



DIRECTORY OF DEFENCE SUPPLIERS

MEDIA KIT

2019/2020

AUSTRALIA'S DEFENCE
INDUSTRY BIBLE
FOR OVER 25 YEARS

Directory of Defence Suppliers



This publication is focused on providing users with the most comprehensive and up-to-date database of defence suppliers in Australia and NZ. It contains detailed information about company capabilities with regard to the supply of a wide range of goods and services used by the Defence sector.

The Directory of Defence Suppliers is endorsed as a publication relevant for defence procurement by the Minister for Defence.

We print two full editions per year, including 12 months online.

PRINT EDITION DEADLINES

52nd edition

Close date for bookings: 25th October 2019

Publish date: November 2019

53rd edition

Close Date for Bookings: 9th April 2020

Publish Date: June 2020

The Directory is used actively by Department of Defence project and procurement offices, such as SPOs, for example. The Directory is also used by supply chain managers and procurement staff from the major Defence contractors. It is a reliable way for users seeking to identify reliable sources of supply for a wide range of goods and services used in the defence/defence industry sector.

The Directory is also distributed internationally to NZ Defence Headquarters and to overseas Defence staff. The publication is mailed every 6 months to an established distribution list. It is also provided free of charge on request from qualifying personnel. Companies listing in the Directory may choose to list in any of the 1,000+ categories of supply. Please request an updated list of categories to make your choice.

CONTACT Dave Torrance Directory Coordinator www.defencesuppliers.com.au
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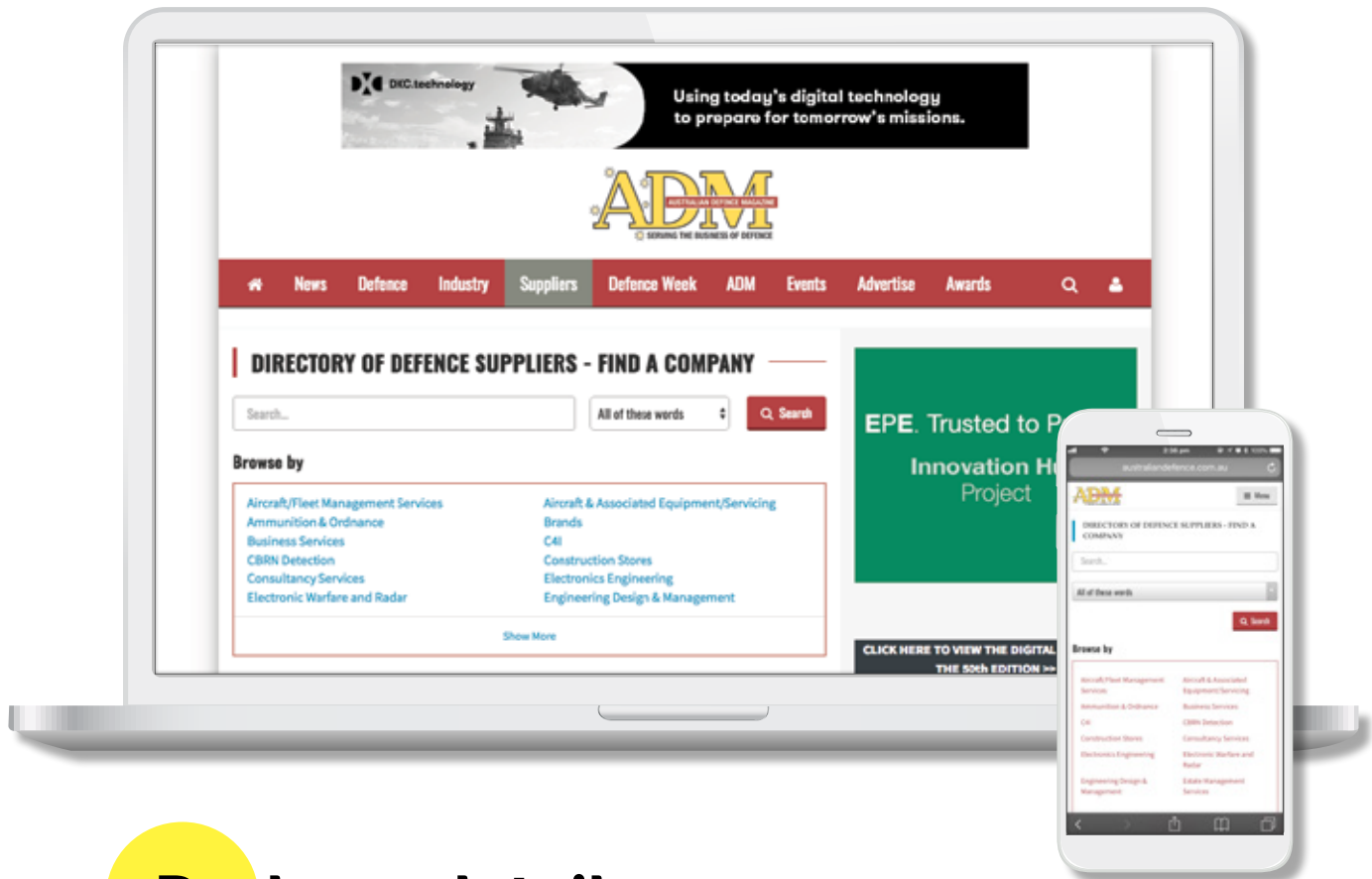
Supplier listings

