



A DEFENCE SUPPLIERS DIRECTORY

Media Pack **2020**



A Multi-Media Portal for the International Defence & Aerospace Industry

Military Systems and Technology has established itself as a comprehensive resource of information and news from international defence companies, associations and events.

We established Military Systems and Technology in 2006 as an online portal for defence companies to promote their capabilities to defence procurement organisations and other defence companies around the world.



What does this mean for you?

Since those early days we now have over 300 companies present on the website and the number continues to grow. Over the last five years the average number of visitors to the site has also continued to grow year on year with over 250,000 in 2019.

Each company entry consists of an introduction, product or service description, news releases, brochures, videos and images enabling visitors to the site to gain a clear understanding of the company, the entry also provides full contact details.



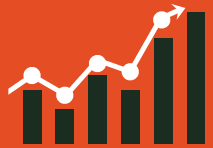
GLOBAL
CONNECTIONS



BRAND
AWARENESS



LEAD
GENERATION



ONLINE
PRESENCE



A sales and marketing platform for companies in the defence and aerospace industries, and a partner in your growth

We're a one-stop-shop for promoting, endorsing and enhancing your brand, whether you sell weapons systems or aircraft, lights or circuit boards. For the past 13 years we have been a portal for defence companies to promote their products to procurement organisations and other customers around the world.

We'll help your customers find you, listing your company details and product names, all categorised by product type for ease of use.

But we're more than just a directory. Through our quarterly, globally-distributed magazine, issued to coincide with the major industry trade shows, we provide opportunities for brand awareness to a worldwide audience. Our users range from defence procurement staff to personnel in Defence Ministries and Departments, border protection and police forces... any organisation involved in the protection of people.

We're also a multimedia platform which enables you to showcase the unique aspects of your products, whether through galleries of high resolution imagery, promotional videos, or with company profiles and data sheets.

If you need help developing this collateral, we can assist with that too. Our sister company, the Defence Design Agency, specialises in supporting defence businesses by creating bespoke materials for events and exhibitions, brochures and data sheets, website builds, adverts and editorials. All matching your existing brand guidelines or, if you prefer, something entirely new.

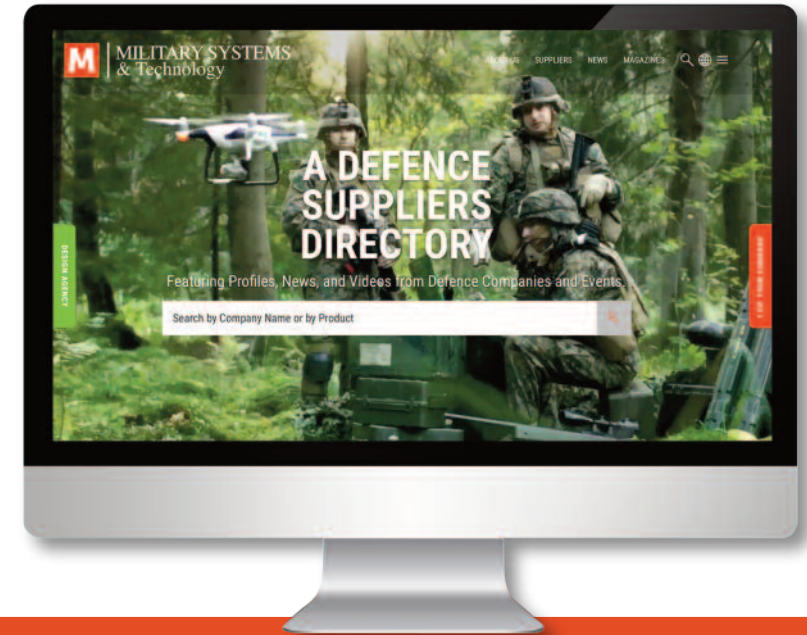
Whatever your requirements, we're happy to discuss a package which fits your needs and budgets – and we're confident that we'll exceed your expectations on competitiveness and flexibility. Contact us to find out more about how we can work together.



