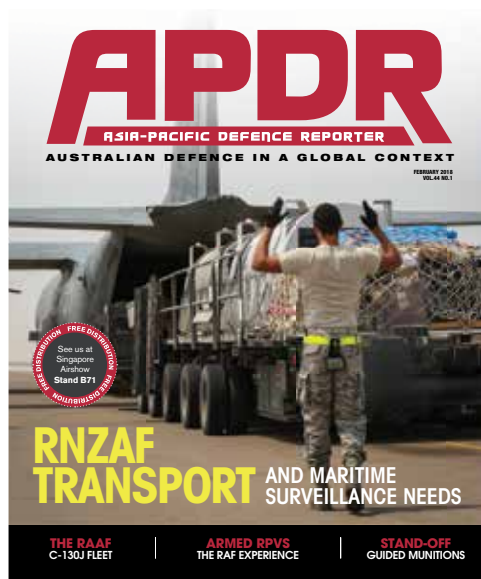


MEDIA KIT 2018



44 YEARS OF APDR

APDR is Australia's longest established defence publication.

APDR provides timely information and analysis relevant to current and future Australian and regional defence. With its comprehensive coverage of the Asia-Pacific military balance, current and future ADF acquisition programs, new military technologies and warfighting materiel, APDR provides critical marketplace information essential to defence professionals, and their international partners.

APDR PUBLISHING PLATFORM

- ✓ Print Magazine
- ✓ Digital Magazine
- ✓ Website
- ✓ Digital Magazine Notification Email
- ✓ APDR App
- ✓ SMS Delivery Mobile Magazine



Read APDR: anytime, anywhere.



Follow us on twitter: @APDR_APAC
Facebook: Asia Pacific Defence Reporter (APDR)
*Audit as at March 2017

WHY YOU SHOULD ADVERTISE IN APDR

LARGEST CIRCULATION AND GROWING

- ✓ APDR has a CAB audit of 9,284 copies per issue. The largest circulation of any defence publication in Australia.
- ✓ 64% (5,962 copies) are mailed to readers in Australia, easily outstripping the circulation of its nearest competitor.
- ✓ 36% (3,322 copies) are mailed to readers in Asia, Europe, The Americas and the rest of the world giving APDR a truly international audience.
- ✓ With an estimated three readers per copy APDR has a total readership of over 27,800.
- ✓ APDR Digital is FREE to everyone. Current and archive issues are available via website or app.
- ✓ APDR Mobile Magazine delivered via SMS
- ✓ APDR is highly reputable and widely quoted. It is essential reading for defence decision makers and industry leaders.

BEST EDITORIAL COVERAGE

- ✓ APDR is the leading authority in defence reporting in Australia and the Asia-Pacific region – the fastest growing defence market in the world.
- ✓ APDR's editorial team are true experts in their field. Under the direction of Editor Kym Bergmann, regular writers including Mike Yeo and Geoff Slocombe bring great experience, authority and access to senior policy makers in the defence establishment and industries.
- ✓ The result is current, high quality, original, researched content with a proven reputation for reliability, credibility and integrity ensuring high value for readers and advertisers.
- ✓ APDR attends and reports on all major Australian and International shows and exhibitions.



READERSHIP BREAKDOWN

GOVERNMENT	No.	%
MINISTRIES Prime Minister, Cabinet Ministers & Ministries - Trade, Commerce, Finance Industry	914	10
DEFENCE DEPARTMENT Department of Defence, related bodies & Government Departments	731	8
EMBASSIES Embassies, Defence Attaches & Trade Commissions	378	4
TOTAL	2,023	22
MILITARY		
DEFENCE FORCE ESTABLISHMENTS Institutes & Academies	850	9
ARMY Chief, Commander & Senior Officers	1,900	20
NAVY Chief, Commander & Senior Officers	1,290	14
AIR FORCE Chief, Commander & Senior Officers	1,251	14
TOTAL	5,291	57
DEFENCE INDUSTRY		
CEO's, Vice Presidents, Directors, General Managers, Program & Business Development Managers	1,970	21
TOTAL	1,970	21
GRAND TOTAL	9,284	100

MILITARY 57%
GOVERNMENT 22%
INDUSTRY 21%

CIRCULATION

AUSTRALIA	5,962
NEW ZEALAND & OCEANIA	274
ASIA AFRICA & MIDDLE EAST	1,816
THE AMERICAS	560
EUROPE	672
GLOBAL TOTAL	9,284



Audit as at March 2017

ONLINE & DIGITAL STATS



Website Monthly Page Views 14,860
Website Monthly Visits 9,335
Digital Magazine Readership 10,936
Mobile & Tablet App Subscribers 1,400

