

MEDIA PACK 2017

The Defence
Suppliers
Directory



ABOUT US

Much more than just a directory

WHAT WE OFFER

Profiles, press & our standard package

OUR SPECIALIST MAGAZINES

Reaching out to a wider audience

DESIGN & ARTWORK

Our in-house design team are ready to help

TESTIMONIALS

About us by the people that matter

ABOUT US

Much more than just a
directory...



...A complete
marketing solution

Military Systems and Technology has been established for over 10 years. It serves the International Defence Industry providing a valuable source of information on Industry News & Product Development.

Hundreds of International defence companies already work with us. We receive daily the latest articles, press and editorials from global defence manufacturers, contractors and SME'S.

We have grown into a very well known and established organisation that for years has a proven track record of working with defence companies, raising their brand awareness, distributing their press and ultimately producing new business enquiries.

RATE CARD

Our Standard Corporate Package

- Featured article positions on the home page.
- Showcase images on Home page.
- Featured supplier position on home page with logo.
- X12 PDF hosting for brochures etc.
- Video Hosting, x6
- Hyperlinks driving investment traffic to your website.
- Search engine optimisation with product key words.
- Up to 12 articles, case studies or press releases.
- Unlimited press throughout the year.
- A double page editorial, or single page Ad in our monthly magazine all year. (16,000+ subs)
- Colour pictures and/or photographs for the article.
- A featured article in our monthly news letter & RSS feed.
- A 1000 word company profile for the 'Suppliers A-Z',
- A company logo for the A-Z listing'
- Product & Services categories tailored specifically for you.

12 Months £3950
6 Months £2250

HOME PAGE PREMIUM POSITIONS

Banner Adverts £395 per quarter.
Home Page Video £295 per Quarter
Showcase Image £750 Fixed for one month position 1-4, subject to availability.

MAGAZINE ENTRIES

A4 + full page editorial £1000 (600 words) double page spread

A5 + half page editorial £500 (300 words) full page

Inside A4 Front Cover £495

Front Cover Image £3950 including issue sponsorship accreditation

Discounts of 10-30% on numerous agreed bookings.
2-4 issues less 10%
5-7 issues less 20%
8+ issues less 30%

PAYMENT TERMS

Standard 30 days.
Prompt payment discount 14 days less 10%

PROFILES

A typical profile can receive as many as 20,000 page views per annum.

PRESS

We are at our clients disposal to receive unlimited amounts of press during the year.

A typical piece of press can receive as many as 5000 page Views.

We pride ourselves on the amount of content we are prepared to work with all year, we are extremely flexible in our approach and here to help you market your products.

Our job is to ultimately raise your brand awareness and produce new business enquiries.

SPECIALIST MAGAZINES

FREE advertising and editorials
in our monthly magazines



We create specialist magazines all year round, some with forward features looking at CBRN, C4i or forthcoming shows including DSEI and IDEX. As a client of ours you will receive automatic entry with editorials or adverts.

Please see the size guide opposite if you are creating advertisement artwork for one our publications. Our preferred file type is **High Resolution PDF** but our studio can work with many other formats, please contact guy@militarysystems-tech.com for guidance or if you would like us to design it for you.

ADVERTISEMENT SIZES

FULL PAGE
297mm X 210mm
Portrait
(add 3mm bleed to all edges)

HALF PAGE
127.5mm X 190mm
Landscape

DOUBLE PAGE SPREAD
297mm X 420mm
Landscape
(add 3mm bleed to all edges)



DESIGN & ARTWORK

Our talented in-house design department at your disposal

- Branding
- Logos & Corporate Identity
- Brochures
- Data-Sheets
- Advertising
- Magazine Layout
- Website Design
- Print Management
- Exhibition & Large Format



We offer a full design and artwork service and can assist with everything from full company branding, brochures, large format exhibition design and website development through to data sheets, advertising, press-release distribution and print management. Our design department is flexible and can meet any of your requirements.

T. +44 (0) 1392 881545

E. guy@militarysystems-tech.com

TESTIMONIALS

About us by the people that matter

“When we needed help with our message, Tony and his staff quickly delivered, they clearly understood our audience better than we did and were more creative, as well! My thanks.”

Mark Sidebottom,
International Sales, Bluewolf Inc.

“I was very happy with the professional service and quality provided.”

