

# 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.

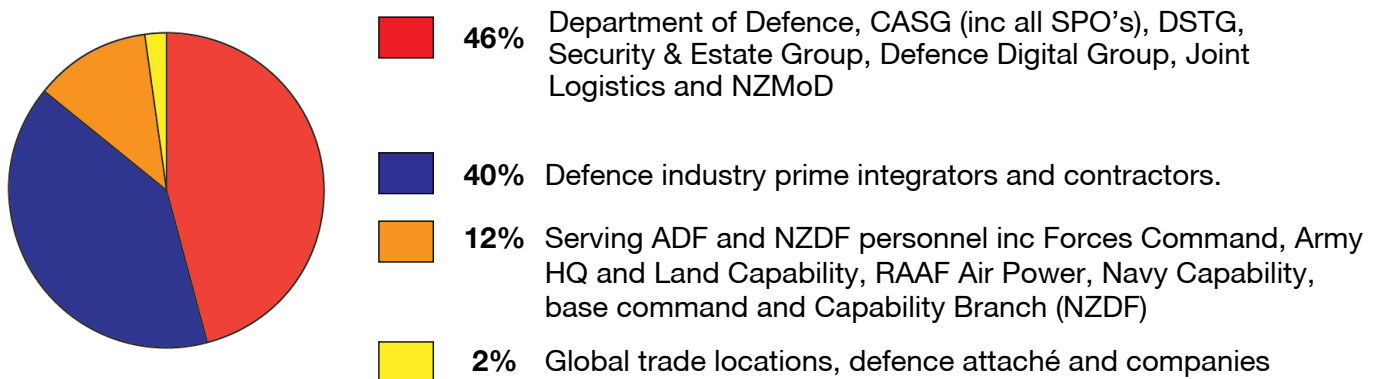
CASG is charged with playing a central role in delivering the government's planned \$330B investment in acquisition platforms and equipment over the coming decade. CASG expects to manage over 210 major capital equipment projects, along with a further 150 minor projects over this period.

## 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](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 Primes supply server-connected [www.defence.directory](http://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.

**ACOUSTIC AND THERMAL SOLUTIONS**

**SAFETY INNOVATION PROTECTION**

**TARGET FATIGUE**  
Acoustic noise, vibration and heat have a direct effect on fatigue levels, critically impacting the decision making process

- Vibration damping and isolation products
- Non-combustible thermal insulation
- Lightweight acoustic solutions
- Design specification and CAD drawings
- Fire protection systems
- R&D capabilities
- Custom exhaust and mufflers systems

**Pyrotek**

GLOBAL FOOTPRINT | LOCAL SUPPORT

pyrotek.com

**BRANDS INDEX**

**PRODUCTS & SERVICES SECTION**

**COMPANY INFORMATION**

## 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

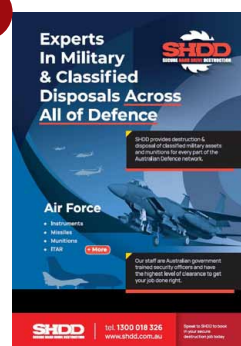
**1.** Availability of exclusive 'sponsorship' of our 3,000 unit eBook CD ROM and USB Includes company name & logo prominently displayed on the front cover as well as the back cover of the CD cover.

**\$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](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)

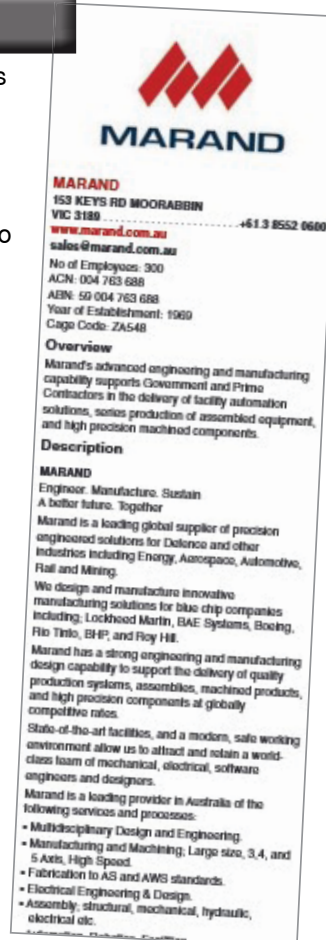
- Full colour company logo
- Unlimited products / services categories
- Unlimited capability statement
- Live links to your company's website and email address
- Embedded video & slideshow rich content online
- Prioritised search results
- Catalogue attachment

### Professional Listing \$1,600 + 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](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: 1989  
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 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 - \$1,600 + GST