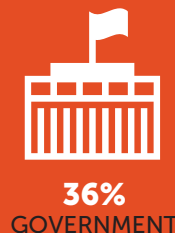
Yearly traffic statistics

Military Systems and Technology consistently receives 10's of thousands of users. We have achieved this through Search Engine Optimisation and link building. Last year we received over 250,000 page views which converts into enquiries for our clients.

The recent re-development of Military Systems & Technology means we have access to far more detailed analytics for each of our suppliers, we can tell you how many people are looking at your profile and your press, how long they spend reading your material, where in the world they are looking at it and how many ultimately contact you or click through to your website.



276,747 – page views last year
123,548 – unique visitors
2:23 – average user time session



Our Advertising Options

Our various advertising options

We have many different advertising options to help promote your company or organisation. From our full corporate profile packages to many bespoke advertising options.

Please contact us and we will be happy to find you a solution that best suits your needs.

..... Supplier Profiles

..... Bespoke Advertising

..... Articles & Press Distribution

..... Special Event Magazines

..... The Defence Design Agency

..... Testimonials



Our full corporate package includes:

- A 1000 word Company Profile for the Suppliers A-Z.
- A company logo for the A-Z listing.
- X12 PDF hosting for brochures or data sheets.
- Video hosting, x4.
- Regular Magazine entries.
- Featured Article positions on the Home Page.
- Featured Supplier position on Home page with logo.
- Hyperlinks driving investment traffic to your website.
- Colour pictures and/or photographs for the article.
- Product & Services categories tailored specifically for you.
- Unlimited Press Releases / Articles / White Papers.



Showcase image or video

This premium landing page on each profile allows you to place a showcase image or video, together with your logo and company message.

Logo

Logo positioned centre in white.

Control bar

This unique control bar allows people to navigate your profile with ease.

Company description

Indepth description of your company or organisation, including products.

Latest news feed

Each profile has a News Feed displaying your most recent news items.

Downloadable company literature

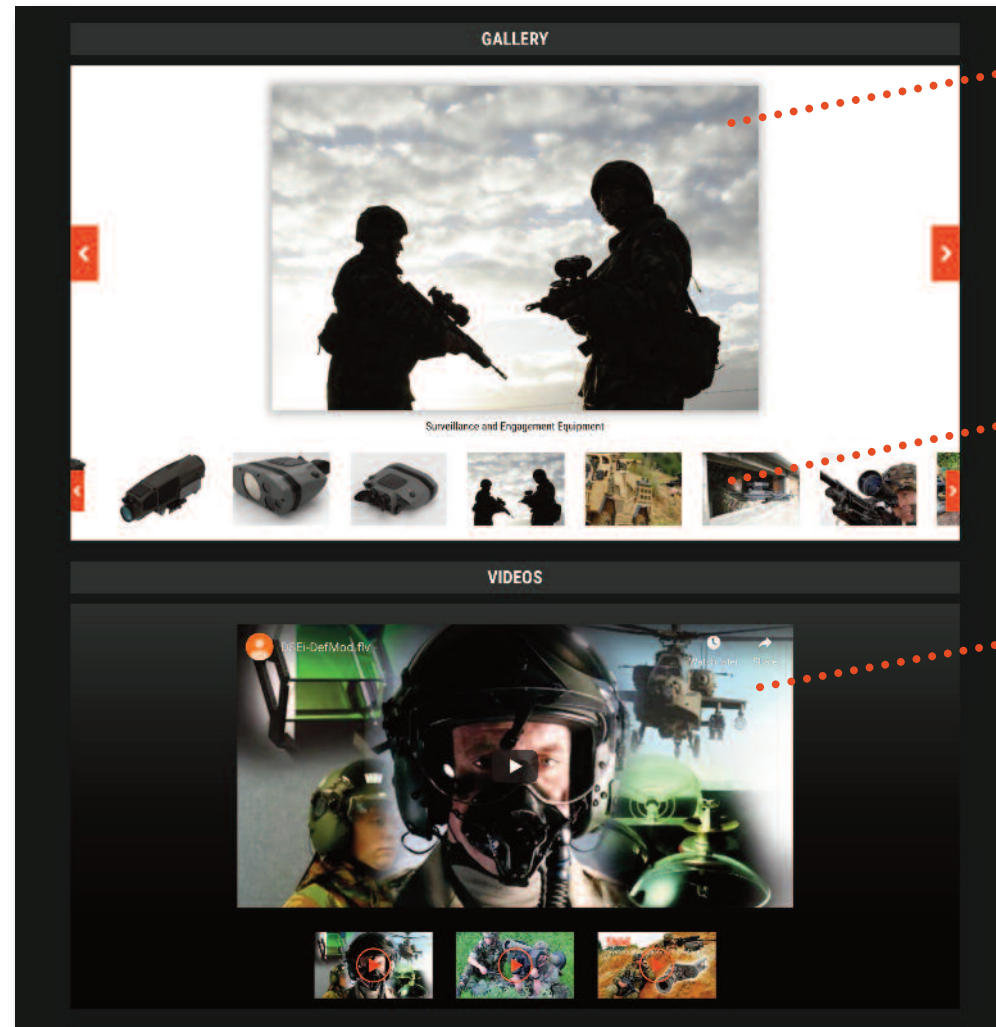
Your company brochures and data sheets available for download in PDF format.

