



AUSTRALIAN & NZ
DEFENDER
MAGAZINE

Australia's

TOP SELLING MILITARY MAGAZINE for over 22 Years

MEDIA KIT 2016



ABOUT

AUSTRALIAN & NZ

DEFENDER

MAGAZINE

Frequency: Quarterly
Core Purpose:
Reporting on the operations, activities and acquisitions of the Australian Defence Force, the New Zealand Defence Force and their history.

Launched in 1993 by Managing Editor John Hunter Farrell, Australian & NZ Defender is Australia's best selling and most respected military magazine.

Australian & NZ Defender has an unparalleled reputation for excellence in journalism and access to the Australian Defence Force.

An A-Grade Journalist, John Hunter Farrell has accompanied the ADF on operations in Somalia, Rwanda, East Timor, Iraq, Solomon Islands and Afghanistan. He is regarded as the best technical Defence writer and defence analyst in Australia and his work is used as a major resource by senior journalists in the Australian media.



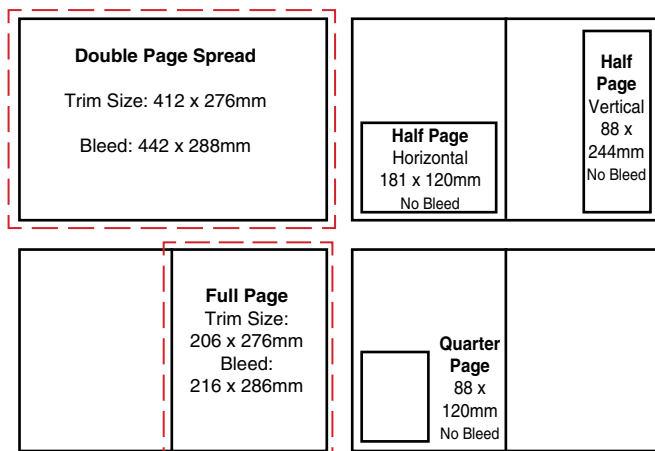
ADVERTISING RATES

ALL ADVERTS ARE FULL COLOUR AND ARE PLACED IN BOTH THE PRINTED AND DIGITAL VERSION OF EACH ISSUE
ALL PRICES ARE IN AUSTRALIAN DOLLARS AND INCLUDE GST

Prices per Issue	Single Issue	Two Issues	Four Issues (Continuous)
Double Page Spread	\$2,900	\$2,700	\$2,200
Full Page	\$1,550	\$1,450	\$1,300
Half Page	\$770	\$680	\$600
Quarter Page	\$450	\$395	\$350

**AFFORDABLE
COST EFFECTIVE
ADVERTISING
THAT WORKS**

DIMENSIONS



Double Page Spread: 412mm(w) x 276mm(h) - 6mm Bleed all round
Full Page: 206mm(w) x 276mm(h) - 6mm Bleed all round
Half Page Vertical: 88mm(w) x 244mm(h)
Half Page Horizontal: 181mm(w) x 120mm(h)
Quarter Page: 88mm(w) x 120mm(h)

ARTWORK SPECIFICATIONS

PDF - Images at 300dpi, all fonts embedded, CMYK or RGB
High resolution TIF, Jpeg files - Images at 300dpi, CMYK or RGB

ARTWORK DEADLINES

MARCH	February 10th	On Sale 1st March
JUNE	May 10th	On Sale 1st June
SEPTEMBER	August 10th	On Sale 1st September
DECEMBER	November 10th	On Sale 1st December

* Please note that exact dates for artwork deadlines may vary from issue to issue however the above dates are a good guideline.

ARTWORK PRODUCTION - WE CAN ASSIST YOU DESIGN AND PRODUCE YOUR AD

Please address your enquiries to:
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Brisbane Market, Qld, 4106
Australia

DIGITAL EDITIONS

Our digital editions of Australian & NZ Defender magazine feature HTML5 and Flash formats and can be viewed on all software and devices, (PC's, Mac's, Android, Blackberry, Windows and iOS) phones and tablets.

Our digital editions are high quality, high resolution, searchable and are available to our readers on and off-line. They are produced from PDFs and there is no need for advertising clients to alter their print artwork for inclusion in the digital editions.

HYPERLINKS

When providing your preferred hyperlinks for us to add to your adverts and/or related profiles in Gear in the digital edition please consider whether you want the link to go to the index page of your website or directly to a product page within your website.

Link to Website: **Pros** - Immediate reference to your site
 Cons - The reader has to navigate to the product they wish to purchase

Link to Product: **Pros** - The reader jumps straight to your product
 Cons - Broken link (404 error message) if your website is modified or your product line changes

Remember the life span of a single issue of A&NZD is far greater than the sum of its three month sales period. Our readers constantly refer to older issues of the magazine and new readers are constantly buying back issues to build their collection.

VIDEO & AUDIO

Requests for the direct embedding of video and/or audio files will be addressed individually with a view to file sizes.

In most instances we advise advertisers to hyperlink to a page within your site rather than embed videos. This gives you the convenience of updating and modifying your chosen video content.

Digital edition of Australian & NZ Defender are available for sale directly from the A&NZD website.

Please contact us for a demonstration of our digital editions.



**YOUR TARGET
AUDIENCE IS
READING
A&NZD
RIGHT
NOW
ARE THEY
BUYING
FROM
YOU?**

A&NZD offers an instant distillation of the public market with a readership highly interested in:
**Current Defence Operations,
Deployments and Training
Defence Technology, Current and
Future Acquisition Programs
Military Equipment, Weapons and
Uniforms
Military History**

