DEGENCE CAPABILITY DEVELOPMENT AND ACQUISITION

MEDIA KIT 2024

FROM THE **EDITOR**

MEDIA KIT 2024



dtrmagazine.com

THE MARKET LEADER

Defence Technology Review is the Indo-Pacific's premier digital defence publication.

A cornerstone of *DTR* is our role in providing defence professionals and key decision makers with the breadth of news they want, in the analytical depth they need, covering the latest developments in defence technology, capability development and leading-edge innovation from around the world, with particular emphasis on the capability acquisition programs of the Australian Defence Force.

DTR also leads the world in its coverage of several major Australian defence procurement projects and is relied upon as a source of intelligence and reference by government and industry alike. Being fully digital enables much shorter lead times than other publications, ensuring rapid delivery of editorial content as events unfold.

The highly interactive nature of DTR's digital format offers rich, multi-layered opportunities for advertisers and readers alike, leading to a resource-rich reading experience that print-based publications simply cannot match.

EDITORIAL TEAM



The Defence Technology Review editorial team is led by Ian Bostock, editor and defence journalist of nearly 30 years' experience and former Australian correspondent and lead Asia-Pacific analyst for the world-renowned Jane's Information Group.

In a previous life, Ian ventured into defence industry, specialising in the design, development and commercialisation of innovative products to meet the needs of warfighters.





EDITORIAL COMPASS

DEFENCE

dtrmagazine.com

MEDIA KIT 2024



- INDEPENDENT
- TIMELY
- INFLUENTIAL
- INSIGHTFUL
- ACCURATE
- IN-DEPTH COVERAGE... ALL MEAT, NO FAT
- NO PRESS RELEASES RUN VERBATIM AS NEWS
- PUBLISHED MONTHLY (11 ISSUES A YEAR) WITH SPECIAL SUPPLEMENTS AS NEEDED



DISTRIBUTION AND READERSHIP

MEDIA KIT 2024



dtrmagazine.com

READERSHIP BREAKDOWN

- Capability Acquisition and Sustainment Group(CASG), including Senior Leadership Group
- Integrated Project Teams within CASG
- ADF senior leadership
- Army/Navy/Air Force Headquarters
- Serving military
- Special Operations Command
- Project Directors
- Acquisition Managers
- Senior defence industry executives
- Department of Prime Minister & Cabinet
- Defence Minister and advisors
- Defence Industry Minister and advisors

INTERNATIONAL DISTRIBUTION

- New Zealand (Ministry of Defence, Acquisition Division, Policy and Planning Division – Development Branch)
- US, UK, Germany, France, Middle East, Israel, Scandinavia, Italy and Spain







DISTRIBUTION AND READERSHIP

MEDIA KIT 2024



dtrmagazine.com

READER PENETRATION & EDITORIAL CUT-THROUGH

DTR is multi-device compatible and presented on the world's best digital magazine publishing platform.

In addition to editorial coverage that is world-renowned for its technical depth and analysis, *DTR* provides a step-change in advertising capability, with true digital interactivity for deeper, multi-layered reader engagement with your message.

This enables the target audience to be immersed in your message for minutes instead of seconds!



For details contact:

Advertising Sales Tel: +61 419 204 835 advertising@dtrmagazine.com

PREMIUM MARKETING CONTENT

MEDIA KIT 2024



dtrmagazine.com

INTERACTIVE MARKETING, SPECIAL BULLETINS & SPECIAL SUPPLEMENTS

Emphasise your message and maximise the impact of your advertising with *DTR*'s suite of value-added special marketing content.

DTR Interactive Marketing









For details contact:

Advertising Sales Tel: +61 419 204 835 advertising@dtrmagazine.com

CONTENTS

MEDIA KIT 2024





dtrmagazine.com









NEWS

The most ADF-relevant technology and procurement news from around the globe.

INNOVATIONS

Unveiling the latest innovations and cutting-edge conceptual thinking in defence technology.

PROJECTS

Contract, procurement and development news about Australian and global defence acquisition programs – big and small.

COVER STORY

In-depth coverage of defence technology trends, ADF procurements and current affairs as they happen.







TECHNOLOGY FOCUS

Providing insights and analysis of game-changing defence technology issues and developments.

<u>EQUIPMENT PROFILE</u>

Highlighting the design and performance of defence technology from the air, land and sea domains.

HEAD SHED

Defence industry leaders examine capability, industry, acquisition, policy, process and strategy issues.

MORE THAN 300 ARTICLES PUBLISHED EVERY YEAR, ALL DIGITALLY ARCHIVED AND AVAILABLE TO ACCESS 24/7