

MITTLER REPORT

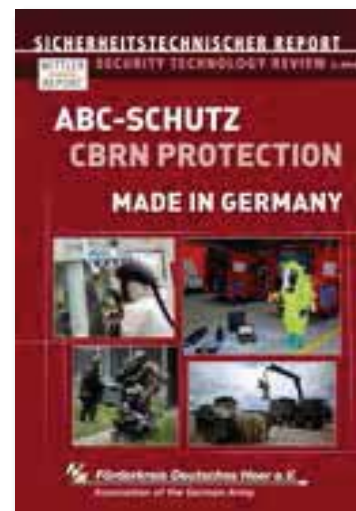
Media 2019

Media Kit / Editorial Programmes

Intelligence for the Intelligent



- Europäische Sicherheit & Technik (ES&T)
- European Security & Defence (ESD)
- MarineForum (MF)
- Defence Technology Reviews (DTR)
- Security Technology Reviews (STR)
- wwi – wehrwirtschaft
- ESD Spotlight
- ES&T Online / Digital Advertising



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Europäische Sicherheit & Technik

WEHRTECHNISCHER
REPORT

Defence Technology Review

Wehrtechnischer Report

SICHERHEITSTECHNISCHER REPORT
SECURITY TECHNOLOGY REVIEW

European Security & Defence

MARINE FORUM

European
Security
& Defence SPOTLIGHT

Online-Dienst
MITTLER
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 the 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

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Ulrich Renn, Col. (ret)	Air Force, Air Force Technology

Volume 8

Frequency: monthly

Europäische Sicherheit & Technik (ES&T)

Circulation and Distribution Analysis

Circulation	Copies per issue (average)*
Total Circulation:	20,205
• Paid PDF Licences**	4,019
Print Run:	16,186
Distribution:	13,406
Paid Circulation:	11,117
• Subscriptions:	8,802
• thereof Memberships:	3,156
• Single Copy Sales:	2,315
Free Copies:	2,289
Returned Copies:	2,780

* January to September 2018

** In the scope of a paid subscription the magazine is available in PDF format in German MoD's Intranet.

Focus Themes, Bonus Distribution

January

- DWT-Forum „Perspectives of the Defence Industry“

February

- Munich Security Conference

March

- U.T. Sec
- Enforce Tac / IWA Outdoor Classics
- DWT-Forum „Training in the Bundeswehr“

April

- **Focus: Signature Management**
- DWT-Forum „Space“
- 33rd AFCEA (Bonn) Convention

June

- DWT-Forum „Unmanned Vehicles“
- Paris Air Show

July

- **Focus: Helicopters of the Bundeswehr**
- International Helicopter Forum
- German Infantry Day

September

- **Focus: System Integration for Naval Vessels**
- IT Conference Koblenz (AFCEA/BAAINBw)
- DWT-Forum „Bundeswehr Logistics“
- 21st DWT Maritime Workshop
- KSK (Special Forces) Symposium

October

- it-sa 2019

November

- **Focus: Air and Missile Defence**

December

- **Focus: Defence Procurement in Germany**
- DWT-Forum „Cyber Defence“
- 33rd Security and Defence Conference

Editorial Programme Europäische Sicherheit & Technik (ES&T) 2019

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

ES&T 01/19 – January

AD: 17/12/18 **CD:** 19/12/18 **PD:** 02/01/19

Bonus Distribution: Munich Security Conference, DWT Forum "Perspectives of the Defence Industry"

- Interview Undersecretary of State Benedikt Zimmer
- Puma AIFV in Service
- Training of the Infantry
- Air-to-Ground Weapons for the Army (Tiger) – Requirements and Plans
- Sensors and Missiles for TLVS
- The German Navy's Flotilla 1
- Certification of Naval Vessels
- CIR Command and Digitisation of the German Armed Forces
- Software-Defined Radio (SVFuA) Capabilities
- Industrial Partnerships in Light of Current Materiel Requirements

ES&T 02/19 – February

AD: 21/01/19 **CD:** 23/01/19 **PD:** 04/02/19

Bonus Distribution: Munich Security Conference

- Trident Juncture: VJTF Preparation
- Main Ground Combat Vehicle – Status of the Joint Franco-German Project
- Military Engineering CoE
- Logistics Forces of the Army
- Eurofighter Typhoon Air-to-Ground Capabilities
- SARah – Technologies, Schedule, Capabilities
- Autonomous Naval Mine Warfare Systems
- New Propulsion Concepts for Submarines
- COMINT in Support of Border Surveillance
- Handheld Radios for Digitised Land Operations
- Cross-Domain Command & Control – Requirements for the Digitisation and Interconnection of Air Defence Forces

ES&T 03/19 – March

AD: 20/02/19 **CD:** 22/02/19 **PD:** 04/03/19

Bonus Distribution: U.T.Sec, Enforce Tac/IWA Outdoor Classics, DWT Forum "Training in the Bundeswehr"