APDR FEATURES 2018

MONTH	BONUS DISTRIBUTION	FEATURES	DEADLINES
FEBRUARY Singapore Airshow Special Issue	Singapore Airshow 6-11 Feb	<ul style="list-style-type: none"> Plan Jericho Update ADF Helicopter Masterplan Air Launched Guided Munitions Remotely Piloted Vehicles 	Booking: 8 Jan Material: 15 Jan
MARCH Land 400 issue		<ul style="list-style-type: none"> LAND 400 Vehicle Platforms Phase 2 & 3 LAND 400 Weapons, Sensors & Integration JP 2060 ADF Deployable Health Services Army Mobility Projects 	Booking: 12 Feb Material: 19 Feb
APRIL Naval Warfare	DSA Kuala Lumpur 16-19 April	<ul style="list-style-type: none"> Sea 5000 Update Platform Choices Army Amphibious Assault Capabilities Naval Task Force Self Protection 	Booking: 19 March Material: 26 March
MAY Future Submarine	Old Crows Adelaide 28-30 May	<ul style="list-style-type: none"> Sea 1000 Program Update - Platforms, Weapons, Sensors Australian Industry Involvement Keeping Collins at the Forefront of Technology 	Booking: 16 April Material: 23 April
JUNE The Budget		<ul style="list-style-type: none"> 2017-2018 Budget Report Top 30 Defence Projects ADF Training Projects - AIR 5428, HATS, AIR 9000 Army Training Activities including Major Exercises 	Booking: 21 May Material: 28 May
JULY/AUGUST ADF Communications	Defence + Industry Canberra 1-2 Aug	<ul style="list-style-type: none"> ADF Strategic Communications - JP2008, JP2072 ADF UAV Projects F-35 Introduction into Service 	Booking: 11 July Material: 18 July
SEPTEMBER	Land Forces 4-6 Sept	<ul style="list-style-type: none"> Army Tactical Networks - LAND 200 Future Soldier Systems and Weapons- LAND 75 & LAND 125 Army Firepower Projects- LAND 40, LAND 17 LAND 400 Connectivity 	Booking: 6 August Material: 13 August
OCTOBER Naval Surface Fleet		<ul style="list-style-type: none"> Future Frigate - Sea 5000 Platforms, Weapons, Sensors Underway Replenishment Capabilities - SEA 1654 Air Warfare Destroyer Update 	Booking: 17 Sept Material: 24 Sept
NOVEMBER Cyber Security	Submarine Institute of Australia Conference 7-8 Nov Indo Defence 7-10 Nov MilCis 13-15 Nov	<ul style="list-style-type: none"> Information Security for the ADF Network Centric Warfare Roadmap Update Defence IT systems Future Submarine - Australian industry involvement 	Booking: 15 Oct Material: 22 Oct
DECEMBER/JANUARY '19 Defence Capability Plan Analysis		<ul style="list-style-type: none"> LAND 400 Phase 3 Platform Options Vehicle Self Protection Systems Integrated Air & Missile Defence including AIR 6500 ADF Anti Armour Weapons 	Booking: 26 Nov Material: 3 Dec

APDR will endeavour to publish scheduled features listed in this media kit, however, this can be subject to change.

APDR PRINT SPECS & RATES 2018 (AUD)

Four Colour	1x	3x	6x	10x
DPS	6700	6500	6200	5900
Full Page	3950	3850	3750	3550
Half Page Spread	4200	4100	3900	3700
Half Page	2700	2600	2500	2400
Quarter Page	1300	1250	1200	1150
Covers				
Back Cover	4800	4700	4600	4400
Inside Front Cover	4600	4500	4400	4200
Inside Back Cover	4300	4100	3900	3700

PLEASE NOTE

- ✓ Gatefold, Belly Bands, Special Display pages and covers quoted on request
- ✓ Inserts: quoted on specifications
- ✓ Please add 10% GST to the above prices
- ✓ Premium requested position add 10%

RESOLUTION

- ✓ High resolution PDF files
- ✓ Allow 5mm bleed
- ✓ 300 dpi image resolution
- ✓ Files can be downloaded from your FTP
- ✓ You can upload files to our FTP.
Contact Raymond for our FTP address:
raymond.boey@venturamedia.net

ADVERTISING MATERIAL

Raymond Boey
 Block 729 #04-4280
 Ang Mo Kio Avenue 6
 Singapore 560729
 Phone +65 6457 2340
 Fax +65 6456 2700
 Mobile +65 9666 7048
raymond.boey@venturamedia.net

