

INSERT ADVERTISING IN *DEFENDER*

This guidance is designed to assist you in researching, booking or preparing insert advertisements for distribution with *Defender*, the quarterly national journal of the Australia Defence Association (www.ada.asn.au/defender.htm).

Please note that we cannot provide our subscriber databases to you under any circumstances and that you need to provide the advertising leaflets.

Why Advertise in *Defender*?

- Published quarterly since 1983, *Defender* has a readership of around 4800 across Australia and around 200 overseas, including comprehensive high-level circulation in Australian ministerial, defence force, official, diplomatic and defence industry circles.
- The journal's particularly high-level readership means *Defender* offers you an excellent opportunity to target key national security decision-makers and their staffs directly. Moreover, unlike defence industry business magazines, *Defender* is generally read closely, and often re-read, by its subscribers rather than just scanned or binned without even opening the envelope.
- The journal's wider readership also offers you a superb opportunity to target leaflet advertising directly to an established and educated audience who are highly interested in strategic policy, defence, security, intelligence, international relations and related matters. This ability is particularly attractive to tertiary education providers, specialist personnel providers, book publishers, book sellers and history or heritage marketers.
- Our detailed subscriber database provides us with the capability to save you money by inserting your leaflets in only those journals likely to fall within your desired group for highly targeted advertising.

Rates and Bookings

An insertion fee of \$A350 applies plus a small handling fee per leaflet depending on their size and the weight differential this causes to our standard *printpost* distribution costs. This fee generally ranges between \$A0.30c and \$A1.00 (and is generally waived for charities and other non-profit or community benefit advertisers). If you advertise over several issues we can offer you reduced rates.

Further detail may be obtained by ringing (02) 6231-4444 or by emailing [Defender Advertising](#).

Copy Deadlines

Defender is generally published mid-month in March, June and September, and at the beginning of the second week in December (to assist pre-Christmas advertising). The deadline for inserted leaflets is generally the last Tuesday of the month in February, May and August, and the second-last Tuesday in November.