David Fraser,
Project and Product Manager, BBI Detection

“We have worked with Military Systems on a few projects, the service provided is always fast, reliable and focused on our needs.”

Cliff Wright,
Director, EOD UK Ltd

“Military Systems have been outstanding. The design, management and communication from start to finish has been second to none.”

Steve Kennon,
Head of Business Development,
VALENT Applications

“Tony and team are very proactive with their clients ensuring we make the most of all promotional opportunities and use all the different channels Military Systems provides. Thanks for your continued support.”

Naomi Buckland,
Senior Off-Highway Communications Specialist
Cummins Ltd

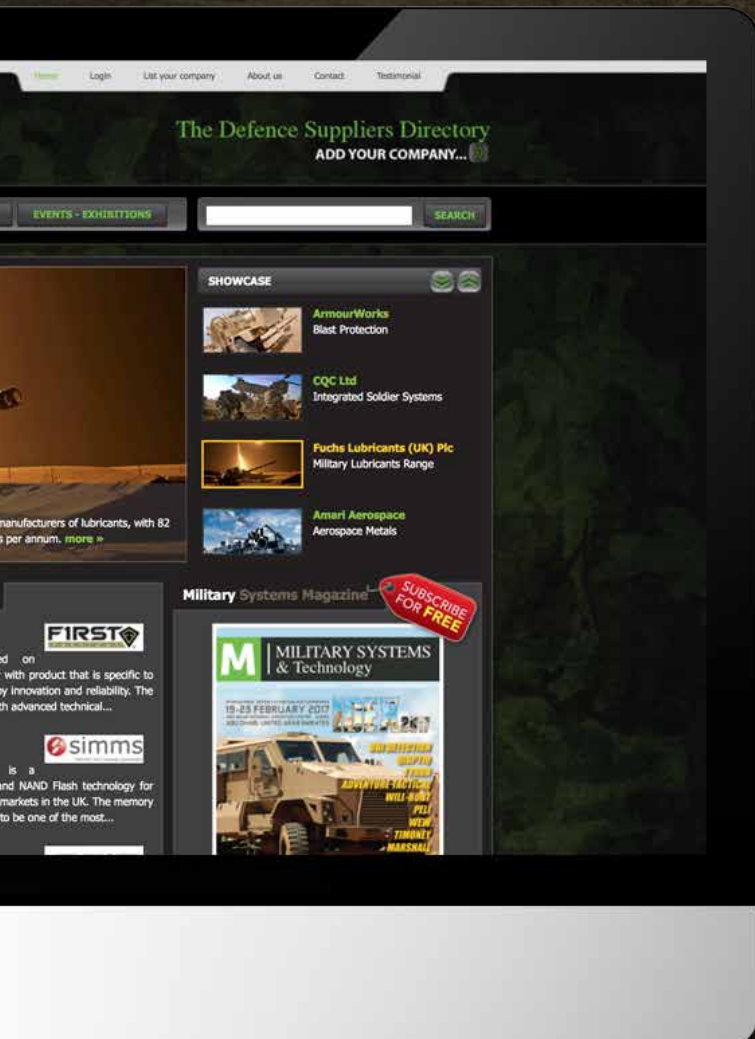
“We thought that working with Military Systems would be a very good way forward, and it certainly was a good decision. Right from the start Tony and his team at Military Systems and Technology involved us with suggested ideas, consultation, advice and implementation. I have absolutely no reservations in recommending Military Systems and Technology, it was an excellent choice and they are a pleasure to work with.”

Mr David Roke,
General Manager, Paramount Panels UK

...for more testimonials please visit the website

CONTACT US

For further information
and friendly advice



www.militarysystems-tech.com

Military Systems & Technology is a web portal designed for the International Defence & Aerospace Industry. It is a source of daily information for Manufacturers, OEM'S, System Integrators and Contractors. We have MOD and Government Readers. The portal encompasses all aspects of Military equipment, technology, design and services.

We welcome any enquires and are always happy to discuss individual requirements.

SALES & GENERAL ENQUIRIES

Tony Nutt (Managing Director)
T. +44 (0) 1392 881545
E. sales@militarysystems-tech.com

DESIGN & ARTWORK

T. +44 (0) 1392 881545
E. guy@militarysystems-tech.com

Westlake Publications Ltd

Worth Cottage, Hele, Exeter, Devon,
United Kingdom, EX5 4PS