

# MITTLER REPORT

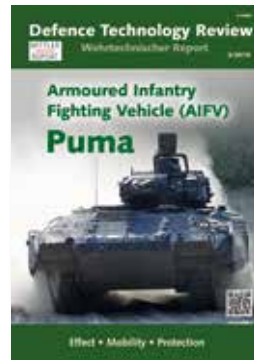
# Media 2020

## Media Kit / Editorial Programmes



### Intelligence for the Intelligent

- Europäische Sicherheit & Technik (ES&T)
- European Security & Defence (ESD)
- MarineForum (MF)
- Defence Technology Review (DTR)
- wwi – wehrwirtschaft
- [esut.de/](http://esut.de/) Digital Advertising



Online-Dienst  
**wehrwirtschaft**  
ANALYSE • INFORMATIONEN • BERATUNG

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**Europäische  
Sicherheit  
& Technik**

**WEHRTECHNISCHER  
REPORT**

**Defence Technology Review**  
Wehrtechnischer Report

**European  
Security  
& Defence**

**MARINEFORUM**

**esut.de**

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REPORT **wehrwirtschaft**  
Ausrüstung • Dienstleistungen • Haushalt • Streitkräfte



## Europäische Sicherheit & Technik (ES&T)

After the 2012 merger of the magazines "Europäische Sicherheit" (founded in 1952) and "Strategie & Technik" (founded in 1958) ES&T has emerged as the leading independent monthly for security policy, armed forces, industry, armament and logistics in German language. As a specialist magazine ES&T serves decision makers and programme executives in politics, the armed forces, public administration, scientific organisations, associations and industry. ES&T is published in close cooperation with the German Armed Forces, the Federal Ministry of Defence and subordinate offices and commands.

**Language: German**

### In Cooperation with:

- Gesellschaft für Sicherheitspolitik e.V. (GSP) / German Society of Security Policy (GSP)
- Clausewitz-Gesellschaft e.V. / Clausewitz Society
- Deutsche Gesellschaft für Wehrtechnik e.V. (DWT) / German Association of Defence Technology (DWT)
- Fraunhofer-Institut für Naturwissenschaftlich-Technische Trendanalysen (INT) / Fraunhofer Institute for Scientific-Technical Trend Analyses (INT)
- Führungsakademie der Bundeswehr (FüAK) / Bundeswehr Command and General Staff College (FüAK)
- Bundesakademie für Sicherheitspolitik (BAKS) / Federal Academy of Security Policy (BAKS)
- Bundesamt für Ausrüstung, Informationstechnik und Nutzung der Bundeswehr (BAAINBw) / Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support (BAAINBw)
- Dienststellen und Kommandobehörden der Bundeswehr / Command Authorities and Offices of the Bundeswehr

**Volume 9**

**Frequency: monthly**

### Editorial Team

<b>Rolf Clement</b>	Editor-in-Chief
<b>Wilhelm Bocklet, Lt.Col. (ret)</b>	Managing Editor
<b>Dorothee Frank</b>	IT, Cyber Security, Public Security
<b>Knut Görsdorf, Capt. (Army, ret)</b>	Copy Editor
<b>Hans Uwe Mergener, Capt. (Navy, ret)</b>	Naval Forces, Maritime Technology
<b>Gerhard Heiming, Lt.Col. (ret)</b>	Armament & Industry, Logistics
<b>Dipl.-Ing. Michael Horst, Col. (ret)</b>	Army, Joint Support Service, Medical Service, Armament
<b>Dietmar Klos, Col. (ret)</b>	Special Assignments, Army and Armament
<b>Ulrich Renn, Col. (ret)</b>	Air Force, Air Force Technology

## Europäische Sicherheit & Technik (ES&T)

### Circulation and Distribution Analysis

Circulation	Copies per issue (average)*
<b>Total Circulation:</b>	<b>23,874</b>
• Paid PDF Licences**	6,095
<b>Single Copy Sales PDF Format:</b> (Subscribers, Downloads, iKiosk)	1,583
<b>Print Run:</b>	16,196
<b>thereof Distribution:</b>	13,417
<b>Paid Circulation:</b>	11,130
• Subscriptions:	8,810
• thereof Memberships:	3,159
• Single Copy Sales:	2,320
<b>Free Copies:</b>	2,287
<b>Returned Copies:</b>	2,779

\* January to September 2019

\*\* In the scope of a paid subscription the magazine is available in PDF format in the German MoD's Intranet and other institutions where regular multiple readers are informed by the publication.

### Focus Themes, Bonus Distribution

#### January

- DWT Forum "Defence Technology Perspectives 2020"

#### February

- Munich Security Conference
- GPEC 2020

#### March

- U.T. Sec
- Enforce Tac / IWA Outdoor Classics
- DWT Forum "Applied Research for Defence and Security"
- DWT Forum "Training in the Armed Forces"

#### April

- AFCEA (Bonn) Convention
- DWT Forum "Joint & Smart Procurement"

#### Mai

- ILA 2020 (Berlin Air Show)

#### June

- Eurosatory 2020

#### Juli

- Farnborough International Air Show

#### September

- Annual AFCEA/BAAINBw IT Conference
- SMM 2020
- Security Essen 2020
- 22. DWT Naval Workshop

#### October

- it-sa 2020
- Euronaval
- DWT Forum "Effect and Protection Requirements in Future Mission Scenarios"

#### December

- **Focus: Defence Procurement in Germany**
- DWT IT Conference
- 34. Mittler Report Security and Defence Conference

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2020

**AD:** Advertising Reservation Deadline · **CD:** Advertising Copy Deadline · **PD:** Publication Date

## ES&T 01/20 – January

**AD:** 16/12/19    **CD:** 18/12/19    **PD:** 02/01/20

### Bonus Distribution: DWT Forum "Defence Technology Perspectives 2020"

- Digitisation of the Netherlands' Land Forces
- Unprotected Wheeled Vehicles of the Bundeswehr
- Anti-Tank Systems
- Army Reconnaissance - Focus: UAVs
- Eurofighter Growth Potential
- Interview: Commander Flotilla I, GE Navy
- Simulation Trends
- AIFV Digitisation: ASCOD, CV90, Lynx, Puma

## ES&T 02/20 – February

**AD:** 20/01/20    **CD:** 22/01/20    **PD:** 03/02/20

### Bonus Distribution: Munich Security Conference, GPEC 2020

- Interview: Chief of Staff, Medical Service
- Procurement Efforts for VJTF 2023
- IdZ-ES+ - System Layout, Status, Forthcoming Procurements
- Armoured Vehicle Launched Bridges (AVLB) – European Developments
- Land-Based Reconnaissance and Space Surveillance System (BARÜ)
- Medium Protected Medical Evacuation Vehicle (mgSanKfz)
- Heron TP Status Report
- US and Canada Naval Armament Cooperation
- New Fleet Replenishment Vessels
- Rotor UAV for K130 Class Corvettes
- Sea Tiger Status
- How Intelligent Systems Influence Military Decisions
- Missile Defence Network
- Satellite Communication - SATComBw Replacement

## ES&T 03/20 – March

**AD:** 19/02/20    **CD:** 21/02/20    **PD:** 02/03/20

### Bonus Distribution: U.T. Sec, Enforce Tac / IWA Outdoor Classics, DWT Forum "Applied Research for Defence and Security", DWT Forum "Training in the Armed Forces"

- Status Report: "MGCS/CIFS" Study
- Army Future Capability Profile
- The "Light Division" - Plans and Capabilities Update
- Status Report: GÜZ - Army Combat Training Centre
- Training Doctrine and Training Means of the Army
- TLVS Programme Status Report
- Tornado Replacement
- The Sea Battalion - Structures, Tasks, Requirements
- One-to-One: Geoinformation Centre Director
- Clothing Requirements and Procurement Plans
- International Small Arms Developments
- Digitisation of Soldier Systems IdZ-ES, Felin, Warrior 2000, Nett Warrior
- VJTF (L) 2023 Armoured Infantry Network