- Interview Chief of Staff, CIR (Cyber & Information Space)
- Joint Fire Support – Equipment Aspects
- MARS II (MLRS) Capability Upgrade
- VJTF Puma
- Marder AIFV Upgrade for VJTF
- Anti-Armour/Arnti-Tank Projects (MELLS, PzFst, etc.)
- IdZ-ES IT-Upgrade
- Military Trucks – European Programmes
- NH90 and Tiger Redeployment from Mali
- A400M – Status of the Aircraft's Tactical Capabilities
- Platform Automation and Management for Naval Vessels
- The Medical Service in Operation
- The Bundeswehr's Assault Rifle System
- Clothing and Personal Equipment – Trends and Developments
- Battle Management System for VJTF
- Interconnecting Communication Systems for Digitised Combat Operations

Editorial Programme Europäische Sicherheit & Technik (ES&T) 2019

ES&T 04/19 – April

AD: 18/03/19 CD: 20/03/19 PD: 01/04/19

Bonus Distribution: AFCEA (Bonn) Convention and DWT Forum "Space"

Focus: Signature Management

- Interview Chief of Staff, German Navy
- Armament Programmes in Switzerland
- Munich Security Conference Report
- Training and Training Equipment of the Army
- Capabilities of the German Army's Airmobile Forces – Aircraft and Weapons
- N/C Reconnaissance Kit, Light – Providing a New Capability
- Unprotected Tractor Truck 70t
- Combat Aircraft Requirements in Europe – Technologies and Programmes
- UAS: Capability Upgrade from the Air Force's Perspective
- Heron 1 in Mali (Update)
- New Long-Range Radar for the Class F124 Frigates – Requirement, Perspectives
- Secure Smart Phones and Secure Apps

ES&T 05/19 – May

AD: 16/04/19 CD: 18/04/19 PD: 02/05/19

- Interview Chief of Staff, Medical Service
- Protected Vehicles of the Army's Strike Forces
- The GÜZ Army Combat Training Centre – Status and New Capabilities
- Conversion and Retrofit Kits for Military Support Vehicles
- Vehicle-Based IT for VJTF
- Second Batch Class K130 Corvettes
- Simulation in Pilot Training
- Weapons for Naval Units – Requirements and Programmes
- UAV and UCAS Maritime Applications
- Tactical Trends
- Cooperative Cyber Defense CoE
- Operation and Continued Development of the Joint CIR Situation Centre

ES&T 06/19 – June

AD: 20/05/19 CD: 22/05/19 PD: 03/06/19

Bonus Distribution: DWT Forum "Unmanned Vehicles", Paris Air Show

- Interview Chief of Staff, German Army
- Interview Military Vice-President, Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support (BAAINBw)
- Infantry Weapons
- JSF Multinational Training
- Continued Development of the German Air Force
- Status of the Pegasus Project (Focus: ISIS)
- Naval Surface Combatant Programmes in Europe
- Technology Support for the Medical Service
- ESSOR – Relevance for Germany

Editorial Programme Europäische Sicherheit & Technik (ES&T) 2019

ES&T 07/19 – July

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

Bonus Distribution: International Helicopter Forum, German Infantry Day

Focus: Helicopters of the Bundeswehr

- German Army Air Mobility
- Tiger Mk3 – Requirements
- Heavy Transport Helicopter – Requirements and Strategy
- CH-53 in Operation
- Replacement Bell UH-1D – Demand and Capabilities
- Replacement Sea Lynx – Status Report
- Guest Article Chief of Staff, Bundeswehr
- Armament Cooperation with the USA and Canada – Challenges
- New "Light" Division
- IdZ-ES – Status Report and Future Procurement
- Unmanned Systems of the Army
- Tornado Replacement – Requirements
- New Propulsion and Fuel Concepts for Naval Surface Units
- Bundeswehr Geographic Information Service
- The Medical Service's Contribution to Digitisation
- BwBekleidungsmanagement GmbH – The New Clothing Company

ES&T 08/19 – August

AD: 22/07/19 CD: 24/07/19 PD: 01/08/19

- New Capabilities for the Infantry: Puma, Boxer, IdZ-ES
- Bergepanzer 3 Recovery Vehicle – Status and Upgrades
- Digitisation of the Artillery (European Comparison)
- Air Transport Capabilities: C-130 Hercules and A400M
- Special Air Mission Wing MoD – Equipment and Tasks
- Optimising Casualty Transport
- Maritime Mine Countermeasures – Challenges and Perspectives
- Pistols as Self-Defence Weapons
- Last (First) Mile Radio Communications
- Digital Mobile Headquarters

ES&T 09/19 – September

AD: 19/08/19 CD: 21/08/19 PD: 02/09/19

Bonus Distribution: IT Conference Koblenz, KSK (Special Forces) Symposium, DWT Forum "Bundeswehr Logistics", DWT Maritime Workshop

Focus: System Integration for Naval Ships

- Interview Chief of Staff, Air Force
- Land Forces Mobility
- Development of the Army's Air Defence Capabilities
- Propulsion Systems and Power Supply for Land Vehicles
- Route Clearance System – Status and Upgrades
- New Protection Technologies for Combat Vehicles
- Autonomous Systems
- SIGINT – Developments and Upcoming Programmes

