

Line of Defence

New Zealand's Defence, Aerospace and National Security Magazine

2023 MEDIA KIT



UNIQUE PLATFORM

Line of Defence Magazine is New Zealand's only independent publication focused on the business of defence, aerospace and national security. Since its inaugural issue in April 2016, the quarterly magazine has become recognised as a world-class source of analysis for local and regional decision makers and policy 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 responsive to the uncertainties of climate change and intensifying geo-strategic competition in our region, Line of Defence provides expert insight and analysis for its readers – and a unique advertising platform for suppliers.



TARGETED READERSHIP

Line of Defence's targeted audience includes influencers and 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.

Line of Defence is published as a 48-page full-colour eMagazine viewed online or downloaded as a PDF by an international readership that numbers in the thousands. Articles from the magazine are also posted on the Defsec New Zealand website (over 50,000 page views per month) and distributed via direct email to around 1,000 subscribers.

Via regular eNewsletters and social media posts we engage with an active professional online community. Our LinkedIn connections alone total in excess of 4,000 engaged professionals – and rising.

MARKETING POWER

Line of Defence provides an integrated digital advertising solution. eMagazine advertisers receive editorial space, website banner/tile advertising, media release service, and promotion via eNewsletter, online article posts and social media posts as part of their package.

As part of Defsec New Zealand, Aotearoa's defence, security and fire protection publishing group, Line of Defence provides advertisers with an online audience spanning allied sectors. Via www.defsec.net.nz and the social media platforms our readers use, our content is always accessible, always shareable.

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

CUTTING-EDGE CONTENT

Line of Defence is published by Defsec Media Limited, New Zealand's defence, security and fire protection publishing group. Defsec also publishes New Zealand Security Magazine and FireNZ Magazine, and hosts the news portal www.defsec.net.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, 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.



SOCIAL MEDIA PLATFORMS



linkedin.com/company/defsec-media-limited



twitter.com/DefsecNZ



facebook.com/defsecmedia



UPCOMING FEATURES

AUTUMN – March 2023

Main themes: Air Domain, Defence Estate
Related events: Avalon 2023 Aerospace and Defence Exposition

Copy Deadline: 20th February 2023
Publication: 1st March 2023

WINTER – June 2023

Main themes: Land Domain; Terrorism; Border Security
Related events: NZ National Security Conference, DIAC Awards

Copy Deadline: 1st June 2023
Publication: 10th June 2023

SPRING – September 2023

Main themes: Space; Information Domain
Related events: New Zealand Aerospace Summit 2023

Copy Deadline: 20th August 2023
Publication: 1st September 2023

SUMMER – December 2023

Main themes: Space; Information Domain; Women in Security
Related events: INDO PACIFIC 2023

Copy Deadline: 1st December 2023
Publication: 10th December 2023

GENERAL CONDITIONS

E-MAGAZINE CONDITIONS

- Any advertisement production or modification charges are in addition to the above charges.
- File format is high resolution PDF.
- Rates do NOT include commission for agencies.
- All rates are per issue.
- All costs are in NZ\$ and are subject to GST.
- Rates are for full colour advertising.

WEB CONDITIONS

- 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 to web advertisements that are part of a print advertisement package.
- Rates DO NOT include agency commission.
- Web file format PNG, GIF and JavaScript code.

PAYMENT FACILITIES

- Payment by credit card now available.

CANCELLATIONS

- Cancellations to be in writing two weeks prior to advertising material deadline or a 50% cancellation fee may apply.

WEB ADVERTISING OPTIONS: SIZES

All sizes are in pixels

Leaderboard 728 x 90px

Appears at the top of every page on our website

Header banner (every page) 728 x 90px

Appears under the menu bar on every page on our website

Footer banner (every page) 728 x 90px

Appears above the footer on every page on our website

Banner (magazine-specific) 728 x 90px

Appears in every post from a specific Defsec magazine (e.g. NZSM)

Sidebar tile 300 x 250px

Appears in the right sidebar of every page on our website

Background skin

Frames the left and right sides of our homepage

Promotional video

Appears on the homepage page on our website

Sponsored/guest content (up to 1,200 words)

A catalogued and SEO-maximised post on our website

WEB ADVERTISING COSTS

Options	1 mth	3 mths	6 mths	12 mths
Leaderboard	\$300	\$800	\$1400	\$2500
Header banner	\$250	\$650	\$1200	\$2000
Footer banner	\$175	\$500	\$800	\$1400
Banner (magazine-specific)	\$200	\$550	\$1000	\$1800
Sidebar tile	\$200	\$550	\$1000	\$1800
Background skin	\$350	\$1000	\$1800	\$3500
Promotional video	\$250	\$650	\$1200	\$2000
Sponsored guest content	\$250	\$650	\$1200	\$2000

E-MAGAZINE ADVERTISING OPTIONS & COSTS

		Casual	4 Issues
Full Page	297h x 210w	\$900	\$750
Half Page landscape	125h x 180w	\$450	\$400
Half Page portrait	257h x 88w	\$450	\$400
Third Page landscape	83h x 180w	\$350	\$300
Third Page portrait	257h x 57w	\$350	\$300
Double Page Spread	297h x 420w	\$1800	\$1500
Inside Front	61h x 180w	\$1100	\$900
Inside Back Cover	297h x 210w	\$1100	\$900
Outside Back	297h x 210w	\$1200	\$1000

All sizes are plus 3mm bleeds. See general conditions at right.



KEY PEOPLE & CONTACT DETAILS



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