

# AUSTRALIAN + NEW ZEALAND DEFENCE DIRECTORY



EDITION 44 - 2025



SINCE  
1974



## ADVERTISING OPTIONS



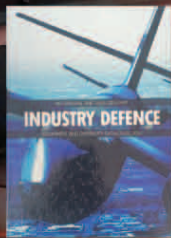
1974



1989



1995



2003



2008



2012



2018



2023



## About

Since emerging from within defence in 1974, the *Australian + New Zealand Defence Directory* remains the original, government-endorsed repository of Australasian defence capability.

The document is used broadly across all aspects of Australasian defence to identify suppliers, AIC and NZIC visibility along with the industry mapping crucial to informing the current 'nation-build' underway in defence.

## CASG Overview

The Capability Acquisition & Sustainment Group (CASG) is responsible for delivery and maintenance of capability platforms in performing its core role of equipping and sustaining the Australian Defence Force.

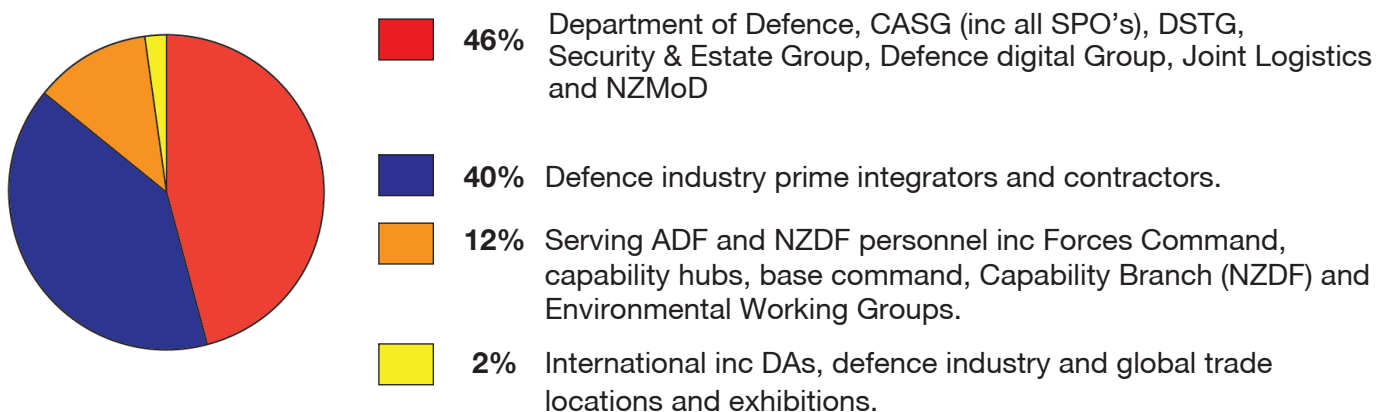
CASG is charged with delivering the government's planned \$300+ billion investment in acquisition platforms and equipment over the coming decade. CASG expects to manage over 210 major capital equipment projects, along with a further 150 minor projects over this period.

## Circulation

4,000 hardcover directories + enhanced web presence + 3,000 CD ROM eBook produced annually and distributed across defence (without charge).

Our [www.defence.directory](http://www.defence.directory) platform is connected directly via 7 links across the DPN (defence server), NZ's equivalent in Wellington, along with the supply servers of 50 of the defence industry OEM and MRO primes and sub-primes

## Circulation Breakdown



## Defence Suppliers Listed

3,500+ companies

## Published

Annually since 1974 – Australasia's original and most prestigious defence directory.

Our defence DPN and supply server-connected [www.defence.directory](http://www.defence.directory) platform offers ongoing, constantly updated support.

## DIRECTORY SECTIONS

### PREMIUM AND PROFILE PAGES

Our **Premium Page** section provides a prominent position at the front of the directory, enabling your business to boost your brand awareness across the defence sector.