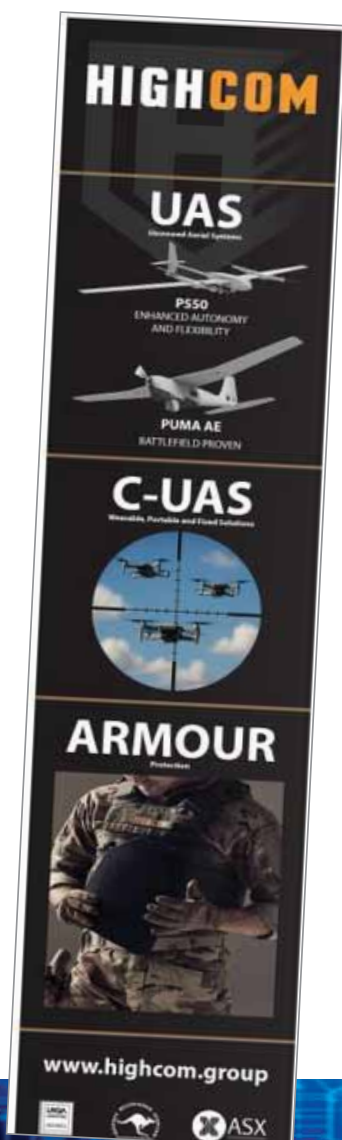
## BRAND LOGO INDEX

### 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. **\$400 + GST**



**3M**  
**PELTOR**  
Benelec Pty Ltd  
17 Dupont St, Botany NSW 2019  
PH: +61 2 8307 3333 E: [info@benelec.com.au](mailto:info@benelec.com.au)  
[www.benelec.com.au](http://www.benelec.com.au)



**HIGHCOM**  
UAS  
Unmanned Aerial Systems  
P550  
ENHANCED AUTONOMY AND FLEXIBILITY  
PUMA AE  
BATTLEFIELD PROVEN  
C-UAS  
Modular, Portable and Fixed Solutions  
ARMOUR  
Protection  
[www.highcom.group](http://www.highcom.group)  
ASX

## 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

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## Comprehensive EMP protection for secure connectivity

HUBER+SUHNER boasts four decades of experience in developing and manufacturing coaxial lightning EMP and NEMP protectors.

Our components are designed to meet the stringent requirements of the RF/microwave, telecommunications and wireless industries and cover civil security and defence applications.

**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](mailto:sales.au@hubersuhner.com) for more information or visit our website.

[hubersuhner.com](http://hubersuhner.com)

Our surge protection portfolio includes:

Type	Series
Quarter-wave shorting stub	3400, 3407
Gas discharge tube (GDT)	3401, 3402
Hybrid fine protectors	3403
Strim-line GDT	3406
High power / low IM GDT hybrid	3409, 3410
Data line protectors	3414

**HUBER+SUHNER**

Pictured above (top right, clockwise): strim-line GDT, quarter-wave shorting stub, data line protectors, gas discharge tube

**HUBER+SUHNER**

**HUBER+SUHNER AUSTRALIA PTY LTD**  
 UNIT 6, 4 SKYLINE PL FRENCHS FOREST NSW 2086  
[www.hubersuhner.com](http://www.hubersuhner.com) +61 2 9977 1200  
[sales.au@hubersuhner.com](mailto:sales.au@hubersuhner.com)

No of Employees: 55  
 AGN: 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 OEMs 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, Pacific: Jos Williams

**Brands**

**RADIO FREQUENCY**

- ASTROLAB High and radio frequency solutions
- Box-flex Low loss, flat wire brass microwave cables
- Cobra-flex Flexible semi-rigid microwave coaxial cable assemblies
- EACON Field mountable microwave cable assemblies
- ENVIROFLEX Fluorine free family of coaxial cables
- Ever-flex 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 Quick Lock Formula connectors, CMA, CIN, XQMA, XCON
- 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-flex Low loss, phase stable coaxial cables
- SUICOFLEX Microwave cables assemblies
- SUICOFORM Hand formable alternative to semi-rigid cable
- SUICOTEST Microwave test leads for reliable and reproducible measurement results
- TL-8A / TL-P Microwave test leads for reliable and reproducible measurement results
- VITA 67 Multicoaxial RF backplane connection system
- 3400 Series Lightning protection

**LOW FREQUENCY**

- RADDOX CABLES 125 degree Celsius flame retardant low smoke halogen free cables
- RADDOX FR Fibre rated cables
- RADDOX Marine Cat Data transmission cables for ships diesel engines and harsh environments where robust design and fluid resistance are required
- RADDOX MFR-S Specialty cables for harsh environments, suitable for installation on ships and on oil and gas platforms
- RADDOX Milnet Database cables for harsh environments
- TENURS Lightweight cables for rail applications

**FIBER OPTIC**

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

2

**HUBER+SUHNER**

## Reliability matters.

### Data & Power Connectivity

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

[hubersuhner.com](http://hubersuhner.com)



## 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)

The screenshot displays the Defence Directory website interface. At the top, there's a navigation bar with links like 'Create Sponsor Profile', 'Sign In', and 'BOEING'. Below this is a search bar with 'What' and 'Who' sections. A large banner features a military aircraft with the text 'New Zealand Defence Directory'. Below the banner, there's a 'Featured Listings' section with logos for PENSKE, RHODE & SCHWARZ, BOEING, and CUBIC. A 'Product Showcase' section follows, displaying various defence-related products and services. A 'MilCIS2025' banner is also visible. On the right side, there's a 'LIST YOUR COMPANY' button and a vertical stack of featured listings including Indra, SRA solutions, Hill, Citadel, Snap-on, Alfons Haar, and Pyrotek.

### 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**  
\$4,600  
+ GST (12 months)  
\$3,000  
+ 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**

ASCA  
Advanced Strategic Capabilities Accelerator  
Indo Pacific 2025

**Browse By Category**

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

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