

ADVERTISING IN THE JOURNAL *DEFENDER*

This guidance is designed to assist you in researching, booking and preparing cover-spot or page advertising in *Defender*, the quarterly national journal of the Australia Defence Association (www.ada.asn.au/defender.htm).

Why Advertise in *Defender*?

- Published quarterly since 1983, *Defender* is a national journal of record not just a short-term general interest, leisure or business magazine.
- The journal is renowned for its authoritative and balanced commentary, and for its long-term and informed perspectives on defence, wider national security and related issues. Its readership reflects this reputation.
- *Defender* has a readership of around 5800 across Australia and around 200 overseas – including a particularly high-level and wide-ranging circulation in Australian ministerial, defence force, departmental, diplomatic, intelligence agency, defence industry and think-tank 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) and opinion-formers directly.
- Moreover, unlike defence industry business magazines, *Defender* is generally read closely, and often re-read, by actual subscribers rather than just scanned or binned without reading.
- As a respected journal, not a magazine, the three high-impact cover-advertising spots also maximise the visual and subliminal effect of your advertisement without readers being distracted – as they are in magazines – by other advertisers or the sheer volume of advertising in general.
- You also increase your opportunities for continual repeat business, at no additional effort or cost to you, through the electronic publishing of *Defender* on the ADA website and the hard and soft copies held in major libraries and databases. The journal's reputation means the frequent reproduction or citation of *Defender* articles in other fora – and regular reference to back-copies by readers, researchers, public commentators and the general media.
- The journal also has a wide professional, commercial, academic and general readership across Australia. Our detailed subscriber database also offers you a superb opportunity to target directly, and specifically, an established and educated audience who are highly interested in strategic policy, defence, security, intelligence, international relations and related matters.
- This ability to directly and selectively target readers by cover spot, page or insert advertising is particularly attractive to conference organisers, tertiary education and training providers, specialist personnel recruiters, boutique travel agents, major public event organisers, book publishers and sellers, and history or heritage marketers.

Cover-Spot Advertising

- *Defender* has only three full-page, glossy art-paper, cover advertising spots: the inside-front cover, inside-back cover and outside-back cover.
- These highly sought-after cover spots can be four-colour or black and white advertisements but most advertisers choose colour.

Inside-Page Advertising

- Inside-page advertising is black and white only.
- Advertisements can be full-page, half-page or quarter-page in size.
- Full-page advertisements can be boxed or bled.
- Half-page and quarter-page advertisements need to be boxed and can be portrait or landscape in layout. You need to provide advertisements in both formats unless specifying either a portrait or landscape layout as essential.
- Advertisements are generally placed on a right-hand (odd-numbered) page, with quarter-page and half-page portrait ones placed in the right-hand column of such a page.
- To maximise impact on readers, only one half-page advertisement is placed on any one page (or on any two-pages open together).
- Similarly, wherever possible only one quarter-page advertisement is placed on a page. Sometimes two portrait-shaped ones may be placed together occupying the whole right-hand column.

Rates and Bookings

- Current advertising rates for *Defender* can be obtained by ringing (02) 6231-4444 or by emailing [Defender Advertising](#).
- Your cover-spot advertising needs to be booked well in advance of publication in order to secure the spot desired.
- Each of the three cover spots attracts a slightly different rate and these apply irrespective of whether the advertisement is four-colour or black and white.
- Corporate member of the ADA qualify for a 15 per cent discount on any advertisement or series of advertisements.
- If you book a short-term series of advertisements (over four or more issues) the rate involved can be discounted by up to 25 per cent. Longer-term series of inside-page advertisements can attract discounts of 50 per cent or more depending on the period negotiated.

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 advertising copy is generally the last Tuesday of the month in February, May and August, and the second-last Tuesday in November.

Artwork

- **Cover Advertising Spots.** The outside and inside-cover pages in *Defender* are A4 size (depth 297, width 210mm) on 130gsm glossy art paper.
 - Full-page, full-bleed advertisements (307x215mm) are the best format for cover advertising with the text trim at least 6mm in from the edge of the A4 page measurements above.
- **Inside-Page Advertising.** Internal pages are A4 size on 80gsm paper with top and bottom margins of 20mm and left and right margins of 15mm.
 - Full-page, full-bleed advertisements must be 307x215mm with the text trim at least 6mm in from the edge of the A4 page measurements above.
 - Half-page advertisements must be boxed:
 - Portrait – 258x85mm
 - Landscape – 130x180mm
 - Quarter-page advertisements must be boxed:
 - Portrait – 130x85mm
 - Landscape – 65x180mm

Material Requirements

- You need to submit your artwork accompanied by the name, direct telephone number and email address of your designer so they can be contacted directly if required.
- Send your advertisement electronically to [Defender](#) as a pdf, EPS file or jpeg in that order of preference.
- Emailed files should not be bigger than 5Mb.
- Electronic files over 5Mb must be put on a CD-ROM and posted to: Defender, PO Box 320, Erindale Centre, ACT, 2903, Australia.
- All fonts, scans and EPS files must have all colours created in CMYK.
- Scanned images must be in CMYK with a minimum resolution of 240-300 dpi at their final size. We cannot take responsibility for quality reproduction of an image with lower than optimum resolution.

Contact Details

- Any enquiries you have can be directed to *Defender* on (02) 6231-4444.