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2020

## ES&T 04/20 – April

AD: 17/03/20 CD: 19/03/20 PD: 31/03/20

**Bonus Distribution: AFCEA (Bonn) Convention, DWT Forum "Joint & Smart Procurement"**

### **Focus: Rotary Wing Aircraft of the Bundeswehr**

- Leopard 2 A7V MBT - New Capabilities for the Army
- Protected Wheeled Vehicles for the Bundeswehr (GFF, GTF, GSF)
- Unprotected Tractor Truck 70t
- JFS Forces Organisation of and Equipment for the Division 2027
- MOUT Environments: Military Intelligence and Geo-Information
- Army Digitisation Projects
- Light A/C-Reconnaissance Vehicle – New Capabilities
- A400M - Update
- Next Generation MPA
- NSM Update
- Sensors and Effectors – Concepts and Technologies for the Future Battlefield

## ES&T 05/20 – May

AD: 21/04/20 CD: 23/04/20 PD: 04/05/20

**Bonus Distribution ILA 2020 (Berlin Air Show)**

- Military Aerospace Projects – One-to-One: Defence Committee Chairman
- The German Aerospace Industry
- D-LBO Update
- Puma AIFV for the VJTF 2023
- Optics and Optronics
- German Air Force Digitisation
- Continued Development of the Air Force – Essential Projects
- U212CD Submarine Status Report
- Tactical Trends 2020
- NGVA and QBA – Programmes and Implementation

## ES&T 06/20 – June

AD: 20/05/20 CD: 22/05/20 PD: 02/06/20

**Bonus Distribution: Eurosatory 2020**

- One-to-One: Chief of Staff, German Army
- Lessons Learned: Capabilities for Future Army Ops
- 60mm-Mortars - Status and Procurement Schedule
- Land Mobility for the German Airborne Infantry – Mungo/Wiesel Replacement
- Improved Joint Operations Update
- NLOS Fire Support
- Boxer MRAP – Variants, Armament, Protection
- Combat Engineer Equipment Requirements
- Development Assessment: Eurofighter Typhoon AESA Radar
- The Franco-German Air Transport Wing – Status and Plans
- Combat Boats and RHIBs
- Medical Service Digitisation
- AI in Support of Medical Treatment
- Secure Software Building
- IT-System of the Boxer MRAP

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2020

## ES&T 07/20 – July

AD: 17/06/20 CD: 19/06/20 PD: 01/07/20

### Bonus Distribution: Farnborough International Air Show

- One-to-One: Chief of Staff, German Armed Forces
- Army Development Concepts: Priorities and Objectives
- VJTF (L) 2023 - Status, Plans, Requirements
- New Infantry Combat Concepts
- Bergepanzer 3 ARV Update
- One-to-One: Chief of Staff, German Air Force
- Germany's Eurofighter Typhoon in Operation
- SEAD Capability Preservation
- Next Generation Frigate
- NATO's Big Four Digitisation Efforts
- Joint Support Service Digitisation
- BMS VJTF (L) 2023 – First Lessons Learned
- F125 Class Frigates' IT System
- Network Operations Centre

## ES&T 08/20 – August

AD: 22/07/20 CD: 24/07/20 PD: 03/08/20

- German-Dutch Military Cooperation
- Army Close- and Short-Range Protection Requirements
- Tactical Combat Reconnaissance
- CH-53 in Operation
- Mobile Field Camps
- ASW - Future Perspectives
- Digital Field Camp Equipment Requirements
- Federal Mission Network
- Tele-Medicine
- Battlefield Robotics and Autonomous Systems

## ES&T 09/20 – September

AD: 19/08/20 CD: 21/08/20 PD: 01/09/20

### Bonus Distribution: BAABNw/AFCEA IT Conference, 22<sup>nd</sup> DWT Naval Workshop, Security Essen 2020, SMM 2020

- Army Gunnery Training
- The Army' Support Domain Capabilities
- Anti-Tank Projects: MELLs, PzFst, Wirkmittel 1.800+
- New Aircraft for the MoD's Special Air Mission Wing
- One-to-One: Chief of Staff, German Navy
- A Navy Special Forces Primer
- Next-Generation Fleet Service Boats
- Naval Digitisation
- Military Cloud Computing
- Networking Naval Units for Combined Operations
- IT Security for the Management Information Systems of the Bundeswehr

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2020

## ES&T 10/20 – October

AD: 17/09/20 CD: 21/09/20 PD: 30/09/20

**Bonus Distribution: it-sa, DWT Forum "Effect and Protection Requirements in Future Mission Scenarios", Euronaval 2020**

- Army Tiger MK III – Requirements
- Army Protection Requirements
- FCAS – German Air Force Conceptual Considerations
- A400M for MedEvac Operations
- Naval Mine Warfare Update
- Naval Propulsion Systems – Developments and Trends
- Fight at Machine Speed
- Implementing Start-Up-Ideas for the Bundeswehr (Cyber Innovation Hub)

## ES&T 11/20 – November

AD: 21/10/20 CD: 23/10/20 PD: 02/11/20

- Germany's MBT Projects
- Increasing Army Special Forces Capability
- Bundeswehr EW Forces
- Future-Oriented Logistics Cooperation
- European MALE RPAS
- Naval BMD Capability
- MKS 180
- Mobile Tactical Communication
- All-IP - Germany's Next Generation Network

## ES&T 12/20 – December

AD: 18/11/20 CD: 20/11/20 PD: 01/12/20

**Bonus Distribution: 34. Mittler Report Security and Defence Conference, , DWT IT Conference**

**Focus: Defence Procurement in Germany**

**Close-Up: Simulation**

- Pilot Training Simulation
- Manned / Unmanned Training for Army Aviation
- Training with Smart Devices
- Interview: Chief of Staff (new), German Navy

Programme Subject to Modification



# Advertising Sizes and Rates

Rate card no. 9, effective 01 January 2020

## Europäische Sicherheit & Technik

Size	Printing area in Inch	Bleed in Inch*	Price in US\$ b/w	2-c**	3-c**	4-c**
2/1 page		16.5 x 11.7	10,200	11,200	12,200	13,200
1/1 page		8.3 x 11.7	5,350	5,900	6,450	6,950
2/3 vertical 2/3 horizontal	4.5 x 10.1 6.9 x 6.7	5.3 x 10.1 8.3 x 7.5	3,950	4,350	4,750	5,100
1/2 vertical 1/2 horizontal	3.3 x 10.1 6.9 x 5.0	4.2 x 11.7 8.3 x 5.9	2,950	3,250	3,500	3,850
1/3 vertical 1/3 horizontal	2.2 x 10.1 6.9 x 3.1	2.8 x 11.7 8.3 x 3.9	1,950	2,200	2,400	2,600
1/4 vertical 1/4 horizontal	3.3 x 5.0 6.9 x 2.4		1,600	1,800	1,950	2,100

## Cover positions

Inside front						7,500
Inside back						6,300
Outside back						7,500

All rates + VAT, where applicable

\* Add 3 mm trimming edge on each side

\*\* Applies for colours according to European scale.

Surcharge for special colours: US\$ 1,422.

**Frequency discounts:**      3 ads and more      3%  
    6 ads and more      5%

**Marketing Reports:** US\$4,695 per page. Details on request.



## Defence Technology Review (DTR)

The issues of the Defence Technology Review series are published in close cooperation with the FMoD, offices and the command authorities of the Bundeswehr/NATO, as well as in cooperation with academia and the defence industry. Within the Bundeswehr these publications are used as a special source of dedicated information. They reach decision makers, analysts and their assistants in politics, public administration and the military, including the relevant parliamentary committees. Besides, they serve as documentation of the continued development of the Bundeswehr.

