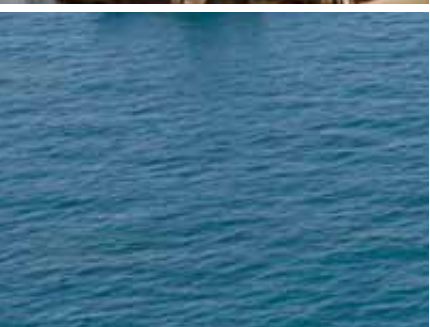
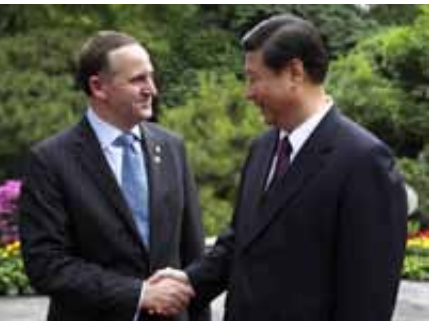


# Line of Defence

*New Zealand's Defence and National Security Magazine*



# A NEW STANDARD

Line of Defence Magazine is New Zealand's premier business magazine for the defence, national security and foreign policy sectors.

Its target audience includes decision makers within the defence forces and government ministries responsible for defence, national security, foreign policy, border, aviation and maritime security, national resilience and emergency management, and private sector and other organisations involved in these areas - both in New Zealand and internationally.

Line of Defence provides timely information and analysis relevant to those with a stake in current and future New Zealand defence and security settings. From a uniquely New Zealand perspective, Line of Defence will provide coverage of NZDF acquisition programs, analysis of issues affecting New Zealand's strategic interests, critical marketplace information essential to defence and national security professionals, and expert editorial from inside government and from those looking in.

# A RESPECTED SOURCE

Line of Defence's sister publication, nzSecurity Magazine, has a reputation built over two decades as the premier business publication of the security industry. Our contributing authors and editorial staff are respected practitioners, scholars and commentators of defence and strategic affairs and the commercial security sector, eminently qualified to provide only the most insightful and authoritative analysis.

Line of Defence provides New Zealand businesses in the defence and national security sectors with a powerful New Zealand media voice, and a trusted platform for national and international promotion.

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## UPCOMING FEATURES

### February -

Features: Air power; National resilience; Maritime security  
Copy Deadline: 5th February - Publication 15th February

### May -

Features: Cyber, C4i; Surveillance; Biometrics  
Copy Deadline 20th April - Publication 1st May

### August -

Features: Land forces; Simulation; Counter terrorism; Border innovation  
Copy Deadline: 5th August - Publication 15th August

### November -

Features: Sea power; Logistics; sustainment; NZDIA Annual Forum  
Copy Deadline: 20th October - Publication 1st November

## KEY PEOPLE



**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 (RASIGS) and Transport (RACT) corps. He holds Masters degrees in Asian Studies and International Relations from the Australian National University and the University of Sydney respectively, and he is a graduate of the Royal Military College of Australia.

Nicholas' research has been published in several peer-reviewed journals, and he writes regularly for New Zealand Security Magazine and for the Washington-based Jamestown Foundation on international security, cyber conflict and terrorism. His writing has also appeared in international affairs publications including The Diplomat, National Business Review, Global Times and World Policy Institute Blog. His insights are regularly sought via interview by outlets such as CNN and Agence France-Presse (AFP).



**Craig Flint**  
*Publisher*

Craig has over 20 years' experience in the New Zealand publishing industry. He founded the nzSecurity Magazine as NZ's only security industry trade publication in 1994, and today it remains the number one B2B magazine for the security industry.

nzSecurity Magazine is a trusted news resource for the industry, providing businesses a vehicle to promote their goods and services directly to key decision makers in the security and related industries, government, law enforcement and local bodies.

Craig also publishes FireNZ, the publication of the New Zealand Fire Industry, which he publishes on behalf of the industry's associations which include: Fire Protection Association New Zealand, Institution of Fire Engineers (NZ Branch) and Society of Fire Protection Engineers (NZ Chapter) in order to help promote standards, safety, and industry news.

# OUR PRINT DISTRIBUTION

2,500 copies of each quarterly edition of Line of Defence is distributed direct to key individuals and organisations within the New Zealand and Australian defence and national security sectors and to many defence forces, foreign ministries and suppliers globally.

**Our distribution breakdown is as follows:**

**30%** Minister for Defence; Defence Force chiefs; Secretary of Defence; Deputy Secretaries (Policy and Planning, Finance, Acquisition and Evaluation); Ministry of Defence (various branches); New Zealand Defence Force (NZDF); Army /Navy / Air Force units and establishments.

**20%** Cabinet Ministers; Department of the Prime Minister and Cabinet; New Zealand Secret Intelligence Service (NZSIS); Government Communications and Security Bureau (GCSB); Ministry of Foreign Affairs and Trade; Immigration New Zealand; New Zealand Customs Service; Ministry for Primary Industries (Biosecurity); New Zealand Police; Aviation Security Service, National Maritime Coordination Centre, research centres, etc.

**20%** Australian Government, Department of Defence and intelligence agencies; CASG, Australian Defence Force (ADF), Department of Immigration and Border Protection, Australian Border Force, etc.

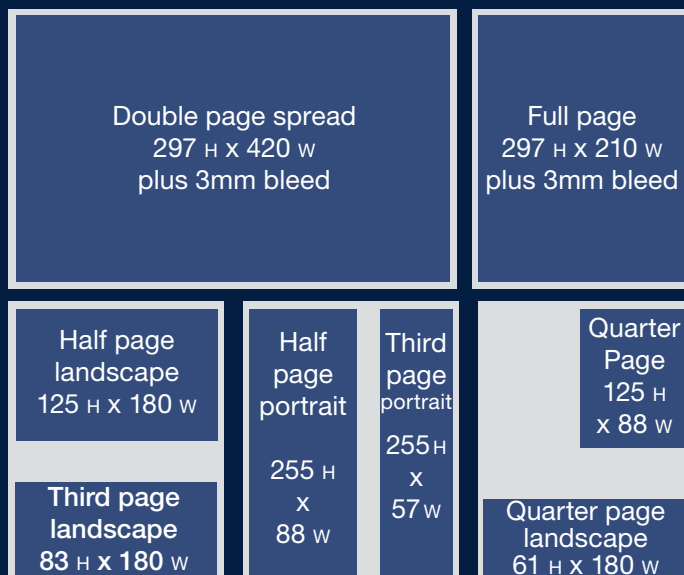
**15%** International governments, foreign missions and defence attachés accredited to New Zealand, defence forces and suppliers.

**15%** New Zealand businesses.

## ONLINE REACH

With the comprehensive news and analysis website [www.defsecmedia.co.nz](http://www.defsecmedia.co.nz) and presence across the social media platforms our readers use, Line of Defence provides a continuous forum for news and views – always accessible, always shareable, always cutting-edge.

# ADVERTISING OPTIONS & SIZES



*All sizes are in millimeters*

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