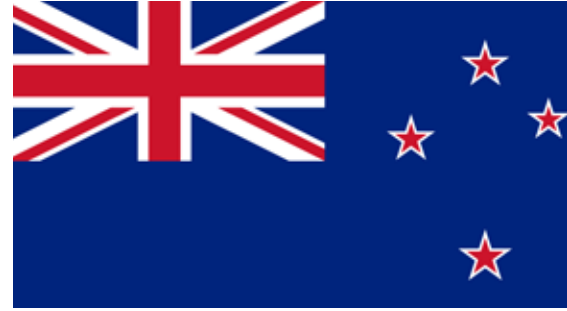


# Line of Defence

*New Zealand's Defence and National Security Magazine*



*Providing targeted solutions for  
suppliers to New Zealand's Defence  
and National Security sectors*



## Unique Platform

Line of Defence Magazine is New Zealand's only independent publication focused on the business of defence and national security. Since its inaugural issue in April 2016, the quarterly magazine has quickly become recognised as a world-class source of analysis for local policy-makers and decision-makers.

Providing a uniquely New Zealand perspective on operational, strategic and acquisition developments in defence and national security, Line of Defence features expert opinion and analysis contributed by eminent local and international academic, government and military commentators.

As New Zealand Defence progresses an acquisition program buoyed by the additional NZ\$1.3 billion per year to the Defence budget outlined in the 2016 Defence White Paper, Line of Defence provides expert insight and analysis for its readers – and a unique advertising platform for suppliers.

## Cutting-edge Content

Line of Defence is published by Defsec Media Limited, New Zealand's defence, security and fire B2B/B2G publishing group. Defsec Media also publishes nzSecurity Magazine and FireNZ Magazine, and hosts the news website [www.defsecmedia.co.nz](http://www.defsecmedia.co.nz), which features content from all three titles.

Line of Defence benefits from content provided by leading subject matter experts. Our contributing authors are respected practitioners, scholars and commentators of defence and strategic affairs and government procurement, eminently qualified to provide the most authoritative analysis.

Based in New Zealand, Line of Defence is uniquely able to maintain close relationships with relevant ministries and agencies and key non-government organisations, such as the New Zealand Defence Industry Association (NZDIA), think-tanks and partnering university research centres.

## Winning Experience



**Nicholas Dynon**  
*Managing Editor*

Nicholas' professional background is in government and the military. He was posted to Shanghai, Beijing and Suva as a diplomat during a 14-year career with Australia's Department of Immigration and Border Protection, and has also served in the Australian Army's Signals and Transport corps. His research and analysis has been published in several peer-reviewed journals and international media publications.

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**Craig Flint**  
*Publisher*

Craig has over 20 years' experience in the New Zealand publishing industry. He founded nzSecurity Magazine as New Zealand's only security industry trade publication in 1994, and today it remains the number one B2B magazine for the country's security industry. Harnessing emerging technologies, Craig steered its evolution into Defsec Media – a fully integrated multi-platform business media provider.

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### Postal Address

27 West Crescent, Te Puru 3575,  
Thames RD5,  
New Zealand

## Upcoming Features

### Summer - December

**Features:** Air power; National resilience; Maritime security People

**Copy Deadline:** 20<sup>th</sup> November 2017  
**Publication:** 1<sup>st</sup> December 2017

### Autumn - March

**Features:** Cyber, C4i; Surveillance; Biometrics  
Data analytics; Future war

**Copy Deadline:** 20<sup>th</sup> February 2018  
**Publication:** 1<sup>st</sup> March 2018

### Winter - June

**Features:** Land forces; Simulation;  
Counter terrorism; Border innovation

**Copy Deadline:** 15<sup>th</sup> May  
**Publication:** 1<sup>st</sup> June

### Spring - September

**Features:** Sea power; Logistics; sustainment;  
NZDIA Annual Forum, copies given to all  
conference delegates

**Copy Deadline:** 20<sup>th</sup> August  
**Publication:** 1<sup>st</sup> September

## Targeted Readership

Line of Defence's targeted audience includes decision makers within the defence forces and government ministries responsible for defence, national security and resilience, foreign policy, border, aviation, maritime and cyber security, and private sector and other organisations involved in these areas – including international primes and local suppliers.

In addition to a targeted print distribution of 2,000 copies, Line of Defence's digital edition receives thousands of downloads by an international readership. Articles from the magazine are also posted on the Defsec Media website (over 60,000 page views per month) and distributed via direct email to over 700 subscribers.

Via regular eNewsletters and social media posts we support an online community numbering in the thousands. Our LinkedIn connections alone total in excess of 3,000 engaged professionals – and rising.

## Marketing Power

Line of Defence provides an integrated print and digital advertising solution. Print advertisers receive website banner/tile advertising and promotion via eNewsletter and media release and social media posts as part of their package. Editorial content provided by advertisers is also given preference.

As part of Defsec Media, New Zealand's defence, security and fire protection publishing group, Line of Defence provides advertisers with an online audience spanning allied sectors. Via [www.defsecmedia.co.nz](http://www.defsecmedia.co.nz) and the social media platforms our readers use, our content is always accessible, always shareable.

Via its unique print/digital package and allied sector reach, Line of Defence is a force multiplier for advertisers, transforming a print advertisement into a multi-platform, multi-sector marketing vehicle.

## Print Advertising Options & Sizes

### Print Sizes

All sizes are in millimeters

<p>Double page spread 297 x 420 plus 3mm bleed</p>		<p>Full page 297 x 210 plus 3mm bleed</p>	
<p>Half page landscape 125 x 180</p>	<p>Half page portrait 257 x 88</p>	<p>Third page portrait 257 x 57</p>	<p>Quarter Page 125 x 88</p>
<p>Third page landscape 83 x 180</p>			<p>Quarter page landscape 61 x 180</p>

### Print Costs

	Casual	4 Issues
Full Page	\$2195	\$1855
Half Page	\$1095	\$955
Third Page	\$895	\$755
Quarter Page	\$595	\$455
Dps	\$3600	\$3300
Inside Front	\$2395	\$2095
Inside Back Cover	\$2295	\$1995
Outside Back Cover	\$2395	\$2095

### General

All figures are in NZ dollars and exclude GST, All rates are per issue. Rates are for full colour. Rates DO NOT include agency commission. Print file format high resolution PDF.

## Web Advertising Options & Sizes

### Web Sizes

All sizes are in pixels

Leading banner	Sidebar tile
Footer banner & Homepage-only banner	

**Leading banner** 560 x 90

Appears at the top of every page on our website

**Sidebar tile** 200 x 200

Appears in the right sidebar on every page on our website

**Footer banner** 728 x 90

Appears at the bottom of every page on our website

**Homepage-only banner** 728 x 90

Appears in the main content area of the homepage only

### Web Costs

	Monthly	Yearly
Leading banner	\$120	\$1000
Sidebar tile	\$100	\$850
Footer banner	\$80	\$700
Homepage-only banner	\$80	\$700

### General

All prices include hyperlinking.

Image can be changed as often as desired.

Web advertisements are also carried on each of our eNewsletters during the advertising period.

**Note:** these prices are for web-only advertising and do not apply for web advertisements that are part of a print advertisement package.

Rates DO NOT include agency commission.

Web file format PNG, GIF and JavaScript code



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# NZSM

New Zealand Security Magazine

www.defsecmedia.co.nz