

# Defence Business

Media Kit 2021



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.



**5,000**  
READERS PER ISSUE

2,000 copies are distributed to DTC members and State, Federal and Local Government via the official database of the DTC and are also available at the Qantas Clubs. It can also be found online at [www.boylens.com.au](http://www.boylens.com.au) and [www.dtc.org.au](http://www.dtc.org.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.**

## REGULAR SECTIONS INCLUDE:

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





## 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. For Terms and Conditions go to [www.boylan.com.au/termsandconditions](http://www.boylan.com.au/termsandconditions)

## DEADLINES

### June 2021

Events: Land Forces (21 June 2021, Brisbane)

Booking 30 April 2021

Material 7 May 2021

Publication 7 June 2021

### November 2021

Events: Avalon Airshow (21 November 2021, Avalon)

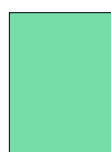
Booking 1 October 2021

Material 8 October 2021

Publication 8 November 2021

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

## SPECS



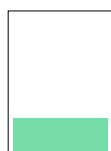
### Full Page

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



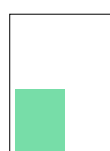
### 1/2 Page

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, Hightail or Dropbox. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. 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 or border, 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:** Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.