Our **Profile Page** section contains full page brand support profiles for particular companies. This section is divided into 6 main industry group sectors:

- Aerospace
- Electronics, Cyber, ICT. & Communications
- General Support
- Land Systems
- Maritime
- Soldier Systems



### PRODUCTS & SERVICES INDEX

The **Products & Services** Index best positions your company for New Business opportunities. Strategically-placed **1/3 Page Banner Ads** can be positioned next to or near the product category of your choice to best promote your business to users who are searching for very specific capability information.



### BRANDS INDEX

A **Brand Listing** enables you to showcase the brands you supply together with your business & contact details listed.

BRANDS INDEX

PRODUCTS & SERVICES INDEX

### COMPANY INFORMATION SECTION

The **Company Information** section is a direct reflection of your online database listing (excepting rich context). Listed in alphabetical order, each company listing details contact information and includes:

- Products 'prioritisation'
- Capabilities and QA
- Defence capability offering and experience
- Corporate information
- Key contacts

Those companies with Profile Pages are cross-referenced to the page on which this feature appears.



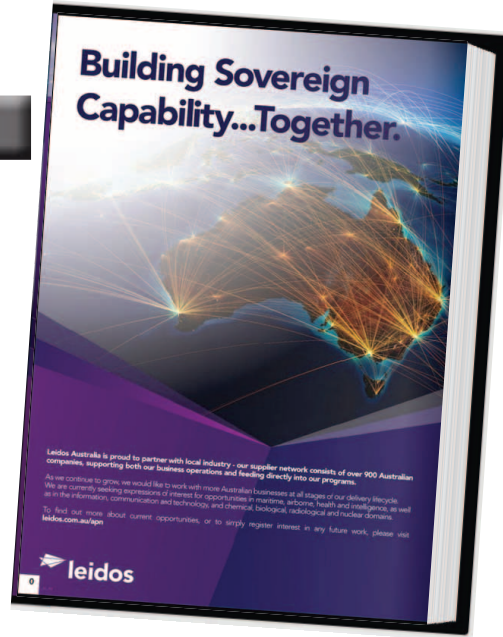
## PRINT ADVERTISING INFORMATION

### PROFILE PAGE

A Full Page advertisement which enjoys quality positioning in the directory.

This placement includes in-depth text and colour graphics to serve as a testimonial of your company's branding.

**\$4,500 + GST**



### PREMIUM POSITIONS

These premium options are designed to give your business maximum exposure to the widest range of potential customers and partners.

Divider (double sided) **\$9,000 + GST**

Premium Page.....**\$6,000 + GST (positioned front of book)**

Double Premium Page **\$8,000 + GST**

Back Cover .....**\$20,000 + GST**

Double Page Inside Front Cover **\$10,000 + GST**

Double Page Inside Back Cover **\$10,000 + GST**

## E BOOK - CD ROM SPONSORSHIP

**1.** Availability of exclusive 'sponsorship' of our 3,000 unit eBook CD ROM and USB Includes company name & logo prominently displayed on the front cover as well as the back cover of the CD cover.

**\$5,000 + GST**



## CO SPONSORSHIP

**2.** Full size advert printed on the Inside Front Cover of the eBook CD ROM **\$3,000 + GST**



## COMPANY INFORMATION SECTION

Both the print **Company Information** and **Products & Services** sections are driven by the content of your [www.defence.directory](http://www.defence.directory) company profile. With the advanced search functions available online, it pays to have the most comprehensive profile and capability support possible.

Capability listings are available in 4 options from a basic listing through to the unlimited content of a **Corporate Listing**.