**Language:** German or English

**Frequency:** As required

### Top Quality Series of Dedicated Brochures on Current and Future-oriented Theme Segments:

- Bundeswehr Development
- Defence Technology
- Armament and Equipment
- Information Technology
- Logistics

### Circulation:

- From 5,000 – about 12,000
- Based on individual agreements regarding additional distribution / contingency purchases by the Bundeswehr or companies/associations

### Quality Features

- Established series of publications (more than 250 issues published)
- High attention within the target groups
- High-class and reliable information

### Target Groups and Distribution

- Bundeswehr Management
- Parliamentary Committees
- International Institutions and Organisations
- Diplomatic Service
- Offices, Service Branches and Schools of the Bundeswehr
- Associations, Institutions, Industry
- Science and Education
- Media

### Distribution Channels

- Subscribers
- Bookstores
- Dedicated mailing lists
- Internet
- Bundeswehr internal distribution (selected issues)
- Exhibitions and conferences

# Defence Technology Review (DTR)

## Editorial Programme Defence Technology Review 2020

**ED: Editorial Deadline, AD: Advertising Reservation Deadline, CD: Advertising Copy Deadline, PD: Publication Date**



**01/20 April IT-Report 20 (German)**

**ED: 06/03/20 AD: 13/03/20 CD: 19/03/20 PD: 31/03/20**

The annual IT Report traditionally coincides with AFCEA Bonn (01 - 02 April 2020). It discusses the current status of IT and communications for the armed forces in expert articles from a variety of leading authorities across the defence IT comms spectrum. Current programmes and requirements are also addressed. This is an ideal marketing platform for companies in this space.

**Bonus Distribution: AFCEA (Bonn) Convention 2020; it-sa 2020, Nuremberg**



**02/20 June Advanced Technologies for German Land Forces (English)**

**ED: 27/04/20 AD: 20/05/20 CD: 25/05/20 PD: 02/06/20**

Timed for Eurosatory – the leading European land forces expo, this issue provides its international readership with comprehensive information about the German land forces' capabilities, continued development and technologies. Companies are invited to showcase their products, services and solutions with display ads and sponsored Marketing Reports.

**Bonus Distribution: Eurosatory 2020, Paris; MSPO, Kielce; AUSA Annual Meeting 2020, Washington D.C.**



**03/20 June The Bundeswehr's Medical Service: Challenges and Perspectives (English)**

**ED: 20/04/20 AD: 13/05/20 CD: 18/05/20 PD: 08/06/20**

Chosen as the lead nation for the European Medical Command, Germany's military medical service plays a key role in this PESCO-established command. This issue provides an overview of the Medical Service's current development as well as a platform for the defence industry to commercially present its relevant products, services and technologies.

**Bonus Distribution: DWT Forum "Facing the Challenges of Military Medicine in 2030+", Berlin**

## Defence Technology Review (DTR)



### 04/20 November **Logistic Support and Accommodation in the Theatres of Operation** (German)

**ED: 21/09/20 AD:16/10/20 CD: 20/10/20 PD: 02/11/20**

Germany's international deployments inspired new, innovative concepts for logistical support on the way to, at and from operations – including field camps. In addition to presenting facts and figures on the current equipment status and doctrine, industry is invited to present its supportive capabilities through affordable marketing opportunities.



### 05/20 December **Soldier Technology 2021** (German)

**ED: 26/10/20 AD:04/12/20 CD: 08/12/20 PD: 18/12/20**

Modern soldiers are the most valuable weapon system in today's armed forces. They must be well armed, equipped, motivated and trained in a progressive way with leading edge solutions to master their diverse tasks. "Soldier Technology 2021" is dedicated precisely to these aspects. This new annual compendium considers all relevant dismounted soldiers topics.

**Bonus Distribution: Enforce Tac/IWA 2021, Nuremberg – German Infantry Day 2021, Hammelburg – KSK Symposium 2021**

# Advertising Sizes and Rates

Rate card no. 9, effective 01 January 2020

## Defence Technology Review

Size	Printing area in Inch	Bleed in Inch*	Price in US\$ b/w	2-c**	3-c**	4-c**
2/1 page		16.5 x 11.7	10,200	11,200	12,200	13,200
1/1 page	6.9 x 10.1	8.3 x 11.7	5,350	5,900	6,450	6,950
2/3 vertical	4.5 x 10.1	135 x 297	3,950	4,350	4,750	5,100
2/3 horizontal	6.9 x 6.7	210 x 190				
1/2 vertical	3.3 x 10.1	106 x 297	2,950	3,250	3,500	3,850
1/2 horizontal	6.9 x 5.0	210 x 150				
1/3 vertical	2.2 x 10.1	72 x 297	1,950	2,200	2,400	2,600
1/3 horizontal	6.9 x 3.1	210 x 99				
1/4 vertical	3.3 x 5.0		1,600	1,800	1,950	2,100
1/4 horizontal	6.9 x 2.4					

## Cover positions

Inside front						7,500
Inside back						6,300
Outside back						7,500

All rates + VAT, where applicable

\* Add 3 mm trimming edge on each side

\*\* Applies for colours according to European scale. Surcharge for special colours: US\$1,422.

**Frequency discounts:**

3 ads and more	3%
6 ads and more	5%



## European Security & Defence (ESD)

“European Security & Defence” (ESD) addresses an international readership in more than 100 countries with a distribution focus on Europe. As an unbiased periodical ESD considers questions of international relevance at political/parliamentary, military, technological and industrial levels. The magazine is supported by renowned and expert authors from politics, the military, public administration and acknowledged scientific institutions. ESD is published monthly.

Since January 2015, ESD has been accompanied by “ESD Spotlight”, an online newsletter in English.

### Editorial Team:

Dr. Peter Boßdorf  
Editor-in-Chief

Stephen Barnard  
Managing Editor

Dorothee Frank  
Managing Editor (Newsletter)

### Industrial Editors:

Waldemar Geiger, Gerhard Heiming, Jürgen Hensel, Hans Uwe Mergener, Ulrich Renn

### Sub-Editors:

Christopher Ellaway-Barnard, Christian Kanig

### Army Technology:

Rolf Hilmes

### Editorial Field Offices:

Roberto Guimarães de Carvalho (Brazil), Sidney Dean (USA), Tamir Eshel (Israel), Tim Guest (UK), Alex Horobets (Ukraine), Michael Jarocki (Poland), Jaime Karremann (the Netherlands), Beka Kiria (Georgia), Shinichi Kiyotani (Japan), Yury Laski (Russia), J. Bo Leimand (Denmark), Jay Menon (India), Wendell Minnick (Taiwan, North & East Asia), Chet Nagle (USA), Korhan Özkilinc (Turkey), Luca Peruzzi (Italy), David Saw (France), Joris Verbeurgt (Belgium/EU/NATO), Esteban Villarejo (Spain)



## European Security & Defence (ESD)

### Editorial Programme 2020

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date



**INTELLIGENCE FOR  
THE INTELLIGENT**

ESD is also available in e-paper format.

#### ESD 01/20 – January

**Focus: International Armoured Vehicles**

**Bonus Distribution:** IAV (20- 23 Jan) / Combat Logistics (28-30 Jan) / ADECS (04-05 Feb) / Electronic Warfare Asia (04-05 Feb) / DVD (16-17 Sep)

**AD: 09/01/20 CD: 10/01/20 PD: 17/01/20**

- Case Study: DRAGÓN AIFV Programme in Spain
- CBRN (1): Vehicle Decontamination Systems
- Counter-IED by Design
- Ground Mobility: Challenges/Solutions: Suspension; Transmission; Tracks; Wheels
- Hard-Kill / Soft Kill Self-Protection Systems
- Hybrid Power for Lightweight Armoured Vehicles
- LTMP: Light Tactical Mobile Platform(s)
- Medium Calibre Cannons and Ammo
- Power Supplies for Armoured Vehicles
- RCWVS Challenges and Advantages: STRYKER MCWS Case Study
- Scout / Liaison 4x4 Vehicles
- The "Foss Report": UK Armoured Vehicles Programme Analysis
- The Return of the 6x6
- Turret Options for 8x8s
- Vehicular Situational Awareness

#### ESD 02/20 February

**Bonus Distribution:** DEFEXPO (05-08 Feb) / Munich Security Conference (14-16 Feb) / GPEC (18-20 Feb) / UMEX-SimTEC (23-25 Feb) / EnforceTac (04-05 Mar) / U.T.SEC (04-05 Mar) / VIDSE (04-06 Mar) / IWA (06-09 Mar) / Airborne ISR & C2 Battle Management (10-12 Mar) / Future Indirect Fire (10-11 Mar)