- Online as your copy is approved
- In the next print edition of the Directory
- You will be offered renewal of your entries every 12 months, based on your existing categories/advertising package.
- Opportunity to send news items for the weekly *ADM Defence Headlines* in platinum packages
- Enhanced Google ranking when you list with *ADM*.
- Your listing is also accessible through the Defence Restricted Network (DRN) links to *ADM's* website.

ENDORSED BY THE FOLLOWING ORGANISATIONS



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Package details

INCLUDED IN YOUR PACKAGE

- Your listing included on the dedicated Defence Suppliers website
- Your data is fully searchable online
- Sophisticated search functionality
- Regular newsletter drives users to the site
- News is read by thousands
- Multimedia listings (video and/or image galleries) available online

Data is updated regularly to reflect changes in company information. Listing contracts are for one year covering two print editions plus the online listing.

ENTRY DEADLINES

Ongoing, aligned with print editions. Your listing in online directories improves your Google search result.

Google search results regularly include listings from www.defencesuppliers.com.au high on the first page.

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Bronze package

Category Listings Only

Included in this package:

- 3x **categories** for company listing (online + print)

Additional categories available at \$150/ category (discount for 5 or more extra categories \$120/category)

Additional Branches: \$20 each

Expanded Capability Statements: \$60 each

PRICE: \$650

ENGINES - MARINE PROPULSION



WARTSILA AUSTRALIA PTY LTD

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CAPABILITIES: WARTSILA POWERS THE WORLD'S NAVAL, GOVERNMENT AND RESEARCH VESSELS with machinery, propulsion, sealing and manoeuvring solutions. From complete integrated systems to more defined solutions. We offer a unique combination of support throughout all lifecycle stages: design, construction and operation. Our services include fuel injector services, diesel engine & propulsion system repairs and maintenance, control and automation repairs and projects, marine sealing solutions, environmental solutions, etc. See what we can do for you today @ wartsila.com/au
QA RATING: AS/NZS 4801, OHSAS 18001, AS/NZS 9001 and AS/NZS 14001.

Silver package

Category Listings + Full colour print advertisement

Included in this package:

BRONZE PACKAGE

- 3x **categories** for company listing (online + print)

✚ 1x **print ad** (price dependant on print ad size)

PRICE: FROM \$1650

- Cover \$4000
- Full page \$3500
- ½ page \$2200
- ⅓ page \$1850
- ¼ page \$1650
- 3 fillers* \$1000 (filler boxes include company logo and URL)



HARRIS DEFENCE AUSTRALIA (HDA)

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Email sandy.taylor@harris.com
Branches: Harris Defence Australia
Address Suite 4, 10 National Circuit, Barton 2600 ACT

CAPABILITIES: Around the world, warfighters and first responders

New colours for RAAF aerobatic team

The RAAF's Roulettes have unveiled the new colour scheme for their Pilatus PC-21 aircraft.

