

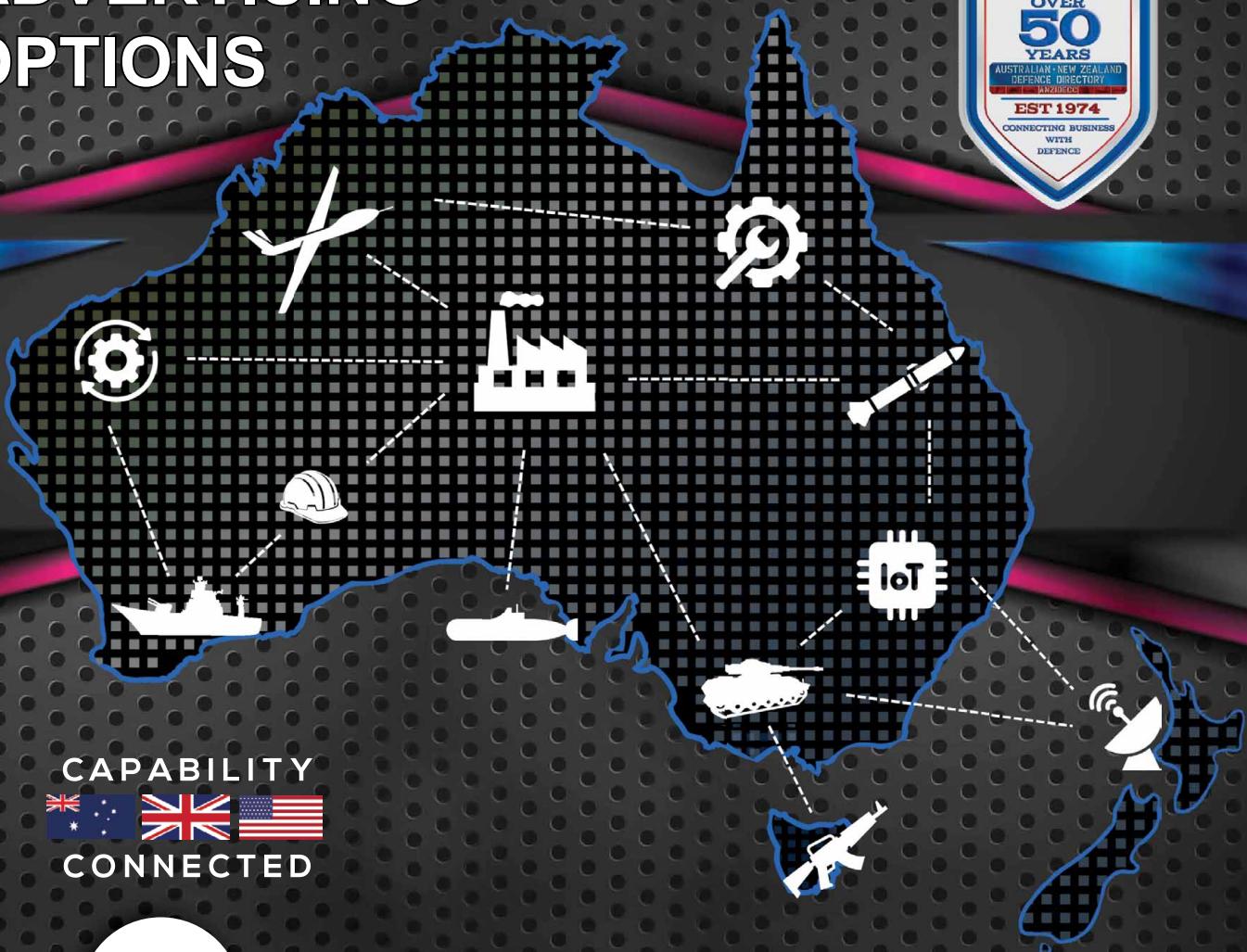
AUSTRALIAN + NEW ZEALAND DEFENCE DIRECTORY

EDITION 46 - 2027



WWW.DEFENCE DIRECTORY

ADVERTISING OPTIONS



CAPABILITY
CONNECTED




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, both AIC and NZIC, along with informing the industry mapping crucial to 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.

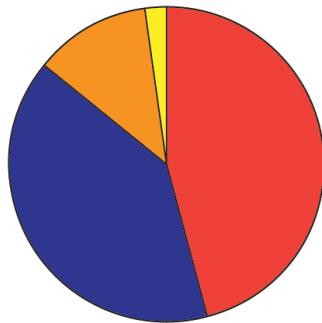
CASG is charged with playing a central role in delivering the government's planned \$330B investment in acquisition platforms and equipment over the coming decade. CASG expects to manage over 210 major capital equipment projects, along with a further 150 minor projects over this period.

