

# 2010 Editorial Calendar

DEC-JANUARY 2010	FEBRUARY	MARCH
<p><b>Underwater Defence Systems - Subs, Sensors &amp; UUV Choices</b>  <i>Sub-theme:</i> Building the Future RAN - AWDs, Amphibs &amp; Support Ships  <i>Sub-theme:</i> Maritime patrol &amp; the P-8A  <i>Supplement:</i> Replacing the 'Collins' - fleet - inside project Sea 1000  <b>Distribution:</b> PacSec 2010 Maritime Security Conferences, Sydney (27/1)</p>	<p><b>LIFT Update (Air 5438) &amp; the path to the Joint Strike Fighter order</b>  <i>Sub-theme:</i> Air 5349 - 'Super Hornet' debut marks start to RAAF reshaping  <i>Sub-theme:</i> Training for Combat - Live v Stimulation &amp; Simulation - JP 3021  <i>Sub-theme:</i> Regional surveillance - the FPDA, JORN (JP 2025) &amp; 'Wedgetail' CEC  <b>Distribn:</b> Singapore Airshow, (2-7/2)</p>	<p><b>Shaping &amp; Supporting the 2030 Australian Defence Force</b>  <i>Sub-theme:</i> SAMS of the future - Taking the risk &amp; costs out of explosive ordnance  <i>Sub-theme:</i> Binding Defence Supply - Improved Logistics &amp; RFIDs (JP 2077)  <i>Sub-theme:</i> Targeting the Military - Capability options for Joint Project 66  <b>Distribution:</b> DSA, Malaysia (19-22/4)</p>
APRIL	MAY	JUNE
<p><b>Defence Industry Policy-Faulkner/Combet Revitalisation Plan Insights</b>  <i>Sub-theme:</i> The 2009 NCW Roadmap &amp; the White Paper's Simulation Link  <i>Sub-theme:</i> Procurement drivers for Priority Industry Capability investments  <i>Sub-theme:</i> New Zealand's Defence Assessment &amp; its New Capability Plan  <b>Distribn:</b> SimTecT, Brisbane (31/5)</p>	<p><b>Financing the Military - Outcomes of the 2010/11 Defence Budget</b>  <i>Sub-theme:</i> China threat fades in the rush to recover the budget surplus  <i>Sub-theme:</i> DCP revisited - What's really up for 1st &amp; 2nd pass approval  <i>Sub-theme:</i> Aust-UK defence cooperation  <b>Distribution:</b> ADBR/ASR Centre post-Budget Briefing, Cbr (13/5)</p>	<p><b>RAAF Expeditionary Forces Audit</b>  <i>Sub-theme:</i> Pilots &amp; Platforms - What is the Air Force capable of deploying now?  <i>Sub-theme:</i> Training ADF Pilots - Inside projects Air 5428/1 &amp; Air 9000/7  <i>Sub-theme:</i> MH-60 'Romeo' mania &amp; the demise of the Air 9000 'roadmap'  <b>Distribution:</b> UK Farnborough Air Show (19-25/7/2010)</p>
JULY	AUGUST	SEPTEMBER
<p><b>Re-organising the infrastructure for National Security &amp; Defence</b>  <i>Sub-theme:</i> The Strategic Reform Program, funding the 2010/11 DCP &amp; their impact on the ADF 2030 outlook  <i>Sub-theme:</i> Time for rationalisation - Assessing the US QDR's impact on the future of local defence-industry</p>	<p><b>Outputs of the CIMIC Centre of Excellence - Two Years On</b>  <i>Sub-theme:</i> Adaptive Army &amp; the Shift to an Amphibious force footing  <i>Sub-theme:</i> Directory of peacekeeping tools #2 - Non-Lethal Weapons (JP 3011)  <b>Distribution:</b> 9th 'Safeguarding Australia' Conference, Cbr (1-2/9)</p>	<p><b>Labor &amp; Defence - Three Years on from Kevin Rudd's Ascendancy</b>  <i>Sub-theme:</i> New Ministerial team in Canberra - 12 month performance scorecard  <i>Sub-theme:</i> IT &amp; Information Management Aspects of the new Customs/BPC Strategic Border Management Plan  <b>Distribn:</b> MilCIS 2010, Cbr (9-11/11)</p>
OCTOBER	NOVEMBER	DECEMBER
<p><b>The War Against Terror - Scorecard on the ADF in Afghanistan</b>  <i>Sub-theme:</i> The Light Tactical Airlifter Acquisition Quandry - Air 8000/2  <i>Sub-theme:</i> Keeping the Special Forces really 'special' - JPs 2097, 2110 &amp; 3021  <b>Distribution:</b> Land Warfare Conference, Brisbane (15-19/11)</p>	<p><b>Next Generation Threats &amp; their impact on Network Centric Warfare</b>  <i>Sub-theme:</i> Genesis of the NCW Integration &amp; Implementation Strategy  <i>Sub-theme:</i> One Year On - Assessing the HQ/JOC &amp; the Joint Forces Domain  <b>Distribution:</b> Kokoda Foundation - Future Challenges V, Cbr (TBC)</p>	<p><b>RAN Capability Review: Update on New Maritime Acquisition Projects</b>  <i>Sub-theme:</i> Status report on sustaining 'Collins'-class submarine effectiveness  <i>Sub-theme:</i> New Eyes for the Navy - installing 'Aegis' &amp; ASMD-PAR (Sea 4000 &amp; 1448)  <b>Distribution:</b> (TBC)</p>

