



Defence News Advertising Rates - 2023

The Defence Service newspapers; Navy News, Army News and Air Force News, are printed and distributed nationally each fortnight by the Defence News Bureau. Editions are also published online.

Distribution is Australia-wide to full time serving Defence members, including to deployed forces overseas, members of Reserve forces and Cadet units. Copies are also mailed to subscribers including former ADF members and families of current members, welfare and veterans organisations, parliamentary representatives and Australian and foreign Defence attaches and consular offices in Australia and overseas.

Electronic Direct Mail (EDM) subscribers receive an email with a hyperlink to the latest edition each fortnight

Digital versions are also available through Trove at the National Library of Australia.

The newspapers are the official medium of the Department of Defence. The Service newspapers provide news of relevance to serving sailors, soldiers and aviators. Coverage includes;

- ▶ news from operational deployments
- ▶ official policies
- ▶ new equipment
- ▶ exercises
- ▶ military history
- ▶ ceremonial events
- ▶ sports news
- ▶ culture and reform
- ▶ individual and collective achievements

The Service newspapers are produced by the Department of Defence and are read by people who make decisions on Defence policy and purchasing. They are the most effective publications to promote products, services or information to the Defence audience.



ADVERTISING RATES

Advertisement costs can be calculated by multiplying the total column centimetres of the advertisement by the applicable rate. There are example sizes on page 3 of this rate card.

Rates are expressed as a fee per single column centimetre.

All rates are per title, per edition and include Goods and Services Tax (GST).

All advertising requests must be submitted on a current Defence News space booking contract.

Rates are subject to change. Account terms are strictly 30 days from invoice date.

Contract rates are based on total column centimetres to be used over a 12 month period.

Contract rates

Level 1	up to 1064 col/cms per annum	\$9.35	per single column centimetre
Level 2	1064 to 2400 col/cms per annum	\$7.70	per single column centimetre
Level 3	over 2400 col/cms per annum	\$6.60	per single column centimetre

Level 2 rates apply if you run the same size ad in all three titles on the same publication date

ADVERTISING COLUMN WIDTHS

Column widths

1 col = 3.5cm, **2 col** = 7.3cm, **3 col** = 11cm, **4 col** = 14.8cm, **5 col** = 18.6cm, **7 col** = 26.1cm

Half Page = 19cm x 7 columns (133 col/cm) **Full page** = 38cm x 7 columns (266 col/cm)

Page width is 7 columns (26.1cm). **Full page height is 38cm**

LOOSE LEAF INSERTS

Loose leaf insert rate (single A4 sheet 130gsm) \$200.00 per 1,000 sheets (incl gst)

All inserts must be approved by the Advertising Manager prior to placement. Quotes for multi pages available on request. Inserts should be delivered, prior to the deadline (opposite page), to: Spotpress Pty Ltd 24-26 Lillian Fowler Place Marrickville NSW 2204 between 8:00 am - 3:30 pm, M-F

ARTWORK

For all artwork specifications visit <https://spotpress.com.au/artwork-guidelines/>

FORTNIGHTLY CIRCULATION

PRINT

Digital subscriber emails

Navy News	7,000	Navy News	8,350
Army News	13,000	Army News	12,680
Air Force News	6,500	Air Force News	8,770

DIGITAL

Defence newspapers, once printed, are also published online. Online publication usually occurs on the Monday of the publication week. Activate a redirection weblink to your website or email address from your advertisement for an additional \$20 per title, per edition.

Navy News	https://www.navynewspaper.defence.gov.au
Army News	https://www.armynewspaper.defence.gov.au
Air Force News	https://www.airforcenewspaper.defence.gov.au

2023 ADVERTISING DEADLINES

Bookings (or cancellations) and artwork must be submitted before 12 noon (ACT time) according to the table below. On hand artwork may be used or bookings may be cancelled if artwork has not been received before the deadline.

SERVICE NEWSPAPERS 2023 PUBLICATION SCHEDULE

PUBLICATION DATE	COPY DEADLINE	PRINT DATE
2 February	18 January	27 January
16 February	1 February	10 February
2 March	15 February	24 February
16 March	1 March	10 March
30 March	15 March	24 March
13 April	29 March	7 April
27 April	12 April	21 April
11 May	26 April	5 May
25 May	10 May	19 May
8 June	24 May	2 June
22 June	7 June	16 June
6 July	21 June	30 June
20 July	5 July	14 July
3 August	19 July	28 July
17 August	2 August	11 August
31 August	16 August	25 August
14 September	30 August	8 September
28 September	13 September	22 September
12 October	27 September	6 October
26 October	11 October	20 October
9 November	25 October	3 November
23 November	8 November	17 November
7 December	22 November	1 December

Navy, Army and Air Force newspapers are published fortnightly by Defence News Bureau. Every advertisement is subject to Department of Defence, Defence News Bureau, and individual Service Headquarters approval and Defence may, at its discretion, refuse to accept an advertisement for publication. Defence accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear, for any reason, or if it appears in a form which is not in accordance with the instructions received by Defence. The fact that an advertisement is accepted for publication does not mean that the product or service has the endorsement of the Department of Defence. Advertising is accepted in accordance with [Defence News Bureau advertising guidelines](#).

SAMPLE ADVERTISEMENT SIZES

Full Page H=38cm W=26.1cm (38x7 or 266 col/cms) \$2487.10. Other sizes available on request. Advertising rates below **per title, per insertion** and are based on Level 1 (\$9.35 per col/cm)