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 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



- **46%** Department of Defence, CASG (inc all SPO's), DSTG, Security & Estate Group, Defence Digital Group, Joint Logistics and NZMoD
- **40%** Defence industry prime integrators and contractors.
- **12%** Serving ADF and NZDF personnel inc Forces Command, Army HQ and Land Capability, RAAF Air Power, Navy Capability, base command and Capability Branch (NZDF)
- **2%** Global trade locations, defence attaché and companies

Defence Suppliers Listed

3,500+ companies

Published

Annually since 1974 – Australasia's original and most prestigious defence directory. Our defence DPN and Primes supply server-connected www.defence.directory platform offers ongoing, constantly updated support. Regular Primes AIC extraction files sent to 50 key Project Offices.

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 SECTION

The **Products & Services** section 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 along with your business & contact details listed.

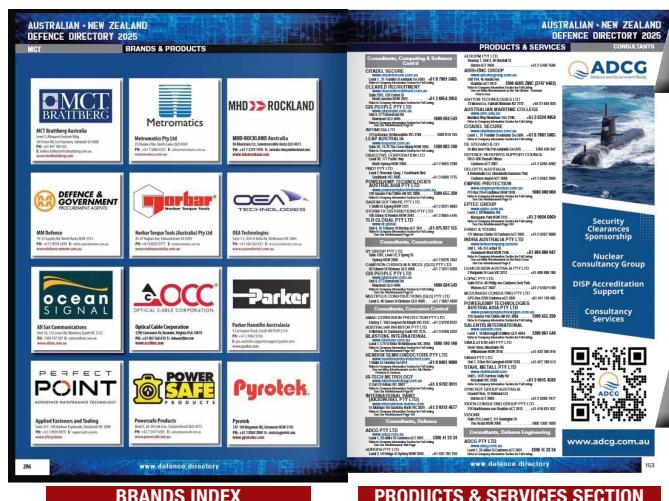
COMPANY INFORMATION SECTION

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 branding support are cross-referenced to the page on which this feature appears.



DEFENCE DIRECTORY EDITION 46 - 2027

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 to your company's branding.

\$4,600 + GST



PREMIUM POSITIONS

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

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

Divider (double sided) **\$11,000 + GST**

Double Premium Page **\$9,000 + GST**

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

Double Page Inside Front Cover **\$13,000 + GST**

Double Page Inside Back Cover **\$12,000 + GST**

E BOOK - CD ROM SPONSORSHIP

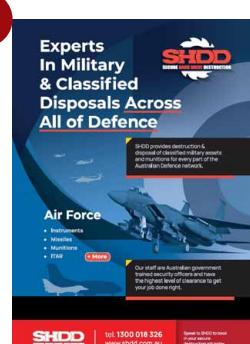
1. Availability of exclusive 'sponsorship' of our 3,000 unit eBook CD ROM and USB. Includes company name & logo prominently displayed on the front cover as well as the back cover of the CD cover.

\$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 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)

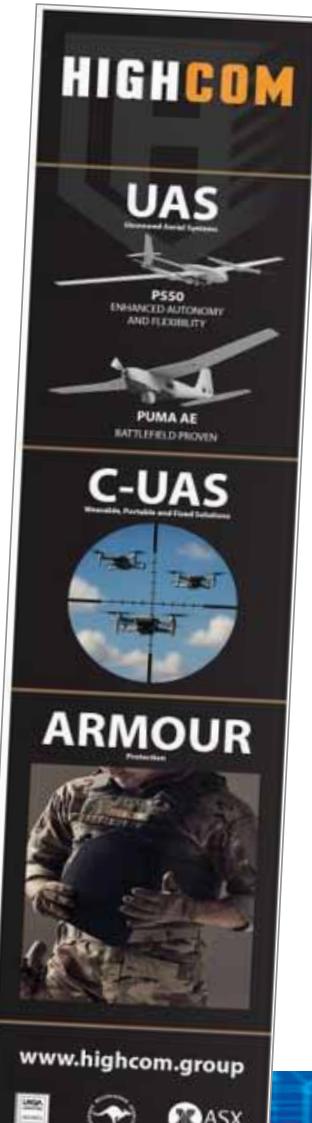
- Full colour company logo
- Unlimited products / services categories
- Unlimited capability statement
- Live links to your company's website and email address
- Embedded video & slideshow rich content online
- Prioritised search results
- Catalogue attachment

Professional Listing \$1,600 + GST (50 word statement & 5 products)

- Includes slideshow

Logo Listing \$900 + GST (Logo + Contact details & 2 products)

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





MARAND

153 KEYS RD MOORABBIN VIC 3189
www.marand.com.au sales@marand.com.au +61 3 8552 0600

No of Employees: 300
 ACN: 004 763 688
 ABN: 59 004 763 688
 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, Rio Tinto, BHP and Ray 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 – \$1,600 + GST

← 1/3 Page Banner Ad

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. **\$400 + GST**



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.