**ADBR is published 10 times a year** - in either full Magazine or Supplement format between February & November - as governed by defence-industry news stories breaking over each previous 30-day cycle. As such, media planners should note ADBR's forward 'features' schedule may experience variation, other than the four bi-annual DMO-endorsed defence-related conferences/exhibitions.

**ADBR advertises six publishing slots over each half-year period**, however, the management reserves the right to adjust this schedule to provide flexibility in the accommodation of conferences/exhibitions, Government Policy announcements, or other major news (see [www.diar.com](http://www.diar.com) news headlines) or promotional events not forecastable at the time of setting the forward publishing schedule.

**ADBR's business approach** is to work with content providers/prospective advertisers to book their placements into forward publishing slots, and to manage the publishing cycle so that material becomes available in print in accordance with topical coverage and strategic business marketing opportunities. Schedule updates are regularly posted on [www.adbr.com.au](http://www.adbr.com.au).

MAGAZINE	UMBRELLA ISSUE THEME	EDITORIAL CLOSE	DISTRIBUTION
<b>Dec-Jan 2010</b>	New Submarines, Sensors, UAVs & UUVs	08 January 2010	27 January 2010
<b>February</b>	'Hawk' LIFT Update & the Joint Strike Fighter Path	15 January	03 February
<b>March</b>	Shaping & Supporting the 2030 ADF	28 February	22 March
<b>April</b>	The New Faulkner/Combet Defence Industry Policy	26 March	12 April
<b>May</b>	Financing the Military - 2010/11 Budget Analysis	30 April	31 May
<b>June</b>	RAAF Expeditionary Forces Audit-Pilots & Platforms	31 May	30 June
<b>July</b>	New Approach to National Security I/Structure	30 June	19 July
<b>August</b>	Amphibiosity & the Civi-Military Connection	20 August	01 September
<b>September</b>	Labor & Defence - Three Years Under Kevin Rudd	24 September	04 October
<b>October</b>	The WAT - Scorecard on the Afghanistan Campaign	29 October	15 November
<b>November</b>	Next Generation Threats & NCW Implementation	26 November	15 December
<b>Dec-Jan 2011</b>	RAN Capability Review: New 'Aegis' & PAR Eyes	22 December 2010	10 January 2011

**NB:** This calendar should be viewed as a best intentions guide only. Timings for magazine 'Distribution' should also be read in conjunction with movements in link events listed in the 'What's Coming' column in each ADBR edition.