**AD: 23/01/20 CD: 24/01/20 PD: 03/02/20**

- **Country Focus: FINLAND** 
- Air to Surface Ordnance
- Border Protection Systems/Access Control
- CBRN (2): Protecting Natural Resources
- Clip-On Thermal Sights
- Enhanced Urban Assault / MOUT
- FRONTEX Update
- Future Autonomy
- India's Defence Modernisation
- India's IAFV and IMBT Programmes
- Indian Indirect Fire Requirements
- Less than Lethal Options
- Mortar Ammunition Advances
- Mortar Fire Control Developments
- Multi-Calibre Pistol Update
- Less Lethal Deterrents
- Police/Military off the Shelf / Dual Use Developments
- Simulation & Training in the Gulf Region
- Swiss Defence Industry
- Spotting and Sniping Optics
- The Indian Navy
- Tungsten and Co.: Small Arms Ammo Developments
- Unmanned Land Mine Clearance Options

#### ESD 03/20 – March

**Bonus Distribution:** Security & Policing UK (03-05 Mar) / UDS (03-05 Mar) / DIMDEX (16-18 Mar) / SAHA (24-26 Mar) / AUSA Winter-Global Force 2020 (26-28 Mar) / SOFEX/MESOC (30 Mar-02 Apr) / FIDAE (31 Mar-05 Apr) / Sea-Air-Space (06-08 Apr) / AFCEA (01-02 Apr)

**AD: 20/02/20 CD: 21/02/20 PD: 02/03/20**

- **Country Focus: PORTUGAL** 
- Aerial Weapon Delivery in South America
- Airborne Special Mission Resources
- Anti-Ship Missiles
- Close-In Weapon Systems (CIWS)
- Countering Anti-Ship Missiles
- Defending the Carrier Group
- European Night Vision Developments
- Electronic Warfare: the Gamechanger
- Explosives Detection
- High-Speed Boats and Ships
- Military Squad and Personal Small Arms Acquisition Programmes in Europe
- Mobile Secure Communications
- Naval Minehunters and Mine Disposal
- Naval Optics / Optronics
- Norwegian Ammunition Programme Update
- NSPA Interview
- Offshore Patrol Vessel Developments/Programmes
- RHIBs
- ROVs
- Secure Tactical Video Transmission
- Spanish Defence Industry
- SpecOps: Incubator for Technologies and Materials
- Special Operations Ground Vehicles
- Training for HALO/HAHO



## European Security & Defence (ESD)

### Editorial Programme 2020

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date

**INTELLIGENCE FOR  
THE INTELLIGENT**

#### ESD 04/20 – April

**Bonus Distribution:** DSA (20-23 Apr) / Quad A (22-24 Apr) / Eurasia Airshow (22-26 Apr) / ITEC (28-30 Apr) / Counter UAS (29-30 Apr) / AUVSI Xponential (04-07 May) / SOFIC (11-14 May) / Helirussia (21-23 May) / CANSEC (27-28 May) / NITEC (26-28 May) / MILEX (TBC) / Future Artillery (TBC)

**AD: 26/03/20 CD: 27/03/20 PD: 06/04/20**

##### Country Focus: FRANCE



- 105 v 155mm Ammunition
- Agile C3 – The UK Army Warfighting Experiment 2020
- Austrian Defence Industry
- Autonomous Weapons & Machine Learning
- Bridging Options
- CBRN(3): Protecting the Population
- Civil and Military Security in Malaysia
- Counter-UAS Systems Review
- European Submarine Requirements
- Fixed Wing Logistic Support
- Fuses and Propellants
- Future Tactical UAS
- Global Ground-Based Air Defence Developments
- Littoral and Coastal Defence
- Medium Helicopters for Combat / Logistics
- Nano-UAS options
- Power for ROVs/UAS
- Rocket v. Missile Artillery
- ROVs for Combat and Support
- Sensor Fusion Land Applications

#### ESD 05/20 – May

**Bonus Distribution:** UDT (12-14 May) / IDEB (13-15 May) / ILA (13-17 May) / SCTX-IFSEC (19-21 May) / BSDA (20-22 May) / HEMUS (27-30 May) / KADEX (28-31 May) / SEDEC (02-04 Jun) / Future Surface Fleet (02-04 Jun)

**AD: 28/04/20 CD: 29/04/20 PD: 08/05/20**

- Air Defence in Turkey
- Arming the South-Eastern Flank
- Black Sea Naval Procurement Plans
- Canadian Navy Update
- Central European Armoured Vehicle Programmes: Czech, Polish, Bulgarian, Romanian, Slovak
- Combat Diver Equipment
- Czech/Slovak Military/Industrial Cooperation
- Defending the Coast
- Entry / Breaching Systems
- European Artillery Locating Technology
- European Artillery Technology Suppliers
- German Heavy Helicopter Developments
- German/French Future Combat Aircraft System – Technology Options
- Helicopter Programmes in Central/Eastern Europe
- Luftwaffe Plans and Requirements
- MGCS Sensor and Weapon Technology Options
- NATO Interoperability: the Expensive Way Forward
- OCCAR Update
- Personal C2 / C3i
- Sonar Developments
- Space-Based Assets for Comms, Nav etc
- Tactical Comms
- Water Crossing Options

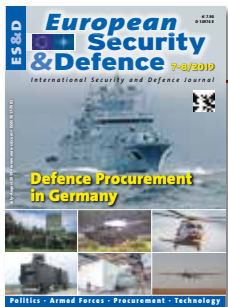
#### ESD 06/20 – June

**Bonus Distribution:** EUROSATORY (08-12 Jun) / AOC EW Europe (16-18 Jun) / Balt Military Expo (22-24 Jun) / DEFEA (22-24 Jun) / RIDEX (26 Jun) / NCT Europe (25-27 Jun) / Close Combat Shri-venham (07-09 Jul) / Armia Moscow (25-30 Aug)

**AD: 26/05/20 CD: 27/05/20 PD: 05/06/20**

- 4x4 Armoured Vehicles
- Battle Management Systems for Urban Warfare
- Body Armour: Requirements, Programmes, Technology
- CBRN (4): Protecting the Force
- Combat Support Without Vehicles
- Digitisation of Land-Based Operations
- Directed Energy Developments
- Dismounted Situational Awareness/Soldier Worn Sensors
- European MBT Technologies and Cooperative Programmes (FBT etc., Norway etc)
- European Military Truck Options
- French Army Acquisition Programmes
- Global EUROFIGHTER Programme Status Report
- Helmets, Goggles, Gloves, Boots
- ISTAR at Brigade and Below
- Mobile Secure Communications
- MORPHEUS Update
- Personal Recce / Recon Options
- Polish Naval Programmes
- Programmable Effects
- SCORPION Update
- STRIKE: Equipping the UK Deployable/Mobile Concept Force
- Transparent Armour Options
- Truck Armoured Cab Options
- UK Combat Support Vehicles





## European Security & Defence (ESD)

### Editorial Programme 2020

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date

**INTELLIGENCE FOR  
THE INTELLIGENT**

#### ESD 07/20 – July

**AD:** 06/06/20 **CD:** 07/07/20 **PD:** 17/07/20

##### Military Aerospace Focus

**Bonus Distribution:** Farnborough Air Show (20-26 Jul) / SMDC (04-06 Aug)

- 212CD Class Submarines
- 8x8 Programmes in Europe
- A400M SITREP
- Airborne Radar Developments
- Danish Defence Industry
- ESSOR Status Report
- European Combat Aircraft Programmes Update
- European UAS / UAV Requirements
- Field Camp Equipment
- F35 European Market Opportunities
- Laser Technology for Naval Applications
- Logistic Support in-Theatre
- Naval BMD Programmes in Europe
- Rotary Wing Air Lift
- Swarming Developments
- TEN- Tactical Edge Networking

#### ESD 08/20 – August

##### Special Issue: Defence Procurement in Germany

**AD:** 23/07/20 **CD:** 24/07/20 **PD:** 03/08/20

Published on commission to the German authorities (BMVg and BAAINBw), this English-language edition on "How to do Defence Business with Germany" is delivered by ESD on their behalf, with bonus distribution throughout 2020.

