

The background of the slide is a dark, blue-tinted image. On the left, a large military vehicle, possibly an amphibious tank, is shown from a side profile. A soldier in a helmet is visible in the driver's area. On the right, the side of a large ship is visible, with the number '166' partially seen. The overall scene suggests a focus on military technology and defense capabilities.

DEFENCE TECHNOLOGY REVIEW

DEFENCE CAPABILITY DEVELOPMENT AND ACQUISITION



MEDIA KIT 2026

FROM THE EDITOR

MEDIA KIT 2026

DEFENCE
TECHNOLOGY REVIEW

dtrmagazine.com

THE MARKET LEADER

Now in its 13th 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.



EDITORIAL COMPASS

MEDIA KIT 2026

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**

DEFENCE
TECHNOLOGY REVIEW

dtrmagazine.com



DISTRIBUTION AND READERSHIP

MEDIA KIT 2026

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

4,800+ *EVERY ISSUE*



DEFENCE
TECHNOLOGY REVIEW

dtrmagazine.com



DISTRIBUTION AND READERSHIP

MEDIA KIT 2026

DEFENCE
TECHNOLOGY REVIEW

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!

DTR SUBSCRIPTIONS ARE FREE

Guaranteeing maximum
readership saturation and
distribution



LINKEDIN PRESENCE

(Oct 2024-Oct 2025)

Posts - 39
Impressions - 260,617
Likes - 3,208
Comments - 363
Reposts - 93

OPEN RATE

(monthly average)

61.2%



FOR DETAILS CONTACT

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

MEDIA KIT 2026

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.

[illegible]

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.



www.corn.com 311

World Fuel

Fully interactive advertorial to gain maximum traction during campaigns.

Special Bulletins

DTR
SPECIAL BULLETIN

BOXER CRV HOME IN POINTS DECISION

**DTR**
SPECIAL BULLETIN

**AQUATERRO EYES LAND 159
AS US ARMY SELECTS SIG
SALIER WEAPONS COMBO**

**SPECIAL BULLETIN**

**RAFAEL AND GENERAL ATOMICS
PITCH NEW CRUISE MISSILE AT A**

[illegible]

Reinforce your key messaging
at a time of your choosing.

Special Supplements

STRIX
INCREased AERIAL SY.

**ADF
GUIDED WEAPONS
& MUNITIONS**

C-UAS

COUNTER-DRONE PROTECTION

STRIKEMASTER
LAND-BASED MARITIME STRIKE



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

DEFENCE TECHNOLOGY REVIEW

dtrmagazine.com

For details contact: Advertising Sales | Tel: +61 419 204 835 | advertising@dtormagazine.com

CONTENTS

MEDIA KIT 2026



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.



LANGFORD FILES

Regular column by highly respected defence commentator and former Australian Army officer Ian Langford.

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

DEFENCE
TECHNOLOGY REVIEW

dtrmagazine.com