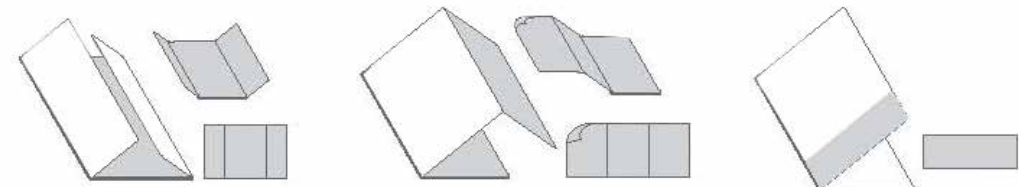
DPS Trim Size: 275mm(h)x470mm(w) Bleed Size: 285mm(h)x480mm(w)	FULL PAGE Trim Size: 275mm(h)x235mm(w) Bleed Size: 285mm(h)x245mm(w)	HALF PAGE SPREAD Trim Size: 135(h)x470(w) Bleed Size: 142(h)x 480(w)
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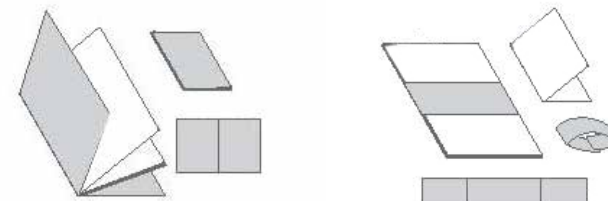
1/2 HORIZ Trim Size: 135mm(h)x235mm(w) Bleed Size: 145mm(h)x245mm(w)	1/2 VERT Trim: 275mm(h) x 112mm Bleed: 285mm(h) x 117mm	1/4 HORIZ Trim: 60mm(h)x205mm(w)	1/4 VERT Trim: 120mm(h)x98mm(w)
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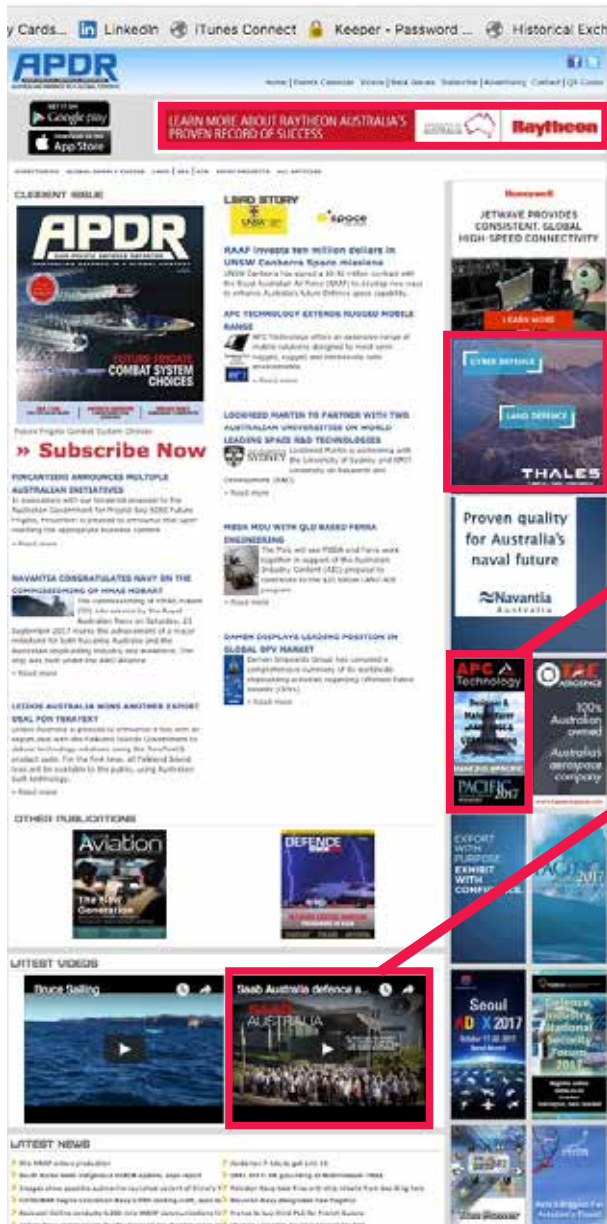
FRENCH DOOR 116.5x233x116.5mm	GATEFOLD COVER (4 PAGES) 231x233x235mm	COVER BORDER 235x70mm
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WRAP AROUND COVER 235x235x275mm	BELLY BAND 145x235x145mm
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APDR WEBSITE SPECS & GROSS RATES 2018 (AUD)



Leaderboard
728(w) x 90(h)pixels
\$1500 (+GST)

Square Button
250(w) x 250(h)pixels
\$1000 (+GST)

Vertical Banner
120(w) x 240(h)pixels
\$900 (+GST)

Video Hosting
via YouTube link
\$700 (+GST)

Please note for banners:
Max file size 1MB

We only accept static or animated gifs or jpegs files.