THE RAAF selected a completely different colour scheme for its Roulettes' Pilatus PC-21 aircraft from other aerobatic display teams.

"The new colour scheme is a really exciting development for the RAAF aerobatic team and its Roulettes. It's a great way to showcase the team's skills and the aircraft's capabilities."

"The Roulette team is a highly skilled and professional team. They are the only team in the world to perform aerobatic stunts in a single-engine aircraft. The new colour scheme will make them stand out from the other teams."

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MISSION-READY FOR AUSTRALIA

For over 25 years, Harris Defence Australia has been dedicated to solving our country's unique security challenges.

Our commitment to Australia today and into the future is unswerving—to protect, inform and protect.

harris.com | smartdefence@harris.com

Gold package

Category Listings + Full colour print advertisement + online advertising

Included in this package:

SILVER PACKAGE

- 3x **categories** for company listing (online + print)
- 1x **print ad** (price dependant on print ad size)

- ✚ 1x additional **category** for company listing (online + print)
- ✚ 12x months **digital ads** (run of site)

PRICE: FROM \$4650

The following will be available at \$3,000 on a first come first served basis: **extended leaderboard** (1 month per year); **billboard** (1 month per year); **rails** (1 month per year); **MREC** (9 months per year).

Example: 4x categories listing + 1x 1/2 page ad (\$3500) + 12x months digital ads (\$3000) = \$5,200



Platinum package

Category Listings + Full colour print advertisement + Sponsored Newsletter Content

Included in this package:

GOLD PACKAGE

- 4x **categories** for company listing (online + print)
- 1x **print ad** (price dependant on print ad size)
- 12x months **digital ads** (run of site)

- ✚ 2x **sponsored content** articles per Defence Suppliers' Edition in our weekly *Defence Headlines* Newsletter (300 - 500 words + up to 2 images)

PRICE: FROM \$5850

Example: 4x categories listing + 1x full page ad (\$3500) + 12x months digital ads (\$3000) + 12x months digital enewsletter ads (\$1200) = \$7700

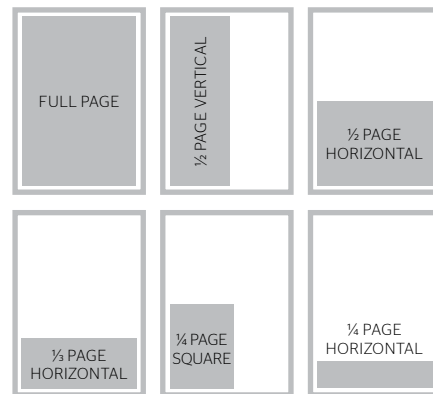


Specifications

PRINT SPECIFICATIONS

Size	Width	Height
Full page (trimmed)	210	297
Double page spread (trimmed)	420	297
½ page vertical	90	260
½ page horizontal	170	120
⅓ page horizontal	170	85
¼ page square	90	120
¼ page horizontal	170	65

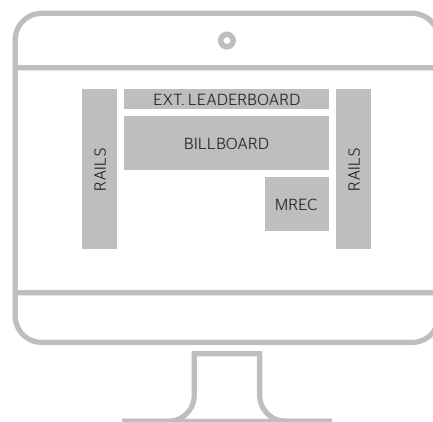
ALL SPECS ARE IN MM.
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.



DIGITAL SPECIFICATIONS

Size	Width	Height
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250

ALL SPECS ARE IN PIXELS





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