more →



Visual elements within your profile

All profiles allow you to host four company videos and 20 images within an easy to use carousel format.



Carousel image gallery

All your images used can be stored in your own image gallery.

Thumbnails

Thumbnails of your images can be scrolled through to allow quick browsing.

Video gallery

Your promotional videos will be embedded in your profile and will also have a chance to be showcased on the homepage.

more →



Contact form

Each profile has comprehensive contact form at the bottom enabling people to engage with you effortlessly, We receive any enquiries sent from your profile and send onto you.

All of your company's or organisation's contact details are displayed here and on the control bar at the top of your profile.

The screenshot shows a mobile interface for a supplier profile. At the top, a dark header bar contains the word 'CONTACT' in white. Below this, the page is divided into two main sections. On the left, under the heading 'Make an Enquiry', is a contact form with fields for Name, Email, Telephone, Company, and a large Message box. At the bottom of this form is a checkbox labeled 'I'm not a robot' and a 'SEND' button. On the right, under the heading 'Contact Details', is a location pin icon followed by the address: Glasgow Road, St. Asaph, Denbighshire, United Kingdom. Below the address are two phone numbers: +44(0)1745 588600 and +44(0)1745 584258. Further down is an email address: craig.taylor@uk.qoptiq.com, and at the bottom is a website URL: www.qoptiq.com. A dotted red line connects the 'Contact form' text on the left to the form fields. Another dotted red line connects the 'Contact details' text on the right to the contact information. At the bottom of the screen, there is a dark footer bar containing the logos for 'MILITARY SYSTEMS & Technology' and 'THE DEFENCE Design Agency', along with links for 'Privacy Policy', 'Cookie Policy', and 'Login'. A copyright notice 'Copyright © 2019 Westlake Publications Ltd. All Rights Reserved.' is also present.

Contact form

Each profile has comprehensive contact form enabling people to engage with you effortlessly.