Includes Major Programme Updates / Status Reports

#### ESD 09/20 – September

**Bonus Distribution:** MAST Europe (04-07 Sep) / MSPO (08-10 Sep) / ADEX (08-10 Sep) / SMM (08-10 Sep) / DVD Millbrook (16-17 Sep) / AAD (16-20 Sep) / NCT Europe (22-24 Sep) / ADAS (23-25 Sep) / AIREX Istanbul (24-27 Sep) / SOBRA (24-27 Sep) / Armoured Vehicles Eastern Europe (29-30 Sep) / Marrakesh Airshow (15-16 Sep) / Modern Day Marine (22-24 Sep) / ADS Show (24-26 Sep)

**AD:** 24/08/20 **CD:** 25/08/20 **PD:** 02/09/20

##### Country Focus: POLAND

- Air Defence / Air Surveillance in Norway
- Armoured Vehicles from Eastern Europe
- Autonomous Warrior / Robotics on the Battlefield
- Azerbaijan's Defence & Security Industry
- CBRN (5): Equipping Medical Response Teams
- COMINT/SIGINT Advances
- European AIFV Armament
- Hi-Tech from Africa?
- NANSEN MLU Update
- Naval Modernisation Programmes in Belgium and the Netherlands
- NATO Infrastructure / Deployment and Management of Equipment in Eastern Europe
- Poland's Defence Exports Ability
- Polish Defence Acquisitions – TMP17-26: BORSUK / HARPIA / HOMAR / WISLA / NAREW, plus: Equipping the 18th Division, Programme Update
- Protecting the Northern NATO Approaches
- Protection of Coast-Based Assets
- SITREP: East European Armoured Vehicle Programmes
- South African Defence Exports
- UK Mechanised Infantry Wheeled Vehicle Update





## European Security & Defence (ESD)

### Editorial Programme 2020

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date

**INTELLIGENCE FOR  
THE INTELLIGENT**

#### ESD 10/20 – October

**Bonus Distribution:** Future Mortar Systems (TBC) / it-sa (06-08 Oct) / AUSA (11-13 Oct) / Arms & Security (13-16 Oct) / Future Forces Forum (21-23 Oct) / NIAS (TBC)

**AD:** 23/09/20 **CD:** 25/09/20 **PD:** 05/10/20

##### • Country Focus: ITALY



- Cyber Warfare in Eastern Europe
- Czech Army Programmes
- European Intelligence-Gathering Resources: Satellites, UAVs, Electronic Warfare Aircraft
- Ground-based Radar Developments
- Hypersonic Developments
- Infantry Load-Carrying Options
- Lightweight Mobile Field Artillery
- Medium Tactical Vehicle Developments
- NATO Counter-IED CoE
- Norwegian Navy Future MCM Programme
- Personal Protective Equipment Programmes in Europe
- Small Arms Ammo Suppliers
- Ukrainian Defence Exports

#### **SPECIAL: Naval and Maritime Supplement Bonus**

**Distribution:** Euronaval (20-23 Oct) / MAST Asia (02-04 Nov) / Exponaval (01-04 Dec) / EDEX (07-10 Dec)

- AEGIS Class for Spain
- CBRN (6): Naval CBRN Defence Programmes and Requirements
- Combat Systems Integration
- TAMANDARÉ Class Corvettes for Brazil: SITREP
- Counter-Mine Capabilities in Europe
- European Submarine Builders
- French Navy Frigate and Submarine Programme Updates (FREMM / FTI / LAFAYETTE)
- Future Torpedo / Underwater Attack
- Naval Helicopter Handling
- Naval Propulsion Options: Surface and Sub-Surface
- Naval Radar
- Naval Interceptors
- Range v. Precision v. Effect: Naval Guns from Europe
- Support / Logistic Ship Programmes in Europe

#### ESD 11-12/20 – November

**Bonus Distribution:** Indodefence (04-07 Nov) / Bahrain Intl Airshow (19-21 Nov) / IDEAS (24-27 Nov) / I-ITSEC (30 Nov-04 Dec) / EDEX (07-10 Dec) / International Fighter (TBC) / TechNet Europe (TBC) / Future Armoured Vehicles (TBC)

**AD:** 23/10/20 **CD:** 26/10/20 **PD:** 03/11/20

##### • Country Focus: GERMANY



- CBRN (7): Threat Assessment/ Response
- Cyber Gaming for Security
- Defence from and for Pakistan
- Defence in and of Indonesia
- Egypt's Missile Inventory and Plans
- Egypt and France: Partners for Defence
- Egyptian Defence Industry Review
- First Aid Training / Simulation
- Heavy Transport Helicopters for the Bundeswehr
- Helicopter Gunship Requirements, Programmes, Suppliers
- Indonesia: Creating the "Minimum Essential Force", latest Fighter Platforms and Naval Power Projection
- International Corvette and Frigate Programmes
- Military Aerospace Collaborative Programmes
- Ranges: Live v. Synthetic
- Regional Power: the Egyptian Navy
- Screens/Joysticks/Controllers: Human-Machine Interface Options for Training, Simulation and Gaming

Right of Alteration Reserved

# Profile European Security & Defence (ESD)

## Average Circulation:

**22,900**

- thereof • 14.850 print (including promotional copies / bonus distribution at exhibitions / conferences)  
• 6,350 Intranet licences for companies/ governmental institutions / academia  
• 1,700 PDF copies (subscribers / shop downloads / iKiosk)  
(Status: October 2019; period: January-October 2019)

## Readership Profile

- 9% – Politics: Members of Parliament, delegates of parliamentary committees relevant for defence and armament
- 17% – Multi-national organisations, MoDs and subordinate offices, defence procurement authorities and agencies
- 27% – Armed forces: land forces, air forces, naval forces, joint support services
- 7% – Academia, scientific organisations, research institutes
- 4% – Police and Gendarmerie Forces
- 20% – Industry: companies and associations
- 15% – Individual subscribers / unknown background

## Distribution (print and digital; as far as clearly recognisable):

### Core Distribution: 8,041

Belgium (incl. NATO): 1,086  
Denmark: 531  
France: 558  
Germany: 4,852 (incl. MoD)  
Italy: 464  
Luxembourg (incl. NSPA): 624  
the Netherlands: 574  
Poland: 587  
Spain: 543  
Turkey: 612  
United Kingdom: 798  
USA: 831

### Others Europe: 3,484

Albania: 13  
Austria: 285  
Bulgaria: 44  
Croatia: 119  
Czech Republic: 290  
Estonia: 84  
Finland: 185  
Georgia: 122

Greece: 149  
Hungary: 101  
Ireland: 153  
Latvia: 39  
Lithuania: 36  
Montenegro: 14  
North Macedonia: 11  
Norway: 403  
Portugal: 156  
Romania: 40  
Serbia: 123  
Slovak Republic: 95  
Slovenia: 95  
Sweden: 415  
Switzerland: 335  
Ukraine: 126  
Others: 51

### Asia/Africa/Pazific: 2,060

Afghanistan: 33  
Algeria: 26  
Australia: 44  
Brunei: 4

China (PR): 60  
Egypt: 68  
India: 145  
Indonesia: 76  
Iraq: 22  
Israel: 256  
Japan: 69  
Jordan: 66  
Kazakhstan: 12  
Korea (RoK): 51  
Kuwait: 72  
Malaysia: 121  
Morocco: 21  
Namibia: 6  
New Zealand: 10  
Nigeria: 19  
Oman: 35  
Pakistan: 49  
Philippines: 63  
Qatar: 41  
Russian Federation: 161  
Saudi Arabia: 41  
Singapore: 119

South Africa: 42  
Taiwan: 38  
Thailand: 113  
Tunisia: 35  
United Arab Emirates: 92  
Vietnam: 13  
Others: 37

