



Australian Government

Defence



# Defence News

## Advertising Rates 2024

Navy | Army | Air Force | Newspapers

The 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 personnel deployed overseas, members of the reserve and cadets, welfare and veterans organisations, parliamentary representatives and Australian and foreign Defence attaches and consular offices in Australia and overseas.

Electronic Direct Mail 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:

- operations, exercises and training
- individual and collective achievements
- official policies
- military history
- ceremonial events

- sports
- new equipment

The Service newspapers are produced by 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.

To defend Australia and its national interests in order  
to advance Australia's security and prosperity  
[www.defence.gov.au](http://www.defence.gov.au)



## 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 booking sheet.

Rates are subject to change. Account terms are strictly 30 days from invoice date - 12-month period.

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

### Contract rates

<b>Level 1</b> up to 1064 col/cm per annum \$9.35 per single column centimetre
<b>Level 2</b> 1064 to 2400 col/cm per annum \$7.70 per single column centimetre
<b>Level 3</b> over 2400 col/cm 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 per 1000 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 to: Spotpress Pty Ltd 24-26 Lilian Fowler Place Marrickville NSW 2204 between 8am - 3:30pm, Monday to Friday.

## Artwork

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

## Fortnightly Circulation

Print	Digital subscriber emails
Navy News 7000	Navy News 8350
Army News 13000	Army News 12680
Air Force News 6500	Air Force News 8770

## Digital

The Service 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>

## 2024 Advertising Deadlines

Bookings (or cancellations) and artwork must be submitted before 12 noon (AEST 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 2024 Publication Schedule

Publication date	Copy deadline	Print date
1 February	17 January	25 January
15 February	31 January	9 February
29 February	14 February	23 February
14 March	28 February	8 March
28 March	13 March	22 March
11 April	27 March	5 April
25 April	10 April	19 April
9 May	24 April	3 May
23 May	8 May	17 May
6 June	22 May	31 May
20 June	5 June	14 June
4 July	19 June	28 June
18 July	3 July	12 July
1 August	17 July	26 July
15 August	31 July	9 August
29 August	14 August	23 August
12 September	28 August	6 September
26 September	11 September	20 September
10 October	25 September	4 October
24 October	9 October	18 October
7 November	23 October	1 November
21 November	6 November	15 November
5 December	20 November	29 November

The Army, Navy and Air Force newspapers are published fortnightly by the Defence News Bureau. Every advertisement is subject to Department of Defence 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 the product or service has the endorsement 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) \$1463. Other sizes available on request.  
Advertising rates below per title, per insertion and are based on Level 1 (\$5.50 per col/cm)