Any presence in our document begins with one of our capability support listings

### **CORPORATE LISTING \$2,000 + GST** (Logo + unlimited content)

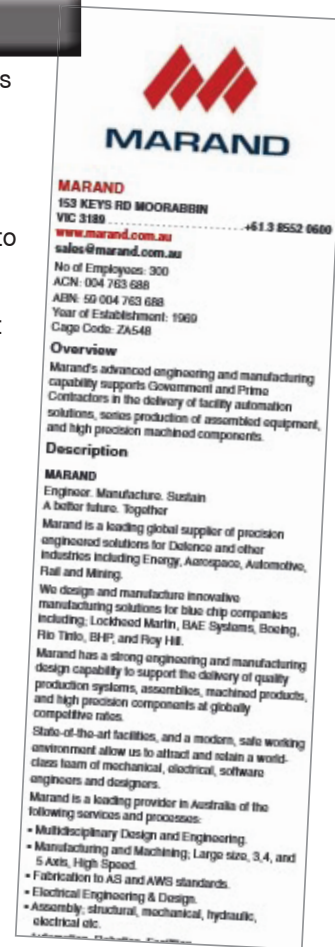
- Full colour company logo
- Unlimited products / services categories
- Unlimited capability statement
- Live links to your company's website and email address
- Embedded video & slideshow rich content online
- Prioritised search results
- Catalogue attachment

### **Professional Listing \$1,500 + GST** (50 word statement & 5 products)

- Includes slideshow

### **Logo Listing \$800 + GST** (Logo + Contact details & 2 products)

### **Basic Listing \$300 + GST** (Contact details only)



**MARAND**  
153 KEYS RD MOORABBIN  
VIC 3189  
[www.marand.com.au](http://www.marand.com.au) +61 3 8552 0600  
[sales@marand.com.au](mailto:sales@marand.com.au)  
No of Employees: 300  
ACN: 004 763 688  
ABN: 50 004 763 688  
Year of Establishment: 1969  
Cage Code: ZA548

**Overview**  
Marand's advanced engineering and manufacturing capability supports Government and Prime Contractors in the delivery of facility automation solutions, series production of assembled equipment, and high precision machined components.

**Description**  
**MARAND**  
Engineer. Manufacture. Sustain  
A better future. Together  
Marand is a leading global supplier of precision engineered solutions for Defence and other industries including Energy, Aerospace, Automotive, Rail and Mining.  
We design and manufacture innovative manufacturing solutions for blue chip companies including Lockheed Martin, BAE Systems, Boeing, Fiat Tinto, BHP, and Roy Hill.  
Marand has a strong engineering and manufacturing design capability to support the delivery of quality production systems, assemblies, machined products, and high precision components at globally competitive rates.  
State-of-the-art facilities, and a modern, safe working environment allow us to attract and retain a world-class team of mechanical, electrical, software engineers and designers.  
Marand is a leading provider in Australia of the following services and processes:  
• Multidisciplinary Design and Engineering  
• Manufacturing and Machining, Large size, 3, 4, and 5 Axis, High Speed  
• Fabrication to AS and AWS standards.  
• Electrical Engineering & Design.  
• Assembly: structural, mechanical, hydraulic, electrical etc.

## PRODUCTS & SERVICES INDEX

### **1/3 Page Banner Ads**

Showcase your business under specific products and services as these are strategically placed next to your preferred category.

### **1/3 Page advert – \$1,500 + GST**



## BRAND LOGO INDEX

### **YOUR COMPANY NAME, ADDRESS & CONTACT DETAILS**

**BRAND Listing** Make it easy for potential customers who are looking for a specific brand to find your business. **\$300 + GST**



**3M**  
**PELTOR**  
Benelec Pty Ltd  
17 Opawa St, Botany NSW 2019  
PH: +61 2 8367 3333 E: [marketing@benelec.com.au](mailto:marketing@benelec.com.au)  
[www.benelec.com.au](http://www.benelec.com.au)



High tech on-board level and pressure measurement

Our in-tank compact level sensors are designed for level measurement, alarm overflow and pressure measurement with exceptional accuracy and reliability.

VEGA also ensures maximum operational safety under the difficult conditions, with no maintenance charges and guarantee all approvals required.