\$2,900 + GST

Normal price \$3,600 + 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

Comprehensive EMP protection for secure connectivity



Our surge protection portfolio includes:

Type	Series
Quarter-wave shorting stub	3400, 3407
Gas discharge tube (GDT)	3401, 3402
Hybrid fine protectors	3403
Slim-line GDT	3406
High power / low IM GDT hybrid	3409, 3410
Data line protectors	3404

Mission-critical reliability

Reduced downtime

Easy installation

Protection against EMP/NEMP

To ensure you find the most appropriate EMP protector, HUBER+SUHNER application engineers are available to guide you through the list of evaluation criteria.

Contact us at sales.au@hubersuhner.com for more information or visit our website.



hubersuhner.com

HUBER+SUHNER

3

HUBER+SUHNER

HUBER+SUHNER AUSTRALIA PTY LTD

UNIT 6, 4 SKYLINE PL, FRENCHS FOREST NSW 2086 +61 2 8977 1200

www.hubersuhner.com

sales.au@hubersuhner.com

No of Employees: 55

ACN: 001 166 927

ABN: 82 001 166 927

Year of Establishment: 1973

PO Box 51

Frenshs Forest NSW 2086

Cage Code: ZP901

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 defense technology solutions permits no compromise. Working with Distinct 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 DOD, but also develop our own high standard 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 defense technology with absolute reliability and a long service life.

Key Personnel
VP Sales Oceania & East Asia: Nik Wason
Sales Manager-Aerospace & Defense: Chris Hall
Regional Sales Manager APAC, Polatis: Joe Williams

Brands

RADIO FREQUENCY

- ASTROLAB High end radio frequency solutions
- Steel-Rox Low loss, flat wire braided microwave cables
- Cobra-Rox Flexible semi-rigid microwave coaxial cable assemblies
- EACON Field mountable microwave cable assemblies
- ENVIROFLEX Fluorine free family of coaxial cables
- EXACON Highly flexible microwave coaxial cable assemblies
- HUBER+SUHNER Cables, connectors and components
- MICROBEND Pre-assembled, high performance flexible alternative to semi-rigid 5/4"
- MINIBEND Truly flexible coaxial cable assemblies that "bend to the end"
- MINI141 Pre-assembled, high performance flexible alternative to semi-rigid 14"
- MULTIFLEX A flexible coaxial cable alternative to semi-rigid 14"
- CLIP-ON Click Lock Formula connectors, CIMA, CIN, XIMA, XCN
- SEMPER Gas arrestors
- SENCTITY Broadband antennas
- SENCTITY 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
- SUCOFLEX Hand formable alternative to semi-rigid 14"
- SUCOTEST Microwave test loads for reliable and reproducible measurement results
- TL-8A TL-IP Microwave test loads for reliable and reproducible measurement results
- VITA 67 Multicoaxial RF backplane connection system
- 3400 Series Lightning protection

LOW FREQUENCY

- RADOK CABLES 125 degree Celsius flame retardant low smoke halogen free cables
- RADOK FFR Fire rated cables
- RADOK Marine Cat Data transmission cables for ships diesel engines and harsh environments where robust design and fluid resistance are required
- RADOK MFL-S Specialty cables for harsh environments, suitable for installation on ships and on oil and gas platforms
- RADOK Mikat Data cables for harsh environments
- TENUIS Lightweight cables for rail applications

FIBER OPTIC

- IRHO Hard environment articulated optics
- IANOS Hard density inter-connect fiber optic management system
- KYROS LAN / Data Centre balanced copper solutions
- USA Fiber optic systems
- MASTERLINE Pre-assembled fiber optic cable

1

Reliability matters.