DIGITAL MAGAZINE DELIVERY EMAIL



Leaderboard
(per ea. notification mail out)
\$1500 + gst
728(w) x 90 (h) px



Eblasts:
We accept HTML format with self hosted jpg embedded.
Speak to your rep for all spec details – POA

Social Media Alerts:
via Twitter and Facebook – POA
For further details of all available tailored options speak to your advertising representative.

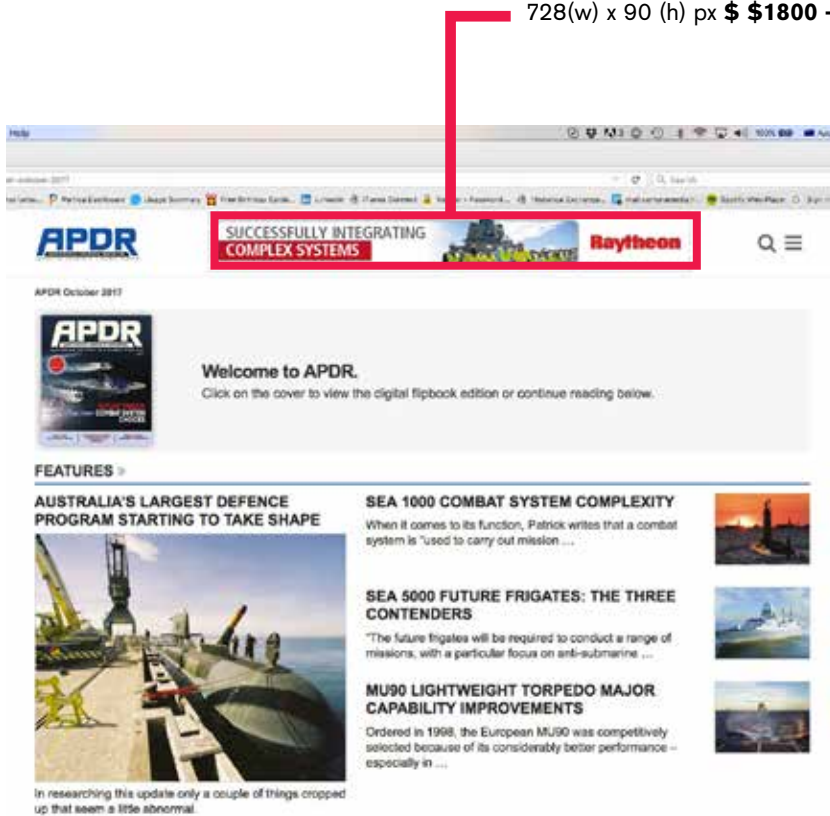
DIGITAL MAGAZINE SPECS & GROSS RATES 2018 (AUD)

Banners can be static or animated jpeg or gif.

NOTE: We do not track web advertising. Please include your own tracking code in your URL to monitor your campaign.

