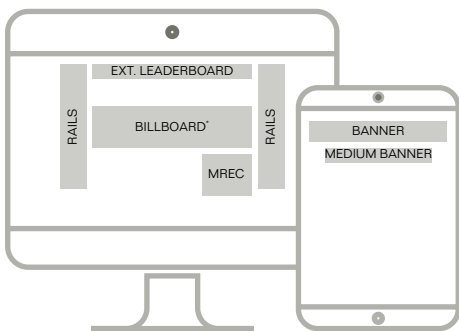
### eNewsletter

MATERIAL SIZE	DEPTH	WIDTH
Banner	90	600
Medium Banner	60	468

\*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 2021

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	1688	1519	1435
Extended Leaderboard	1418	1276	1205
Rails	1485		
MREC	1013	912	861
Newsletter Banner	675	608	574

## SAVE MONEY! Book a Promotional Package

All packages are for a calendar month.

PACKAGE	1X	ADM ADVERTISER*
<b>Platinum:</b> website billboard & banner on the newsletters	1998	1823
<b>Gold:</b> website extended leaderboard & banner on the newsletters	1661	1519
<b>Silver:</b> website MREC & medium banner on the newsletters	1323	1209

*\*To be offered ADM Print Advertiser Rates, a company must book a minimum three print ads in the same year. Rates subject to change based on movements in exchange rates. David Jones, Advertising Manager, ADM.*

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