Data & Power Connectivity



Extensive expertise in data communication and power connectivity. Our renowned RADOX® cable technology, features electronbeam cross-linked material to ensure reliable performance in high-temperature and harsh environmental applications.

hubersuhner.com

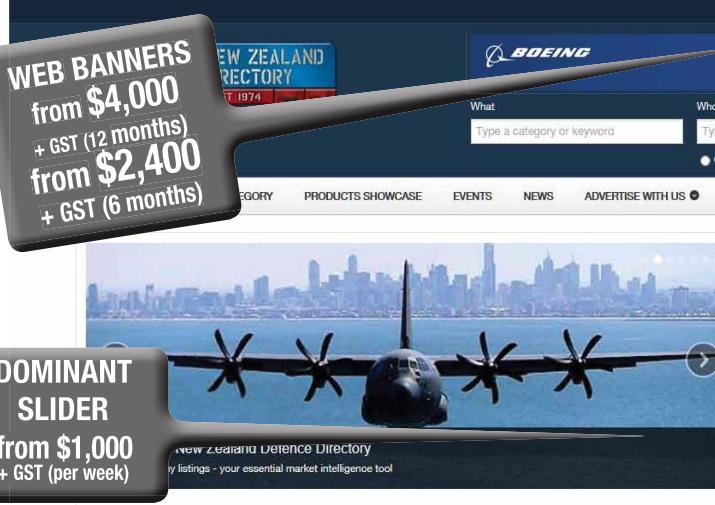
HUBER+SUHNER

2

DEFENCE DIRECTORY ONLINE OPTIONS

WEB BANNERS
from \$4,000
+ GST (12 months)
from \$2,400
+ GST (6 months)

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



What: Type a category or keyword
Who: Type a Business Name
Cage Code
Advanced Search

PRODUCTS SHOWCASE EVENTS NEWS ADVERTISE WITH US CONTACT US

New Zealand Defence Directory
listing - your essential market intelligence tool

Featured Listings



Penske Australia & New Zealand



Rohde & Schwarz Australia Pty Ltd



Boeing Distribution Services Pty Ltd



Cubic Defence Australia Pty Ltd

MilCIS 2025

Product Showcase



Deployable defence air traffic management and control system (DDATMCS)

Indra's DDATMCS solution provides the capacity to deploy the airfield and airspace management...



Level 5 ATC from Snap-On: Tool Control that puts you in command!

For technicians, lost tools can kill a productive workday with wasted time. That's why Snap-on...



Secure your workspace with Belkin's docking and charging solution

Designed for secure environments, this purpose-built bundle combines a TAA-compliant KVM Docking Sta...



Weld smarter, faster, better with Cobot arc welding package at JHTester Industrial Automation!

Transform your welding o...



Safe handling of heavy jet engines with Blieck heavy-duty castors

Challenge HYDRO SYSTEMS LTD is the world market leader in machine and equipment for the ma...



Modular data centres and secure workspaces: Built for Australia's mission-critical needs

For more than 20 years, SRA Solutions has partnered with Government...



Enhance operator efficiency while elevating your security standards

The Belkin KVM Remote Control with integrated keyboard combines an 8-port remote control w...

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

News

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.

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 to see how easy and flexible it is to source defence supplier information.

WEB TILE
\$4,600
+ GST (12 months)
\$3,000
+ GST (6 months)

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

Featured Events



Advanced Strategic Capabilities Accelerator (ASCA) Pitch Day 2025



INDO PACIFIC 2025

Browse By Category

3D Concrete Printing... 3D Volumetric Displays... AC Solutions, Physical & ...	3D Printing, Systems & Se... Abrasive Blasting Service... Access Platforms...
Acoustic Devices... Acoustic Windows, Aircraf...	Acoustic Screening & Wall...
Adhesives...	Acrylic...
Advanced Vehicle Screenin...	

www.defence.directory

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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)

Full Page Advertisements (Premium Page, Profile Page)

210mm wide x 297mm high with 5mm bleed

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

Tab Divider 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.

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)

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	\$4,600	\$5,060
Double Page Profile	\$6,000	\$6,600
Third Page	\$1,600	\$1,760
Divider	\$10,000	\$11,000
Profile Deluxe	\$6,800	\$7,480
Corporate Deluxe	\$2,900	\$3,190
Professional Deluxe	\$2,300	\$2,530
Premium Page	\$6,000	\$6,600
Double Premium Page	\$9,000	\$9,900
Brand Logo	\$400	\$440

PRINT & WEB LISTINGS

Corporate	\$2,000	\$2,200
Professional	\$1,600	\$1,760
Logo	\$900	\$990

WEB	Rate ex. GST	Rate inc. GST
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Banner (12 months)	\$4,000	\$4,400
Banner (6 months)	\$2,400	\$2,640
Web Tile (12 months)	\$4,600	\$5,060
Web Tile (6 months)	\$3,000	\$3,300
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.



MEDIA PTY LTD

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

www.defence.directory