[www.vega.com/navy](http://www.vega.com/navy)



VEGA Australia Pty Ltd  
Phone 1800 817 128  
Email [info.au@vega.com](mailto:info.au@vega.com)

Leading Provider **VEGA**

## ADVERTISING PACKAGES

### CORPORATE DELUXE 1 & 2

A **Corporate Deluxe Package** gives you all the benefits of a **Corporate Listing** as well as a full colour **1/3 page Banner** advert placed within a specific product/service classification.

**\$2,800 + GST**

Normal price \$3,500 + GST

### PROFILE DELUXE 1, 2 & 3

A **Profile Deluxe Package** gives you the complete suite of support across all 3 aspects of the *Defence Directory*. Comprising a **Profile Page** positioned in the industry sector of your choice, a **Corporate Listing** in print and online and a **1/3 Page Banner** advertisement in the **Products and Services** index.

**\$6,800 + GST**

Normal price \$8,000 + GST

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**HUBER+SUHNER**

**HUBER+SUHNER AUSTRALIA PTY LTD**  
 UNIT 6, 4 SKYLINE PL FRENCHS FOREST NSW 2086 .....+61 2 8977 1200  
[www.hubersuhner.com](http://www.hubersuhner.com)  
[sales.au@hubersuhner.com](mailto:sales.au@hubersuhner.com)

No of Employees: 55  
 ACN: 001 166 927  
 ABN: 82 001 166 927  
 Year of Establishment: 1973  
 PO Box 51  
 Frenchs Forest NSW 2086  
 CAGE Code: ZF901

**Overview**  
 HUBER+SUHNER develops and manufactures components and system solutions for Radio Frequency, Electrical and Optical Transportation of data and energy.

**Description**  
 Excellence in Connectivity Solutions. Whether in the air, on land or at sea - quality in modern defence technology solutions permits no compromise. Working with Defence OEM's locally adding Australian industry content.

Thanks to many years of experience and technological expertise, HUBER+SUHNER offers solutions for cables, connectors, antennas, and connection-ready cable systems that not only comply with the international standards such as MIL, IEC, Lloyd's Register and many others, but also satisfy our own high standards of excellence. As a leading international manufacturer, HUBER+SUHNER combines competence in the three areas of Fiber Optics, Low Frequency and Radio Frequency under one roof.

This results in innovative solutions and components for defence technology with absolute reliability and a long service life.

**Key Personnel**  
 VP Sales Oceania & East Asia: Nik Watson  
 Sales Manager Aerospace & Defence: Chris Hall  
 Regional Sales Manager APAC, Polaris: Joe Williams

**Brands**

**RADIO FREQUENCY**

- ASTHOLAB High end radio frequency solutions
- Box-Rox Low loss, flat wire brain microwave cables
- Cobra-Rox Flexible semi-rigid microwave coaxial cable assemblies
- EACON Field mountable microwave cable assemblies
- ENVIROFLEX Fluorine free family of coaxial cables
- Ever-Rox Highly flexible microwave coaxial cable assemblies
- HUBER+SUHNER Cables, connectors and components
- MICROBEND Pre-assembled, high performance flexible alternative to semi-rigid .047"
- MINIBEND Truly flexible coaxial cable assemblies that bend to the end
- MINI141 Pre-assembled, high performance flexible alternative to semi-rigid .141"
- MULTIFLEX A flexible coaxial cable alternative to semi-rigid
- QLF Click Lock Formula connectors, GMA, GN, XQMA, XGN
- SEMPER Gas arrestors
- SENCITY Broadband antennas
- SENCITY Shield Antennas specifically developed for electronic counter measure (ECM) missions in military and security applications
- SPUMA Low loss communication cable
- Steel-Rox Low loss, phase stable coaxial cables
- SUCOFLEX Microwave cables assemblies
- SUCOFORM Hand formable alternative to semi-rigid cable
- SUCOTEST Microwave test leads for reliable and reproducible measurement results
- TL-SA / TL-P Microwave test leads for reliable and reproducible measurement results
- VITA 67 Multicoaxial RF backplane connection system
- 3400 Series Lightning protection

