

Defence Life 2011



FAMILY

EDUCATION

CAREERS

LIFESTYLE

MEDIA KIT 2011

www.defencenews.com.au

Defence Life 2011



why defence life? content

DefenceLife magazine, is a comprehensive information source for Defence Force personnel and families.

DefenceLife contains up-to-date information on the issues that confront Defence personnel and families: career development, home and family, education and training - leading eventually to a smooth transition to civilian life.

fast facts

Published	Annually
Cost	Free
Format	Full colour gloss
Circulation	15,000
Readership	30,000

our readers

Readers of this full-colour magazine have an average salary of \$60,000 pa, and an average family income exceeding \$100,000 - and are within the top 50% of income earners nationally.

Now in its 14th year, the publication is the most direct way to reach this lucrative market.

Defence Families

Housing - Moving house is easy with Defence Housing Australia
Defence Community Organisation - supporting Defence families
Employment assistance for partners
Support for Defence families
Health - Your finest asset
Childcare - Defence Child Care Program

Education

Education and Defence families
Education Queensland
Education Northern Territory
Education South Australia
Education Victoria
Education New South Wales
Education Australian Capital Territory
Education Western Australia
Education Tasmania

Career

Transition
Employment
Finance
Investment
Business
Health
Education

Lifestyle

Australian Defence Force
Lifestyle Queensland
Lifestyle Northern Territory
Lifestyle South Australia
Lifestyle Victoria
Lifestyle New South Wales
Lifestyle Australian Capital Territory
Lifestyle Western Australia
Lifestyle Tasmania

distribution

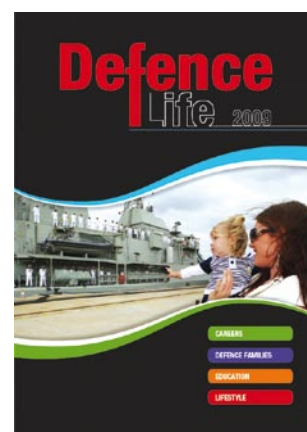
DefenceLife has a circulation of 15,000.

DefenceLife is distributed nationally to Defence personnel and families, military and civilian. DefenceLife is distributed nationally through the Defence Housing Australia - Housing Management Centres, through offices of the Defence Community Organisation, and by direct delivery to Defence units Australia-wide. Advertising in DefenceLife offers a 'pathway to Defence' through personnel and families.

contact us

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ad prices

Size	Cost
<input type="checkbox"/> Back Cover	\$4200
<input type="checkbox"/> Inside Covers (front or back)	\$3400
<input type="checkbox"/> Full Page	\$2900
<input type="checkbox"/> Half Page Horizontal	\$1750
<input type="checkbox"/> Half Page Vertical	\$1750
<input type="checkbox"/> Third Page	\$1200
<input type="checkbox"/> Quarter Page	\$950
<input type="checkbox"/> Quarter Page Strip	\$950
<input type="checkbox"/> Eighth Page	\$530
<input type="checkbox"/> Business Directory Two Unit	\$395
<input type="checkbox"/> Business Directory One Unit	\$225

(A) Cost per insertion

(B) Loading +

10% for specific page

NETT COST PER INSERTION (A+B)

*All ads are full colour, prices exclude GST.

booking

Company Details

Company Name:	ABN:
Phone:	Fax:
Email:	
Address:	Postcode:
Billing Address:	Postcode:
Booking authorised by:	Position in company:
Signature:	Date:

dates & deadlines

Published	Book	Copy
October 2010	31/08/10	7/09/10

15% Earlybird discount
available for all bookings
received before
16th December 2009.

mechanical specs

Colour: 4 colour process CMYK Artwork:
Advertising material supplied by client
on CD is to be accompanied by a colour
proof. Press-quality PDF files: PDF files may
be electronically transmitted via info@strikepublications.com.au or ftp upload to
<ftp.defencenews.com.au>. Compatibility:
Acrobat 4-6 •All fonts embedded •All
colour images/background tints CMYK.
Emailed copy must be supplied as follows:
• Text should be contained within the email
• Images to be attached as JPG files at
300dpi, resolution 100% at placement size
(N.B. Most digital cameras are 72dpi) • We
cannot accept images of graphics supplied
as MS Publisher or PowerPoint files. If there
are any other requests regarding material
specifications, please call (07) 3282 9019 or
email info@strikepublications.com.au.

sample advert sizes