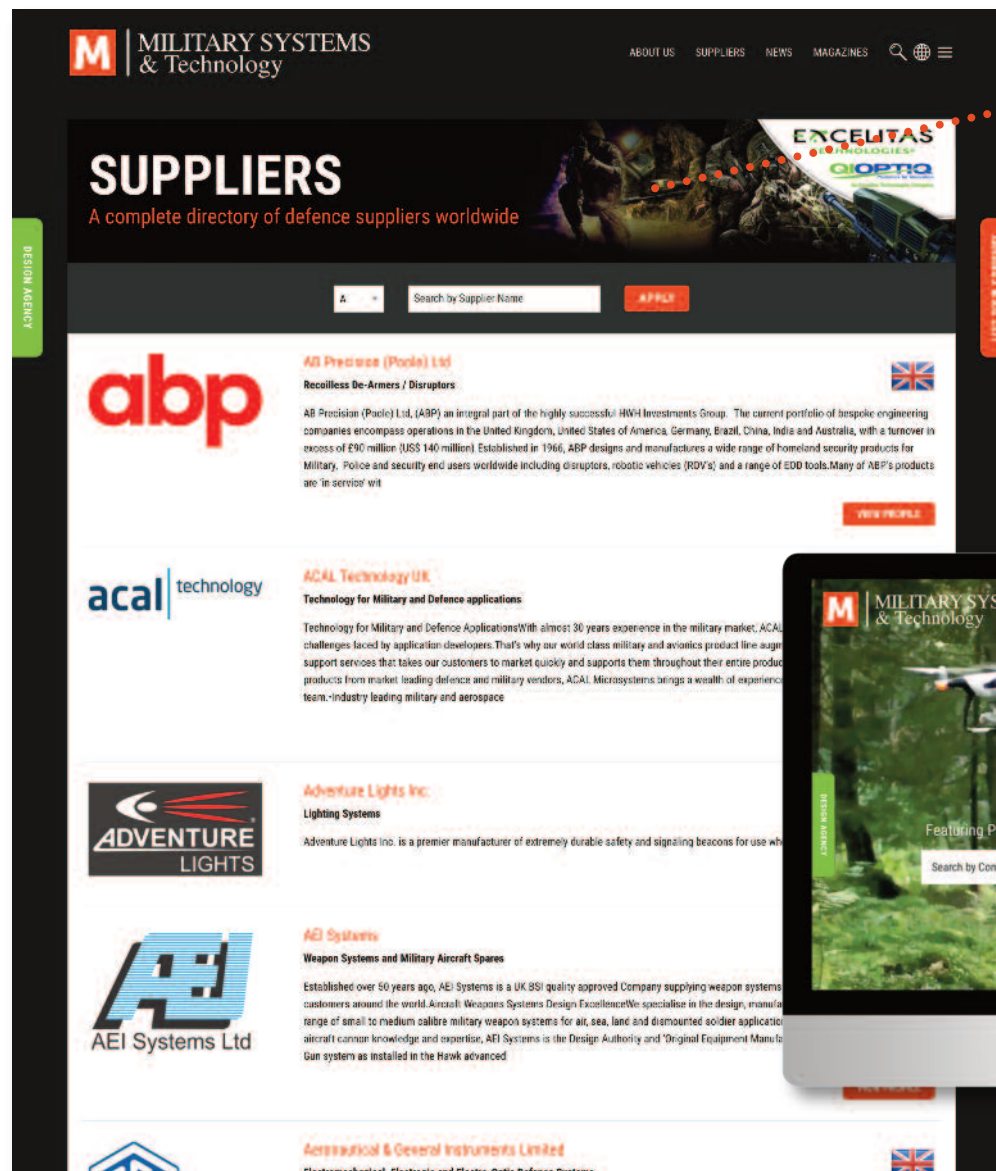
Contact details

Your contact details are displayed here and on your control bar.



Bespoke online advertising options

Besides the full corporate profile package, there are many other bespoke advertising options available throughout the website. Premium position header banners are at the top of all sections and make an ideal opportunity push your message, or why not take the Home Page showcase image or video for maximum impact.

