

Defence Business

Media Kit 2024



Digital and print editions

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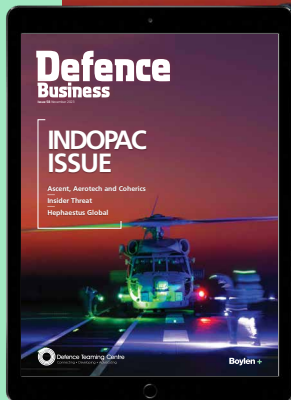
Defence Teaming Centre
Connecting • Developing • Advocating



AT A GLANCE

Defence Business is the official publication of the Defence Teaming Centre (DTC) and is published twice a year.

Mailed by name to Prime Defence contractors, Small & Medium Enterprises (SME) and Professional Service Providers who are engaged in the supply, support and development of defence & related capabilities.



REGULAR SECTIONS INCLUDE:

- News
- Behind the scenes analysis
- Capabilities
- Interviews with key decision makers
- Skills and workforce
- Events

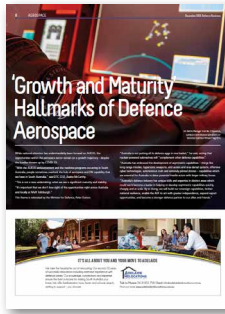
 **5,000**
READERS PER ISSUE

Print issues distributed via the official database of the DTC and at trade shows, such as Land Forces, as well as digitally online at www.dtc.org.au and www.boylen.com.au



**MAILED BY NAME TO PRIME DEFENCE
CONTRACTORS, SMALL & MEDIUM
ENTERPRISES, (SME) AND PROFESSIONAL
SERVICE PROVIDERS WHO
ARE ENGAGED IN THE SUPPLY, SUPPORT
AND DEVELOPMENT OF DEFENCE
& RELATED CAPABILITIES.**





RATES

Size	Rate
Full Page	\$3,300 + GST
1/2 Page	\$1,950 + GST
1/4 Page	\$1,200 + GST
Outside Back Cover	\$3,850 + GST
Inside Front Cover	\$3,700 + GST

Inserts

Price on application.

Discounts

Applicable for long term bookings. 15% discount for members of the Defence Teaming Centre.

Design Service

We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

Terms & Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.

DEADLINES

April 2024

Booking Friday 8 March 2024

Material Friday 15 March 2024

Published Wednesday 3 April 2024

September 2024

Land Forces 11-13 September 2024

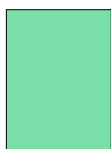
Booking Friday 9 August 2024

Material Friday 16 August 2024

Published 4 Sep 2024

Please note: Deadlines subject to change. Cancellations MUST be received in writing by the booking date.

SPECS



Full Page

240mm (w) x 320mm (h)
+ 3mm bleed



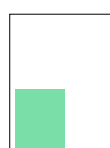
1/2 Page

240mm (w) x 160mm (h)
+ 3mm bleed



1/4 Page H

215mm (w) x 80mm (h)



1/4 Page V

107mm (w) x 150mm (h)

Supplied Material

Artwork can be sent via email or online transfer. Please ensure all artwork is supplied at high resolution (300dpi/ppi) with a minimum of 3mm bleed around all edges for full and 1/2 page ads. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/creative formats, please include all resources (i.e. links and fonts).

For artwork that features a white background, a grey border must be applied to define the edge of the ad. The border must be 40% black, 0.5pt stroke weight.

Please note: JPG, PNG, Word, Publisher & Powerpoint files will not be accepted.