### North, Central and South America: 809

Argentina: 136  
Brazil: 198  
Canada: 192  
Chile: 72  
Colombia: 36  
Ecuador: 9  
Mexico: 65  
Paraguay: 12  
Peru: 26  
Uruguay: 12

Others: 51

# Advertising Sizes and Rates

Rate card no. 9, effective 01 January 2020

## European Security & Defence

Size	Printing area in Inch	Bleed in Inch*	Price in US\$ b/w	2-c**	3-c**	4-c**
2/1 page		16.5 x 11.7	10,600	11,500	12,400	13,600
1/1 page	6.9 x 10.1	8.3 x 11.7	5,600	6,050	6,500	7,200
2/3 vertical 2/3 horizontal	4.5 x 10.1 6.9 x 6.7	5.3 x 10.1 8.3 x 7.5	4,400	4,750	5,250	5,700
Junior Page	5.9 x 8.3		4,050	4,400	4,750	5,250
1/2 vertical 1/2 horizontal	3.3 x 10.1 6.9 x 5.0	4.2 x 11.7 8.3 x 5.9	3,100	3,350	3,600	3,900
1/3 vertical 1/3 horizontal	2.2 x 10.1 6.9 x 3.1	2.8 x 11.7 8.3 x 3.9	2,300	2,450	2,850	3,150
1/4 vertical 1/4 horizontal	3.3 x 5.0 6.9 x 2.4		1,800	2,000	2,150	2,300

### Cover positions

Inside front	8,000
Inside back	8,000
Outside back	8,350

Frequency discounts:	2 ads	3%
	4 ads	7%
	6 ads	12%
	9 ads	15%

All rates + VAT, where applicable

**Marketing Reports:** US\$5,750 per page. Details on request.



## MarineForum (MF)

“MarineForum”, published on behalf of the German Naval Officers Association and the German Maritime Institute, is Germany’s leading trade magazine on naval and maritime affairs and addresses Germany’s entire naval community in politics, defence and industry. “MarineForum” is published ten times per year.

**Publisher:** Deutsches Maritimes Institut e.V.

**Language:** German

### Editorial Team:

Capt (ret) Holger Schlüter

Editor-in-Chief

Cdr (res) Markus Bredick

Deputy Editor-in-Chief

**Circulation:** 12,168 Total Circulation, thereof 8,149 Print Run and 4,019 PDF (Licences Intranet German MoD)

**Technical Details:** see pages 24-25

### Distribution:

**Europe** Albania, Austria, Belgium, Bulgaria, Croatia, Estonia, Finland, France, Denmark, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Russian Federation/CIS, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom

**North America** Canada, U.S.A.

**Central America** Honduras, Mexico, Nicaragua, Panama

**South America** Argentina, Bolivia, Brazil, Chile, Colombia, Paraguay, Peru, Uruguay, Venezuela

**Asia/Pacific** Egypt, China (PR), India, Indonesia, Iran, Japan, Kuwait, Malaysia, Oman, Pakistan, Philippines, Saudi Arabia, Thailand, United Arab Emirates, Australia

**Africa** Nigeria, South Africa

MarineForum is also available in e-paper format.



## MarineForum (MF)

### Editorial Programme 2020

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date

#### 1-2/2020 January/February

**AS:** 02/12/2019 **DU:** 11/12/2019 **ET:** 23/12/2019

- ASW: Vision 2035
- Naval Procurement in Europe – Current Capital Programmes
- German Naval Shipbuilding in European Context
- Next Generation Frigate

#### 03/2020 March

**AS:** 06/02/2020 **DU:** 14/02/2020 **ET:** 26/02/2020

- Authored Article: Chief of Staff, German Navy
- Sea Battalion Training
- Multi-Role Combat Ship MKS 180 Sensor and Weapon Technology Options

#### 04/2020 April

**AS:** 05/03/2020 **DU:** 13/03/2020 **ET:** 25/03/2020

- Unmanned Systems for Naval Applications (UAV, USV, UUV)
- Class K130 Corvette: Platform Technology
- Naval Logistics – Update and Plans

#### 05/2020 May

**AS:** 08/04/2020 **DU:** 17/04/2020 **ET:** 29/04/2020

- Interview, Chief of Staff, Royal Netherlands Navy (RNLN)
- Fire Protection for Naval Units
- Cooperation GE Sea Battalion – Korps Mariniers (RNLN Marine Corps)

#### 06/2020 June

**AS:** 07/05/2020 **DU:** 15/05/2020 **ET:** 27/05/2020

- Company Portrait: thyssenkrupp Marine Systems
- Innovations in Naval Propulsion
- Missile Systems of the German Navy
- Digitisation of the German Navy: Platforms, Operating Systems, Processes

#### 7-8/2020 July/August

**AS:** 04/06/2020 **DU:** 12/06/2020 **ET:** 24/06/2020

- Focus: The German Navy's Flotilla 2
- One-to-One: Director, Directorate S (Sea), BAABW
- Fleet Service Boat Replacement
- Sea Tiger Update
- Digitisation of the German Navy: Operational Principles, Effects

#### 09/2020 September

**AS:** 06/08/2020 **DU:** 14/08/2020 **ET:** 26/08/2020

- WTD 71 - Bundeswehr Technical Center for Ships and Naval Weapons: Current Projects
- Naval Armament Cooperation with the United States
- RHIBs and Combat Boats
- Amphibious Operations (Transport, Fire Support, Reconnaissance, C<sup>2</sup>)

#### 10/2020 October

**AS:** 03/09/2020 **DU:** 11/09/2020 **ET:** 23/09/2020

- Interview: Chief of Staff, German Navy
- Company Portrait: Lürssen Group
- Procurement Programmes and Plans of the German Navy
- Electro-Optical Sensors on German Naval Units

#### 11/2020 November

**AS:** 08/10/2020 **DU:** 16/10/2020 **ET:** 28/10/2020

- MKS 180 Platform Technology Options
- MCM Capability Growth – Perspectives
- Mine Divers
- New Replenishment Vessels for the German Navy
- Company Portrait: Abeking & Rasmussen

#### 12/2020 December

**AS:** 05/11/2020 **DU:** 13/11/2020 **ET:** 25/11/2020

- Class K130 Corvettes: Sensor- und Weapon Technology
- P-3C Orion Replacement
- Technologies for Naval Training

# Advertising Sizes and Rates – MarineForum

Rate card no. 9, effective 01 January 2020

Size	Printing area in Inch	Bleed in Inch*	Price in US\$ b/w	2-c**	3-c**	4-c**
2/1 page		16.5 x 11.7	7,500	7,900	8,300	8,700
1/1 page		8.3 x 11.7	3,750	4,150	4,550	4,950
2/3 vertical 2/3 horizontal	4.7 x 10.4 7.2 x 6.7	5.3 x 11.7 8.3 x 7.5	3,000	3,450	3,850	4,150
1/2 vertical 1/2 horizontal	3.6 x 10.4 7.2 x 5.3	4.1 x 11.7 8.3 x 5.9	2,400	2,750	3,000	3,350
1/3 vertical 1/3 horizontal	2.3 x 10.4 7.2 x 3.3	2.8 x 11.7 8.3 x 3.9	1,950	2,200	2,450	2,750
1/4 vertical 1/4 horizontal	3.6 x 5.3 7.2 x 2.6		1,450	1,700	1,950	2,150

## Cover positions

Inside front						5,350
Outside back						5,350

All rates + VAT, where applicable

\* Add 3 mm trimming edge on each side

\*\* Applies for colours according to European scale. Surcharge for special colours: US\$1,060.

**Loose Supplements:** up to 25g, per thousand US\$400 (+ postage)

**Inbound Inserts:** for each insert DIN A3 sized (bleed)  
426 x 303 mm US\$4,564

**Frequency discounts:** 3 ads and more 5%  
6 ads and more 10%  
10 ads and more 15%

**Marketing Reports:** US\$4,695 per page. Details on request.

## Technical Details

Europäische Sicherheit & Technik · European Security & Defence · Defence Technology Review · MarineForum

**Magazine size:** 210 mm width, 297 mm height

**Binding method:** Adhesive (ES&T);  
Saddle Stitch (ESD, DTR, MF)

**Printing method:** Offset

**Copy material:** Digital advertising copy as print-optimised PDF.  
Other file formats on request.

**General Conditions:** File size corresponds to ad size, CMYK-colour definition, non standard colours only upon consultation. Submit reference hard copy if possible, for colour print, colour proof or draft print-out.

