



WE WORK SIDE BY SIDE WITH THOSE WHO HAVE SERVED AND CONTINUE TO SERVE OUR NATION, AND THEIR FAMILIES, TO HELP SECURE THEIR FUTURE

SOLDIER



ON

soldieron.org.au

[#SideBySide](https://twitter.com/SideBySide)

2018 MEDIA KIT



SOLDIER ON

Soldier On is about Australians coming together to show their support for our physically and psychologically wounded. We want to show the men and women of our Defence forces that we will always have their backs. Thanks to the support of the Australian public, we work to enhance recovery, inspire communities and empower Australia's wounded, giving those who have served our country the dignity they deserve and the chance to do and be whatever they choose.

Soldier On supports Australian service men and women who have been wounded, physically or psychologically in contemporary conflicts.

This includes conflicts after 1990, as well as serving members who were wounded in training or other exercises and individuals working for other Government agencies such as, Department of Foreign Affairs and Trade, Australian Federal Police, Australian Border Force and other security agencies.

Soldier On does this in several different ways, in an effort to make a financial, physical and emotional link with those who have been wounded. The four areas we work to help – **enhancing rehabilitation, adventurous events, community events, and employment and education.**



RATE CARD

The 'Soldier On' publication is an important communication tool that keeps members of the Soldier On community up to date on all the relevant news and information.

Advertisement Size	Price
Full Page Colour	\$3,000
Half Page Colour	\$1,800
Quarter Page Colour	\$1,040

Covers, double page spreads, advertorials and page specific costs are available upon request.

All prices exclusive of 10% GST and does not include agency fees.

COPIES PER EDITION: 2,000

READERSHIP: 5,000 (approx)

JOURNAL SIZE: A4 (210mm x 297mm)

DISTRIBUTION: It is distributed to Australian Service Men and Women of our Defence Forces (Navy, Army and Air) also Government agencies (DFAT, AFP and Border Protection) who have been wounded, physically or psychologically in contemporary conflicts and are now part of the 'Soldier On' community. Copies are also distributed to Federal and State Veteran Affairs and Defence Ministers.

- 3 editions per year - Autumn, Winter and Spring.
- Artwork required 6 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 3 editions.

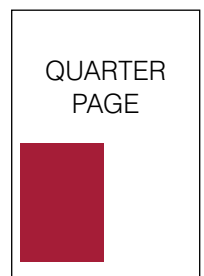
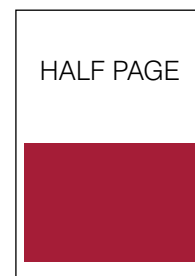
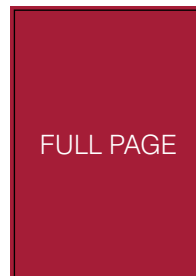
MECHANICAL SPECS

FILE PREPARATION

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK - PMS spot colours and RGB images are unacceptable.
- Full page and cover ads must include 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310%, Cover Stock: 150gsm
Inside Stock: 100gsm
- Publishers are not responsible for typesetting/ artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral) and Soldier On. The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page	210 x 297	216 x 303
Half Page	190 x 131	N/A
Quarter Page	93 x 131	N/A

All measurements in millimetres



“ Five years ago I was wounded overseas working side by side with Australia’s military and when I returned to Australia I was welcomed by Soldier On who assisted me and my family.

I would encourage others from both the military and those who have worked side by side with the ADF to come forward and engage with Soldier On and take advantage of the services and mateship that they offer and to help you in your future and your transition to civilian life. ”

- **David Savage**
Former AFP Officer, Soldier On Ambassador

#SideBySide

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