

ADVERTISING DEADLINES & MATERIAL SPECS

2021

dtrmagazine.com



**DEFENCE CAPABILITY
DEVELOPMENT AND
ACQUISITION**

ADVERTISING DEADLINES

ISSUE	BOOKING/CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH DATE
DEC/JAN	2 Dec	4 Dec	10 Dec 2020
FEB	27 Jan	29 Jan	4 Feb 2021
MAR	24 Feb	26 Feb	4 Mar 2021
APR	24 Mar	26 Mar	1 Apr 2021
MAY	28 Apr	30 Apr	6 May 2021
JUN	26 May	28 May	3 June 2021
JUL	23 June	25 June	1 July 2021
AUG	21 July	23 July	29 July 2021
SEPT	25 Aug	27 Aug	2 Sep 2021
OCT	22 Sept	24 Sept	30 Sep 2021
NOV	27 Oct	29 Oct	4 Nov 2021
DEC/JAN	1 Dec	3 Dec	9 Dec 2021

MATERIAL SPECS *magazine*

MATERIAL SIZE		WIDTH mm	HEIGHT mm
DPS		420	297
DPS HALF		420	145
FULL PAGE		210	297
1/2 PAGE	Horizontal	190	135
	Vertical	91	272
1/3 PAGE	Horizontal	190	88
	Vertical	58	272
IFC		210	297
IBC		210	297
OBC		210	297

WEBSITE ADS

MATERIAL SIZE	PIXELS
Leaderboard	708 x 180
Vertical Tile (left)	216 x 272
Vertical Tile (right)	216 x 272
Lower Large Rectangle	960 x 275

- Sizes are absolute, supplied advertising artwork requires no bleed
- Preferred file type for magazine: high-resolution PDF
- Preferred file type for website: animated/non-animated GIF, PNG or JPEG