



# DEFENCE TECHNOLOGY REVIEW

DEFENCE CAPABILITY DEVELOPMENT AND ACQUISITION



**MEDIA KIT 2025**

# FROM THE EDITOR

## MEDIA KIT 2025

## THE MARKET LEADER

Now in its 11th year of publication, *Defence Technology Review* is the Indo-Pacific's premier digital defence magazine.

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 more than 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.



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# EDITORIAL COMPASS

MEDIA KIT 2025

## *WHERE WE'RE COMING FROM*

- **INDEPENDENT**
- **TIMELY**
- **INFLUENTIAL**
- **INSIGHTFUL**
- **ACCURATE**
- **IN-DEPTH COVERAGE...  
ALL MEAT, NO FAT**
- **NO PRESS RELEASES RUN  
VERBATIM AS NEWS**
- **PUBLISHED 9 TIMES A YEAR  
WITH SPECIAL SUPPLEMENTS  
AS NEEDED**

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# DISTRIBUTION AND READERSHIP

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## ***READERSHIP***

- 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 to the US, UK, Germany, France, Middle East, Israel, Scandinavia, Italy, Spain and New Zealand

## ***BREAKDOWN***

CASG/Aust DoD/ADF: **73%**

Defence Industry: **17%**

Ministers & Advisors: **2%**

International/Other: **8%**



## ***DISTRIBUTION***

**4,600+** *EVERY ISSUE*



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## 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!

### ***DTR SUBSCRIPTIONS ARE FREE***

Guaranteeing maximum  
readership saturation and  
distribution



### ***LINKEDIN PRESENCE***

(Oct 2023-Oct 2024)

Posts - 42  
Impressions - 402,271  
Likes - 4,602  
Comments - 420

### ***OPEN RATE***

(monthly average)

**60.3%**



### ***FOR DETAILS CONTACT***

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



# PREMIUM MARKETING CONTENT

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# 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 that has proven highly effective for many world-leading OEMs and middle-tier defence companies.

### DTR Interactive Marketing

**Hanuwa Defense Australia**  
**THE JOURNEY SO FAR**

**THE SOLUTION FOR LAND 9116**

**HUNTSMAN**

READY. RELIABLE. RESPONSIVE.

### World Fuel Services

**Global fuel specialists in military support, across the Indo-Pacific.**

World Fuel Services has built long-term trusted partnerships across the Indo-Pacific region.

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Fully interactive advertorial to gain maximum traction during campaigns.

### Special Bulletins

**DTR SPECIAL BULLETIN**  
**BOXER CRV HOME IN POINTS DECISION**

**DTR SPECIAL BULLETIN**  
**RAFAEL'S SHOW OF STRENGTH AT LAND FORCES**

**DTR SPECIAL BULLETIN**  
**AQUATERRA EYES LAND 159 AS US ARMY SELECTS SIG SAUER WEAPONS COMBO**

Reinforce your key messaging at a time of your choosing.

### Special Supplements

**LYNX KF41**  
Next Generation Infantry Fighting Vehicle

**STRIX**  
UNCREWED AERIAL SYSTEM

**ADF GUIDED WEAPONS & MUNITIONS**

**ATLAS**  
COLLABORATIVE COMBAT VARIANT

A powerful and cost-effective marketing tool ideal for product launches and world debuts.

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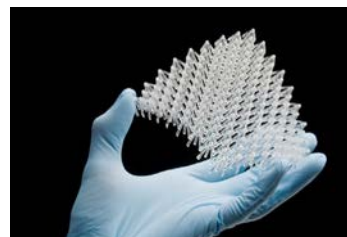
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MEDIA KIT 2025



## 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.



## Q&A

Regular, full-length interviews with key ADF/CASG/DoD thought leaders and decision makers.



## TECHNOLOGY FOCUS

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



## EQUIPMENT PROFILE

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**

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