**LOW FREQUENCY**

- RADOX CABLES 125 degree Celsius flame retardant low smoke halogen free cables
- RADOX FR Fibre optic cables
- RADOX Marine Cat Data transmission cables for ships diesel engines and harsh environments where robust design and fluid resistance are required
- RADOX MFF-S Specially cables for harsh environments, suitable for installation on ships and on oil and gas platforms
- RADOX Mical Database cables for harsh environments
- TENNIS Lightweight cables for rail applications

**FIBER OPTIC**

- HSRO Harsh environment reticulated optics
- IANCS High density inter-connects fiber optic management system
- KYPROG LAN / Data Centre balanced copper solutions
- LISA Fiber optic systems
- MASTERLINE Pre-assembled fiber optic cable

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**Safeguard intelligence and cybersecurity systems with all-optical switches**

We bring secure and robust electrical and optical connectivity to mission critical applications.

**Find out more at [hubersuhner.com](http://hubersuhner.com)**

**HUBER+SUHNER**

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**POLARIS® all-optical circuit switches for intelligence & cybersecurity systems**

POLARIS optical circuit switching from HUBER+SUHNER allows for the automation of network monitoring systems by providing dynamic fiber-layer connectivity for thousands of network fiber taps to a smaller suite of analytical equipment and cybersecurity software tools for cost-effective, large-scale network monitoring.

As government and defense applications require ever-faster data rates traversing ever-larger networks, an all-optical circuit switch forms the core element in a system that allows you to effectively monitor vast numbers of network taps. The HUBER+SUHNER POLARIS optical circuit switch is signal-agnostic, switching feeds irrespective of data rate or protocol.

The POLARIS® 576 has 80% more fiber ports than the competition, enabling efficient large scale network monitoring systems.

**NEWLY LAUNCHED 576!**

The HUBER+SUHNER POLARIS® 576 features a new distributed, reconfigurable architecture with a highly integrated control system that provides mission critical reliability and best accessible spare parts that further enhance system availability.

**MISSION-CRITICAL RELIABILITY**

- Lower total cost of ownership
- Superior optical performance
- Low power consumption

Contact HUBER+SUHNER at [sales.au@hubersuhner.com](mailto:sales.au@hubersuhner.com) for more information or visit our website.

**hubersuhner.com**

**HUBER+SUHNER**

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## DEFENCE DIRECTORY ONLINE OPTIONS

**WEB BANNERS**  
from \$3,500  
+ GST (12 months)  
from \$2,200  
+ GST (6 months)

**DOMINANT SLIDER**  
from \$1,000  
+ GST (per week)

The screenshot shows the homepage of the Defence Directory. At the top, there are navigation links for 'NEW ZEALAND DIRECTORY', 'BOEING', and 'VISIT BOEINGDISTRIBUTION.COM'. Below this is a search bar with 'What' and 'Who' sections. A menu bar includes 'CATEGORY', 'PRODUCTS SHOWCASE', 'EVENTS', 'NEWS', 'ADVERTISE WITH US', and 'CONTACT US'. The main content area features a 'Featured Listings' section with logos for Arrow Electronics Australia, Hofmann Engineering Pty Ltd, Penske Australia & New Zealand, and Naval Ship Management (Australia) Pty Ltd. Below this is a 'Product Showcase' section with various product listings and images.

### Offering

- Prioritised Search Returns
- Rich content capability
- Video & Photo Galleries
- Products & Services Showcase
- Interactive Map

### Customers can search for suppliers by:

- Business Name
- Keywords
- Location
- Cage Code
- Product
- Business Classification

Visit [www.defence.directory](http://www.defence.directory) to see how easy and flexible it is to source defence supplier information.

**WEB TILE**  
\$4,200  
+ GST (12 months)  
\$2,800  
+ GST (6 months)

**PRODUCT SHOWCASE**  
Showcase opportunities on our Homepage - available on application  
**\$1,000**  
+ GST (1 month) guaranteed *Featured*

**BUSINESS CARD**  
clicks to your listing  
from \$900  
+ GST

### Plus much more

Our online platform also features Events, Defence Links, Browse by Capability, Category, Featured Listings, Latest News and Product Showcases.