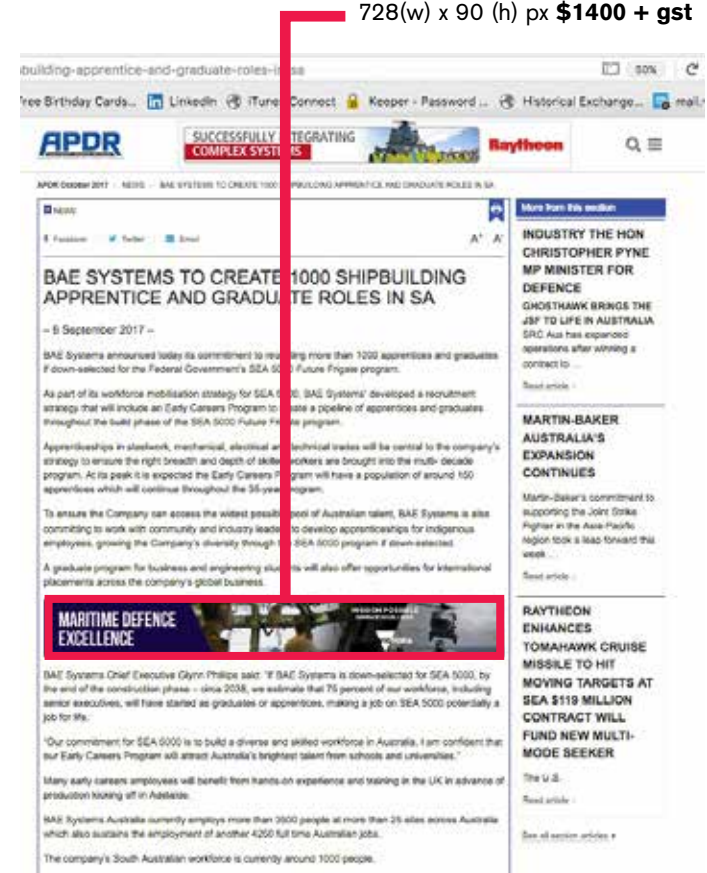
OPTION 1. TOP LEADERBOARD BANNER

728(w) x 90 (h) px \$ \$1800 + gst



OPTION 2. SELECTED ARTICLE BANNER

728(w) x 90 (h) px \$1400 + gst





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Singapore 560729

Phone +65 6457 2340
Mobile +65 9666 7048
Fax +65 6456 2700
raymond.boey@venturamedia.net

APDR TERMS & CONDITIONS

Terms and Conditions

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing from the Publisher or his/her duly authorised officer.

Obligations of Publisher

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

Order Requirements

3. The Advertiser or Advertising Agency is solely responsible to submit to the Publisher requested material by the Due Date.

(i). A signed and dated email attachment of the proof of advertisement from the Advertiser or its Agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.

Payments

4. The Advertiser or Advertising Agency shall pay to the Publisher the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by the Publisher.

(i) Payment in full of the total amounts shall be made to the Publisher within 30 days of the date of invoice whether directly from the Advertiser or Advertising Agency;

(ii) Advertisers or Advertising Agencies with whom an Advertising Insertion Order is received by the publisher accept the Publishers payment terms and cannot be altered in anyway without written approval;

(iii) The Publisher cannot accept or will not under any circumstances be liable for **paying Advertisers or Advertising Agencies remitter bank fees on electronic transfers;**

(iv) Where an Advertising Agency is in default of the credit terms of 30 days, the Publisher will be entitled to approach the Advertiser directly in writing for payment without notice;

(v) Payments received within 30 days from date of invoice, will be entitled to a Discount of 3% off the Net value of the Insertion Order. Please contact accounts@asianpressgroup.com.sg to set up account discounts.

(vi) Late fees of 3% may apply for payments over 60 days from date of invoice, unless otherwise agreed with the publisher. The fees will be added to the following invoice.

(vii) International payments are to be made by way of Electronic Wire Transfer to the nominated bank account on the invoices. Paper cheques are no longer accepted. Credit Card payments via Visa and Mastercard will be accepted but

will incur a bank service fee, for further details please contact our office.

(viii) All online orders will be invoiced in total at the commencement of the campaign.

(ix) Print and online orders running in the same month will be invoiced in total on the same invoice.

Agent's Commission

5. Where the advertisement is booked by an accredited Advertising Agency and provided that payment is made in accordance with clause 4, the Publisher shall pay the advertising agency a commission calculated at an agreed rate of the invoiced total space charged.

Rights of Publisher

6. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:

(i) Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;

(ii) Postpone the publication of any advertisement at any time or times and from time to time; any print or online

(iii) Not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;

(iv) Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;

(v) Place the word advertisement on any copy, which in the Publishers opinion too closely resembles editorial matter.

(vi) All requested advertising placements will be considered but the Publishers decision is final.

(vii) Is not responsible to collect or collate client's online campaign statistics.

Legal Compliance

7. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines applicable in Singapore;

(i) However, the publication of any advertisement pursuant to the Order is strictly subject to the Publishers approval;

(ii) Without limiting the generality for clause 6, the Publisher shall not be required to accept any advertising material the publication of which may in its opinion contravene any provision of the Trade Practices Act, Singapore.

Publisher's Limited Liability

8. The Publisher shall not be liable for any loss or damage from the failure for

whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

Substituted Orders

9. The Publisher will not accept a cancellation of the Insertion Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule.

(i) Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;

(ii) If copy is not received by the published deadline date the advertiser will be fully responsible for the total payment of the cost of the Insertion Order.

Contracted Advertising Rates

10. Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

Advertiser Acting as Principal

11. The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

Indemnity to Publisher by Advertiser

12. The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.

The year's line-up will feature regular one-on-one interviews with senior industry figures.

Publisher

Ventura Media Asia-Pacific Pty Ltd

ABN 76 095 476 065

PO Box 88, Miranda, NSW 1491 Australia

Revised date 1/11/2017

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