**Advertising copy submission by email:**  
ads@mittler-report.de

Slight deviations of the tonal value might occur due to normal tolerances in the offset printing process.

**Bleed ads or over-run of print area:**  
No extra charges

**Ad closing, submission and cancellation deadline:**  
See timetable of the respective publication.

**Specific technical versions:**  
Details or individual offers on request.  
Further colour options on request.



# Advertising Sizes

Europäische Sicherheit & Technik · European Security & Defence · Defence Technology Review · MarineForum

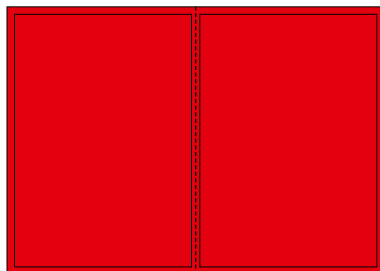
Trimming edge for bleed  
advertisements:

**add 3 mm on each side**

S: Printing Area

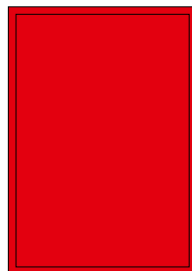
A: Bleed Sizes

Sizes: Width by Height in mm



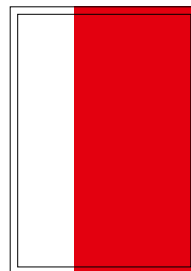
2/1 page

S:  
A: 420 x 297 mm



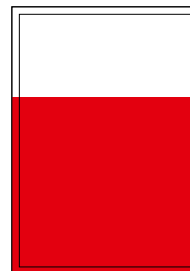
1/1 page

S:  
A: 210 x 297 mm



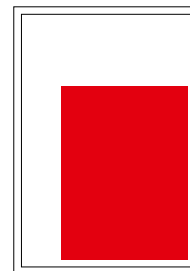
2/3 page vertical

S: 115 x 257 mm  
A: 135 x 297 mm



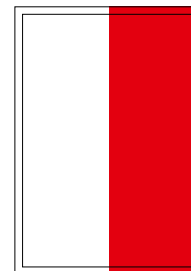
2/3 page horizontal

S: 176 x 170 mm  
A: 210 x 190 mm



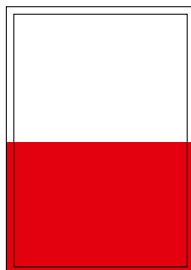
Junior Page

S: 148 x 210 mm



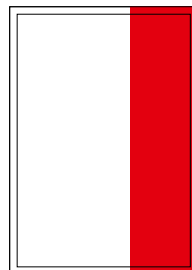
1/2 page vertical

S: 85 x 257 mm  
A: 106 x 297 mm



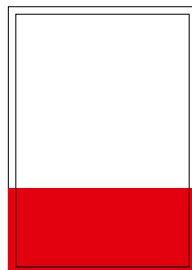
1/2 page horizontal

S: 176 x 126 mm  
A: 210 x 150 mm



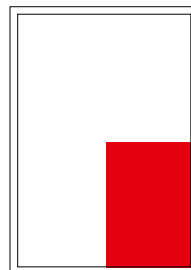
1/3 page vertical

S: 55 x 257 mm  
A: 72 x 297 mm



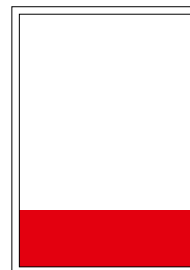
1/3 page horizontal

S: 176 x 80 mm  
A: 210 x 99 mm



1/4 page vertical

S: 85 x 126 mm



1/4 page horizontal

S: 176 x 60 mm



## Fast · Concise · To the Point

The independent fortnightly online newsletter **wehrrwirtschaft** (German) is distributed in PDF format via email and offers information on events, developments and changes in the field of armed forces, armament, defence industry and logistics. Besides a highly topical focus it features concise articles from the categories:

- Industry
- NATO / European Armed Forces
- International
- Conferences
- Persons

## Readership and Distribution

- Addresses:** Subscribers in ministries and subordinate agencies, Bundeswehr staff, members of the German Bundestag's Committees on Defence, Budget, Foreign and Internal Affairs, the Bundessicherheitsrat, the defence industry, associations and research institutions.
- Distribution:** Core distribution in Germany and other German-speaking countries.
- Circulation:** As each issue is available in internal networks of authorities (including the German Federal Ministry of Defence), institutes and companies on the basis of licence agreements, and the form of distribution allows its forwarding, the number of regular readers can only be roughly estimated. It can be assumed that each issue of wehrrwirtschaft reaches 10,000 to 15,000 qualified readers.
- Publication Dates:** The publication dates in 2020 are:  
16/01, 03/02, 17/02, 02/03, 16/03, 30/03, 14/04, 27/04, 11/05, 25/05, 04/06, 22/06, 06/07, 20/07, 03/08, 17/08, 31/08, 15/09, 28/09, 12/10, 26/10, 09/11, 23/11, 14/12

# Advertising Sizes and Rates – wehrwirtschaft

Rate card no. 9, effective 01 January 2020

Size	Printing area in mm	Bleed in mm*	Price in US\$ per ad	From 3 ads per ad	From 6 ads per ad	From 12 ads per ad
1/1 page	175 x 272	210 x 297	4,800	4,000	3,200	2,600
1/2 vertical 1/2 horizontal	121 x 264 184 x 170	134 x 297 210 x 190	2,900	2,500	2,100	1,850
1/3 vertical 1/3 horizontal	92 x 264 184 x 134	105 x 297 210 x 150	2,100	1,850	1,600	1,350
1/4 vertical 1/4 horizontal	58 x 264 184 x 85	71 x 297 210 x 99	1,850	1,600	1,350	1,200

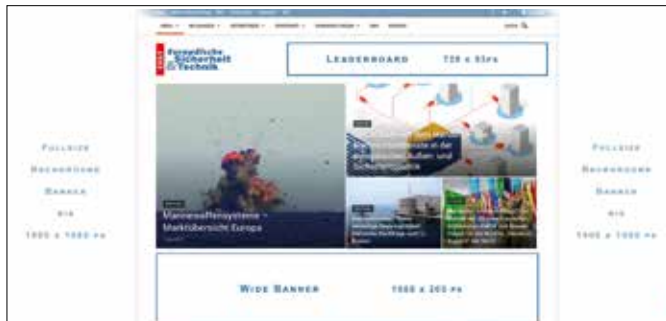
All rates + VAT, where applicable

**Advertising copies:** In PDF format with a resolution of 72 dpi or more in the respective size

**Copy deadline:** 2 working days prior to publication date

**Address:** Please send your advertising copies to  
**renate.herrmanns@mittler-report.de**

**Terms of business:** The terms of business as published in the 2020 media kit apply  
<http://www.mittler-report.de/mediadaten>



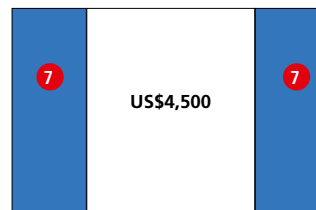
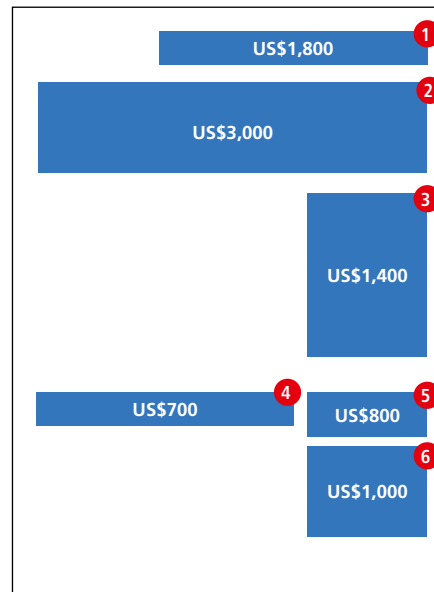
More than **120,000 user (unique visits)** per month

August 2019 | Source: Google Analytics

<b>Online:</b>	Monthly term
<b>Rotation:</b>	If the demand is high, it is possible that your advertisement is rotated with another one. Rotation is limited to three advertisers per space.
<b>Data/Deadlines:</b>	At least three working days prior to placement via email to: <a href="mailto:waldemar.geiger@mittler-report.de">waldemar.geiger@mittler-report.de</a>
<b>Technical Details:</b>	JPEG, TIF, GIF or SWF format Please embed URLs into a Flash file as »clicktag« variable. File size max. 512 KB.
<b>Placement and Banner Sizes:</b>	Special formats, transmedia campaigns and advertorials on request.

