

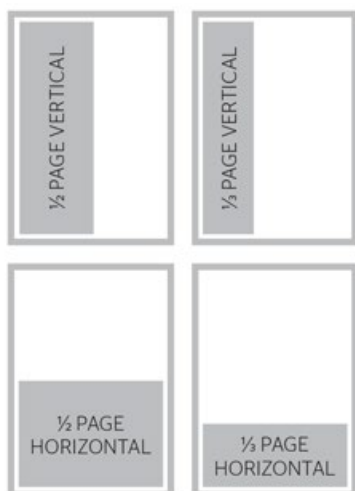
**SERVING AS A COMMUNICATIONS BRIDGE BETWEEN DEFENCE AND INDUSTRY, ADM PLAYS AN IMPORTANT ROLE IN THE ONGOING DIALOGUE AMONG THE KEY DEFENCE AND DEFENCE INDUSTRY STAKEHOLDERS.**



## MATERIAL SPECS

MATERIAL SIZE	DEPTH (MM)	WIDTH (MM)
DPS (trimmed*)	297	420
FP (trimmed*)	297	210
1/2 page DPS (trimmed*)	145	420
1/2 page vertical	275	120
1/2 page horizontal	135	185
1/3 page vertical	275	57
1/3 page horizontal	75	185

\* Please add 5mm bleed to all FP, DHPS and DPS ads.



## MAGAZINE RATES\*

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

4 colour	CASUAL (\$)	3X (\$)	5X (\$)	11X (\$)
Double Page Spread (DPS)	6,640	6,070	5,730	5,430
Double Half Page Spread (DHPS)	3,990	3,780	3,630	3,510
Full page (FP)	3,700	3,340	3,180	3,010
1/2 page	1,990	1,890	1,820	1,750
1/3 page	1,530	1,470	1,440	1,420
OBC (Cover 4)	4,500	4,080	3,950	3,670
IFC (Cover 2)	4,330	3,930	3,730	3,540
IBC (Cover 3)	4,140	3,760	3,570	3,370

**Currency:** Australian \$ Rates are gross (excluding GST) \*Rates do not include GST. Australian companies add 10%. 10% Agency commission allowed.

Advertisers may be billed in US dollars. Please enquire for US dollar rates based on the current exchange rate.

## DEADLINES FOR 2020

COVER DATE	BOOK CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH MAIL DATE
<b>February</b>	14 Jan	21 Jan	14 Feb
<b>March</b>	11 Feb	18 Feb	15 Mar
<b>April</b>	10 March	17 March	8 April
<b>May</b>	7 April	16 April	10 May
<b>June</b>	5 May	12 May	6 June
<b>July</b>	9 June	16 June	5 July
<b>August</b>	7 July	14 July	9 Aug
<b>September</b>	28 July	4 Aug	1 Sept
<b>October</b>	1 Sept	8 Sept	1 Oct
<b>November</b>	22 Sept	29 Sept	5 Nov
<b>December/January</b>	24 Nov	1 Dec	3 Jan

**CLICK HERE FOR FURTHER INFORMATION**