Your online content is used to populate both the **Company Information** and **Products & Services** section of the *Defence Directory* print directory.

Featured Events

The screenshot shows two event listings: 'MAST 2024' and 'Australian Manufacturing Week 2024'.

Browse By Category

The screenshot shows a grid of various product and service categories.

## ARTWORK SPECIFICATIONS

### Display Advertising Sizes and Clearances

When supplying artwork please provide a **press ready pdf** file with text converted to outlines.

**ALL Colours and logos CMYK (NO RGB, PMS or Spot Colour)**

**Double Page Spread:** 420mm wide x 297mm high with 5mm bleed

**(Please ensure no type or important information comes within 10mm of the edge and 15mm from the inside gutter)**

**Full Page Advertisements (Premium Pages, Profile Pages)**

210mm wide x 297mm high with 5mm bleed

**(Please ensure no type or important information comes within 10mm of edge)**

**Tab Dividers** 210mm wide x 297mm high

**(Please ensure no type or important information comes within 10mm of the edge - 20mm from the spine edge)**

**Third Page:** 58mm wide x 255mm high with no bleed.

**ALL Colours and logos are to be CMYK (NO RGB, PMS or Spot Colour)**

**ALL Text converted to outlines**

### Web Advertising

**Logos:** Min size 500px wide x 250px high (JPG, GIF or PNG)

**Images for Slideshow:** min size 500px wide x 250px high

**File Type Allowed:** JPG, GIF or PNG

**Doc Attachments:** (PDF, DOC, TXT, JPG, GIF or PNG)

**Web Tile:** Animated GIF file 250px x 250px

No Transparent Backgrounds

**Web Banners:** Animated GIF supported.

No Flash Animation or Transparent Backgrounds 670px x 70px

**MAX FILE SIZE 350kb**

### Print Artwork & Text

**Logos:** Min size 700px wide x 350px high (6cm x 3cm)

High Resolution, min 300dpi

**File Type Allowed:** JPEG, TIFF, AI, EPS or PDF

**ALL Colours CMYK (NO RGB, PMS or Spot Colour)**

**Vector art converted to outlines:** - AI, EPS or PDF

**Images/Photo art minimum 300dpi - JPEG, TIFF or PSD**

**LISTING TEMPLATE SUPPLIED**

## ADVERTISING RATES

DESCRIPTION	Rate ex. GST	Rate inc. GST
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### PRINT

Profile Page	\$4,500	\$4,950
Double Page Profile	\$6,000	\$6,600
Third Page	\$1,500	\$1,650
Divider	\$9,000	\$9,900
Profile Deluxe	\$6,800	\$7,480
Corporate Deluxe	\$2,800	\$3,080
Professional Deluxe	\$2,300	\$2,530
Premium Page	\$6,000	\$6,600
Double Premium Page	\$8,000	\$8,800
Brand Logo	\$300	\$330

### PRINT & WEB LISTINGS

Corporate	\$2,000	\$2,200
Professional	\$1,500	\$1,650
Logo	\$800	\$880
Basic	\$300	\$330

### WEB

Banner (12 months)	\$3,500	\$3,850
Banner (6 months)	\$2,200	\$2,420
Web Tile (12 months)	\$4,500	\$4,950
Web Tile (6 months)	\$2,800	\$3,080
Product Showcase (1 month)	\$1,000	\$1,100
Business Card	\$900	\$990
Dominant Slider (per week)	Upon Application	

### MULTIMEDIA

CD ROM Sponsorship	\$5,000	\$5,500
CD ROM Co-Sponsorship	\$3,000	\$3,300

*\*Note: other premium placement packages available upon request.*



7 Colemans Rd,  
Carrum Downs  
Victoria Australia 3201  
Tel: 1300 550 470

[www.defence.directory](http://www.defence.directory)