We reserve the right to change placements.

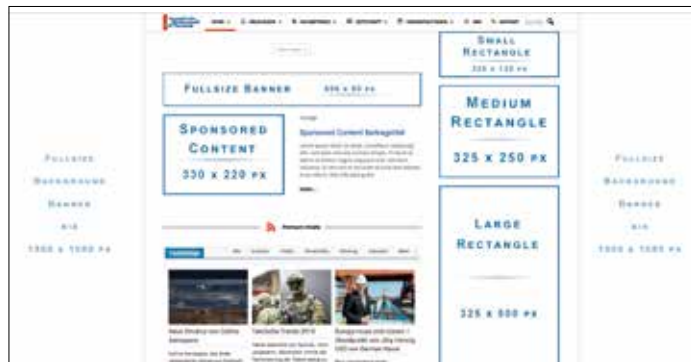
### Start page



- 1 Leaderboard**  
728 x 93 Pixel
- 2 Wide Banner**  
1,068 x 200 Pixel
- 3 Large Rectangle**  
325 x 500 Pixel
- 4 Full Size Banner**  
696 x 90 Pixel
- 5 Small Rectangle**  
325 x 125 Pixel
- 6 Medium Rectangle**  
325 x 250 Pixel
- 7 Full Size Background Banner**  
1.900 x 1.080 Pixel

All rates subject to VAT, discounts and agency commission.

## esut.de – Marketing Reports/Advertorials



### Marketing Reports/Advertorials

Present yourself with your relevant content to a dedicated target group on esut.de. Draw extra attention with expert information beyond the mere advertising message.

### How it works

You provide the content (text + photos) – we take care of the implementation. You get your own online news post with teaser and photo on the home page [www.esut.de](http://www.esut.de) »News« section. A link directs visitors to the landing page with your article. This page is accessible via the link for one month. Post and article are marked »Sponsored by xxx«.

Term	1 Month	2 Month
	US\$3,500	US\$5,000

In case your text is to be produced by our editors this will be charged separately on a time basis. After one month your post appears in the sidebar of the home page.

All rates subject to VAT, discounts and agency commission.

## Your Points of Contact

### Managing Director



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### Advertising Administration



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### Accounting



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### ADVERTISING REPRESENTATIVES:



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**Submission of advertising materials/artwork:**  
ads@mittler-report.de

## Terms of Business

1. An advertising order for one or several advertisements, inserts or supplements shall be subject to the General Terms and Conditions of the publication contract and shall thus be considered to be an advertising legal entity.
2. Advertising orders shall be satisfied within a period of one year following placement of an order. For combined advertisements, inserts and supplements, the basic rate shall be charged to each respective client.
3. Discounts, as specified in the advertising rate card, shall apply only within one year after the appearance of the first advertisement.
4. The client shall be entitled to increase the quantity of advertisements specified in the contract within the contractual period of the order.
5. If an order cannot be satisfied due to circumstances beyond the control of the publishing house, the client shall pay the difference between the granted and the appropriate discounted fee to the publishing house. This clause is made without prejudice to any further legal obligations. Such payment shall not be due, if the contract cannot be carried out by the publishing house due to force majeure.
6. In calculating the price of an order, text line millimetres shall be converted into advertisement space millimetres.
7. On the alteration of the advertising rates, new conditions shall enter into force immediately, unless the client and the publishing house agree otherwise.
8. Unless given as a precondition for the placement of an order, the publishing house shall not guarantee advertisements, supplements or inserts appearing at certain places of the magazine.
9. The publication of advertisements in the journalistic text portion shall be billed at the text portion rate. Text portion advertisements are defined as advertisements, which border on at least three sides with the text and not on other advertisements.
10. Advertisements, which cannot be recognised as such by their design, shall be visibly marked with the word "advertisement" by the publishing house.
11. With the acceptance and examination of advertisement texts and illustrations, the publishing house shall exercise reasonable care as is customary in business. It shall not, however, be held liable for misleading information or deception provided by the client. The client is solely responsible

for the legality of the advertisement, the supplement or the insert.

12. The publishing house reserves the right to reject advertising orders – or individual telephone calls constituting a contract – if the contents, the origin, or the technical form, following objective principles of the publishing house, do not comply with laws or official regulations or if the publishing is not considered just and reasonable by the publishing house.
13. Orders for supplements and inserts shall not be considered binding for the publishing house before the submission of an advertisement sample. The publishing house shall not accept supplements or inserts, which lead the reader to believe that, due to the format or layout, the supplement or insert is a component of the magazine. Supplements and inserts, which contain external advertisements, shall not be accepted.
14. Proofs shall only be supplied on explicit request. The exclusive responsibility for the correctness of the proofs returned to the publishing house shall rest with the client. If the proofs do not arrive at the publishing house before the appointed date, permission for the printing shall be considered as having been given.
15. The client is responsible for the timely submission of the advertising text and for the proper printing of documents for the supplement or inserts. The publishing house shall request immediate replacement for visibly unsuitable or damaged printed documents. When advertisement orders or alterations are forwarded by telephone, as well as in the case of errors due to illegible writing, the publishing house shall not be held responsible for the corrected rendition. If the publishing house is not able to immediately recognize deficiencies in submitted documents, but then subsequently finds them during the printing process, the publisher shall not be held liable. This clause applies also to incorrect repeat advertisements, if the client does not point out the mistake before the printing of the next advertisement.
16. The publishing house shall guarantee the technically perfect rendition of the advertisement. In case of an illegible, faulty or incomplete printout of the advertisement the client may claim a payment reduction or a repeat printout, but only to the extent, that the objective of the advertisement was impaired. The publishing house will not accept any further liability beyond this clause. Complaints in re-

spect of this clause are to be filed – except for non-obvious deficiencies – within four weeks after receipt of billing and voucher.

17. Payments shall be strictly met within 14 days starting from invoice date. In the case of a payment delay, the publishing house shall be entitled to charge the default client interest of at least 2 % above the respective basic interest rate of the European Central Bank. In the case of payment delay the publishing house shall be entitled to postpone further processing of the client's current order until payment is made and shall be entitled to demand pre-payment for remaining orders.
18. On request the publishing house shall supply a voucher copy of the advertisement with the billing. Depending upon the kind and scope of the order, advertisement detail clips, voucher pages or complete magazine copies shall be supplied.
19. Costs in respect of preparation of ordered printing documents as well as of changes demanded by the client, or for which he is responsible shall be borne by the client.
20. A decrease of circulation shall only affect the contract if the circulation declines more than 20 %. Further claims for compensation shall not be admissible if the publishing house informed the client about the decline of circulation such that the client was able to cancel the order before its appearance.
21. In the event of box number advertisements, the publishing house shall exercise reasonable care for the safe custody and timely forwarding of responses. Registered letters and express letters in response to box number advertisement shall only be forwarded by regular mail. The publishing house reserves the right to open incoming mail for inspection purposes in order to eliminate the misuse of the box number service. The publishing house shall not be obligated to forward offers of market targeting or product placement.
22. The publishing house shall return printing documents to the client only on special request. Unless otherwise agreed, the obligatory period of retention shall end 3 months after expiration of the contract.
23. Place of performance and legal venue is Bonn.

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# MITTLER REPORT

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