

countrywideaustral

SOLDIER ON



ADVERTISERS 2025

MEDIA KIT

Thank you for your interest in the Soldier On journal, published by Countrywide Austral. Inside this media kit, you'll find everything you need to discover the power of the publication and the opportunities it offers.

soldieron.org.au 🔍

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SOLDIER
ON



(03) 9937 0200



contact@cwaustral.com.au



cwaustral.com.au



Lvl 1, 460 Bourke St, Melbourne

ABOUT THE JOURNAL

Soldier On is a national Charity providing support services to serving and ex-serving veterans and their families, enabling them to thrive.

The Soldier On journal is produced by Countrywide Austral, a proud partner and supporter of the charity.

ABOUT THE SOLDIER ON JOURNAL

Soldier On supports Australian service men and women and their families throughout their Defence careers, through the transition out of Defence and into civilian life, with free support services to enable them to thrive.

The charity offers support services in health and wellbeing, including free sessions with its qualified psychologists, employment support, education and upskilling opportunities and social connection activities.

The Soldier On journal shares success stories of the charity's participants, partners and other stakeholders, as well as covering topics of interest to its community.



QUICK LOOK AT SOLDIER ON

The Soldier On journal is distributed to stakeholders within Defence industry, politicians, government departments and facilities, and supporters and veterans around Australia.

It is also published online and shared with Soldier On's audience of over 375,000.

4 editions per year - Autumn, Winter, Spring and Summer



2,000
Copies



A4
Size



20,000
Readership



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INFORMATION ABOUT ADVERTISING

COUNTRYWIDE AUSTRAL PROVIDES A VARIETY OF METHODS FOR YOU TO SHOW SUPPORT TO VETERANS IN YOUR REGION, WHILE ALSO PROMOTING YOUR BUSINESS AND THE VALUABLE WORK YOU DO, BY ADVERTISING IN SOLDIER ON'S QUARTERLY JOURNAL.

ADVERTISING RATES

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.



READ ONLINE

Click below to view an online version of Soldier On

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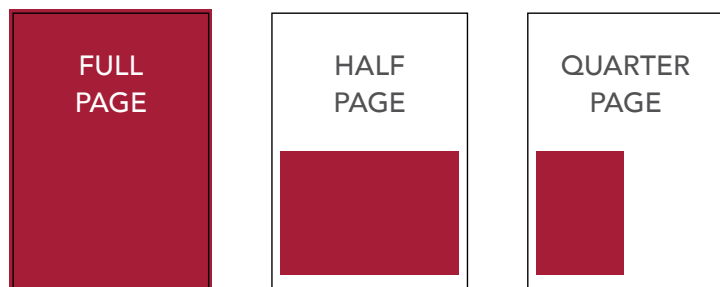
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ADVERTISEMENT

SPECIFICATIONS

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	NA
Quarter Page	93 x 131	NA

All measurements in millimetres.



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: 95gsm
- 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.