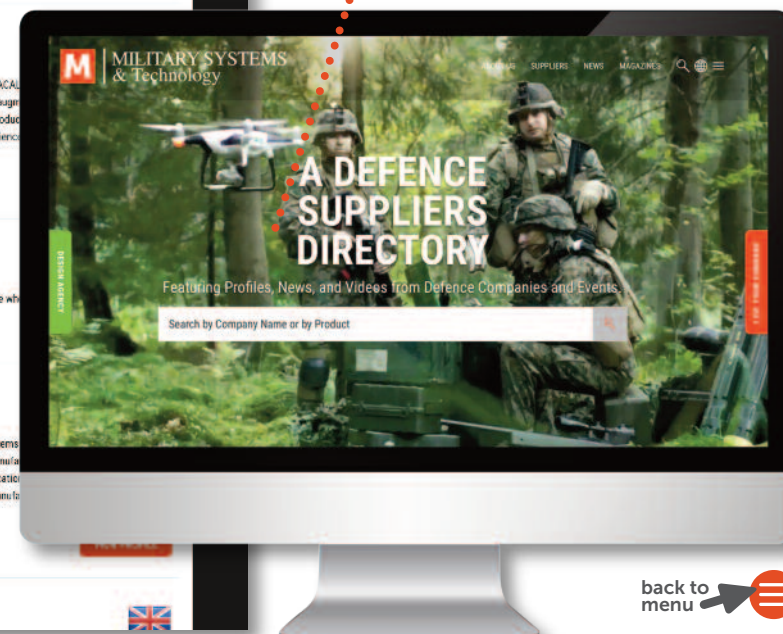


Section header banner adverts

Have your company message advertised on the various premium position section headers throughout the website. Call us to this bespoke position opportunity.

Home Page showcase

Have your company image or video on our homepage for maximum impact.



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Articles & Press Distribution - how it works

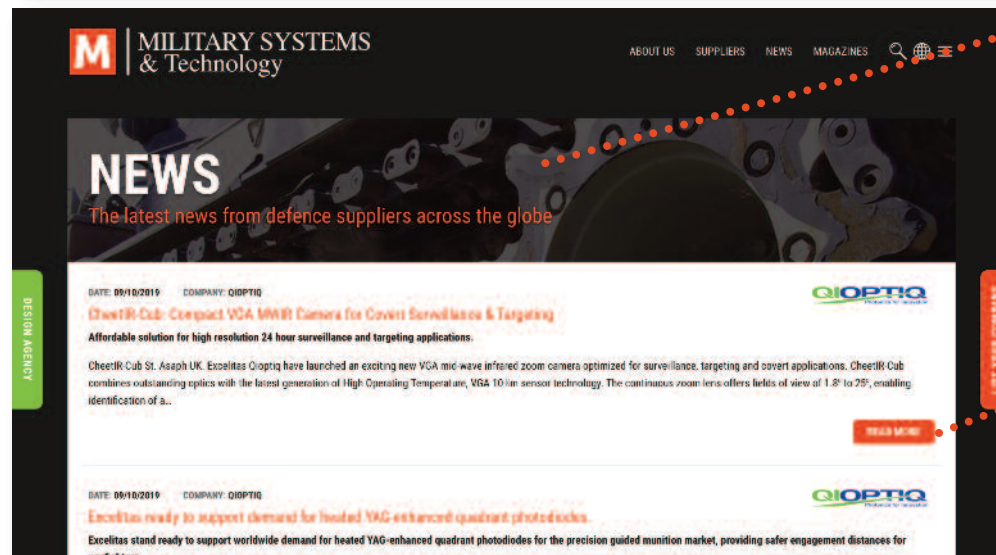
All articles and press releases that you supply will automatically appear on our home page, with the most recent being displayed with a photograph and introduction.

When readers click 'VIEW MORE', they are directed to a list of all the latest articles on the site with the ability to expand them and click through to their profiles.



'LATEST NEWS'

All latest news articles are displayed on the home page.



'VIEW MORE NEWS'

Clicking on 'VIEW MORE NEWS' takes you to a list of all the news articles on the site.

