DEFENCE CAPABILITY DEVELOPMENT AND ACQUISITION

FROM THE EDITOR

MEDIA KIT 2026



THE MARKET LEADER

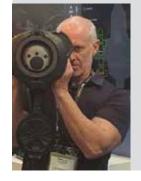
Now in its 13th year of publication, *Defence Technology Review* is the Indo-Pacific's premier digital defence magazine.

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



DISTRIBUTION AND READERSHIP

MEDIA KIT 2026



dtrmagazine.com

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%



4,800 + 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.

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Guaranteeing maximum readership saturation and distribution



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(Oct 2024-Oct 2025)

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OPEN RATE

(monthly average)

61.2%



FOR DETAILS CONTACT

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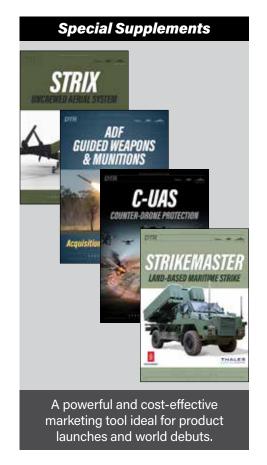


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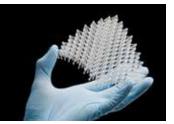
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NEWS

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.



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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.



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