'READ MORE'

Clicking on 'READ MORE' takes you to an expanded view of that article and the ability to view that supplier's profile.

more →



Articles & Press Distribution - on your profile

All your articles will be hosted on your supplier profile within our site, with the two most recent visible just under your profile-showcase image, which readers can then expand or view more.



'RECENT NEWS'

Your most recent news articles will appear on your supplier's profile, just under your main showcase image.

'MORE NEWS FROM...'

Clicking here takes you to a list of all the news articles you have released on the site, running in date order.

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FREE advertising and editorials in our special feature 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.



Essential Defence industry reading

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, Print & Web Solutions

For more than a decade, the Defence Design Agency (DDA) has worked with defence and aerospace clients worldwide, bringing shared expertise and knowledge of the defence industry for the benefits of our clients.

We have a team of talented web designers, graphic designers and copywriters on hand, to do justice to the quality and excellence of your products with stylish and accurate marketing collateral.



What does this mean for you?

Whether it's printed material which looks more vibrant than your current offering, some compelling content written and designed into a press release or a download, or you're looking for help with a new website or exhibition stand, we can certainly help you.

The management team behind DDA is shared with MS&T – we know from talking to our customers in the industry that creative marketing probably isn't something which comes naturally to you. If you have your own team, that's fine. But many defence businesses would love to be able to outsource the marketing and design work to a trusted partner who understands the industry and also has avenues on hand to get the brand out there. That's where we come in.

Contact us now to discuss your requirements. **+44 (0) 1392 881545**



EVENTS AND EXHIBITIONS | BROCHURES AND DATA SHEETS | WEBSITES | ADVERTS AND EDITORIALS

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About us, by
the people
that matter

**Their website
is in our opinion the
best in class...**

We have been working with Military systems technology for over two years. In that time they have given us excellent on and off line exposure. Their website is in our opinion the best in class for military searches in terms of content, news and navigation of the site. Their published magazine is vibrant, topical and innovative. The most powerful part of the offering is the constant SEO which ensure that the search terms that are important to you are always on the first page of any google search.

Antony Wozniak, Cole Palmer

**I have worked with
Tony on and off for
several years now
and his professionalism
remains a constant...**

I have worked with Tony on and off for several years now and his professionalism remains a constant. He is a very dedicated and approachable person. His work is of the highest order and his company provides a first rate service. I would happily recommend Tony to anyone in the Defence and Security market and look forward working with him again in the near future.

David Crouch, 3M

**Military Systems
represents a useful
and cost effective
sales tool...**

AIS Ltd have been using Military Systems and Technology for over two years now and have found the service we have received to be excellent. Being prompted regularly for any product news, graphics, videos etc. ensures we always have current information displayed and any new information supplied is dealt with promptly and efficiently by MS&T staff. With content and key words reviewed constantly and an easy to navigate site I believe Military Systems represents a useful and cost effective sales tool.

**Jules Nice,
AIS Limited**

**I have worked
with Tony for several
years now and one
thing that has been totally
consistent is...**

I have worked with Tony for several years now and one thing that has been totally consistent is his desire to support his clients with a quality solution. He is persistent but in the end also very pragmatic and the result is a successful business which serves a real purpose for the defence industry. He understands the benefits of promotion for companies and Military Systems & Technology is a great tool for helping companies to raise their profile.

**Mark Broughton,
Managing Director
Marontech**

**Tony has done some
great work for us...**

Tony has done some great work for us as both as a media partner through the Military Systems & Technology publication, and from the design side through defence-design.co.uk. Specifically, we have been able to support our trade show attendance with targeted marketing through the show publications and online coverage. With the help of Tony's design work we've been able to put together detailed articles with excellent advertisements that allow us reach a broader audience. Tony is an absolute pleasure to work with and I would absolutely recommend his work.

**Aaron Drummer,
Critical Solutions
International**

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