Editorial Programme Europäische Sicherheit & Technik (ES&T) 2019

ES&T 10/19 – October

AD: 16/09/19 CD: 18/09/19 PD: 01/10/19

Bonus Distribution: IT-SA

- Interview Chief of Staff, Joint Support Service
- Army Armament Programmes
- Digitisation of Land-Based Operations – Training and Trials
- A400M Air Transport Operations – First Tactical Experiences
- Airspace Surveillance by the Air Force
- Submarine Requirements and Projects in Europe
- Protective Garment and Protective Equipment
- IT Services for Air Force Missions
- Cyber Warfare: Offensive and Defensive Capabilities of the Bundeswehr

ES&T 11/19 – November

AD: 21/10/19 CD: 23/10/19 PD: 01/11/19

Focus: Air Defence

- TLVS as Future Backbone of Ground-Based Air Defence
- Objectives for Land-Based Air Defence with a Focus on SHORAD/VSHORAD
- Current Procurement Programmes in Austria
- Armament Cooperation in the EU
- Boxer – Armament and Protection
- Night Vision Technology for Land Forces
- FNC Cluster Multinational Air Transport Unit (MNAU)
- Medium Protected Medical Evacuation Vehicle – Status Report
- MKS 180 – Project Status and Strategy
- Modular Clothing and Load Carriage Equipment
- Communication for the VJTF

ES&T 12/19 – December

AD: 18/11/19 CD: 20/11/19 PD: 02/12/19

Bonus Distribution: DWT Forum "Cyber Defence", 33rd Security and Defence Conference

Focus: Defence Procurement in Germany

This issue is published in close cooperation with the Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support (BAAINBw)

- Status Report: Snipers

Programme Subject to Modification

Advertising Sizes and Rates

Rate card no. 8, effective 01 January 2019

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	6.9 x 10.1	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.

Advertisers in the print version of the magazine take advantage of the identical ad also appearing for free in the PDF version (circulation: 4,000+).

Frequency discounts:

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

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



Defence Technology Reviews (DTR)

Defence Technology Reviews are published in close cooperation with the FMoD, offices and the command authorities of the Bundeswehr/NATO, as well as in cooperation with 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 200 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 Reviews (DTR)

Editorial Programme Defence Technology Reviews 2019

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



01/19 April IT-Report 2019 (German)

ED: 08/03/19 AD: 19/03/19 CD: 22/03/19 PD: 06/04/19

As a matter of tradition, the annual IT Report issue, the publication of which always coincides with the AFCEA Convention in Bonn (11/12 April 2019) reflects the current status of information and communication technology for the armed forces in dedicated articles by experts and decision makers from public administration, the armed forces, scientific organisations, and industry. Besides, current programmes and requirements are addressed in topical contributions.

Bonus Distribution: AFCEA Convention 2019, Bonn



02/19 May SPz PUMA (German)

ED: 18/03/19 AD: 12/04/19 CD: 24/04/19 PD: 17/05/19

The PUMA Armoured Infantry Fighting Vehicle is one of the world's most modern combat vehicles. Since its development and adoption in 2015, the PUMA has been continuously improved and upgraded to keep up to the ever changing military demands. This DTR describes the project's status and its future development for the Bundeswehr.



03/19 July PUMA AIFV (English)

ED: 20/05/19 AD: 01/07/19 CD: 04/07/19 PD: 22/07/19

The PUMA Armoured Infantry Fighting Vehicle is one of the world's most modern combat vehicles. Besides its adoption by the Bundeswehr, the PUMA finds significant interest on the international market. This DTR describes the project's status and its potential for future development.

Wehrtechnische Reports (WTR)



04/19 September Advanced Technologies for German Land Forces (English)

ED: 26/07/19 AD: 13/08/19 CD: 15/08/19 PD: 02/09/19

This well-established publication – to mark the two major international land defence exhibitions DSEI and AUSA – offers fundamental information on the current capabilities and development of the German land forces to an international readership.

Bonus Distribution: DSEi 2019, London – AUSA 2019, Washington



05/19 October Medical Support in European Military Context (German/English)

ED: 16/09/19 AD: 30/09/19 CD: 02/10/19 PD: 15/10/19

Germany has been chosen as the lead nation for the European Medical Command which is planned as part of EU's PESCO initiative. The Bundeswehr's Medical Service plays a key role in the establishment of the command. The DTR gives an overview of the Medical Service's current development and offers a platform for the defence industry to present its products, services and capabilities.



06/19 December Soldier and Technology 2020 (German)

ED: 25/11/19 AD: 09/12/19 CD: 11/12/19 PD: 20/12/19

Tactical Trends for hand weapons, ordnance, ammunition, clothing and personal equipment are subject to consideration in this issue. Against the background of the pending decision for a successor to the Bundeswehr's G36 standard assault rifle and peripherals as well as the continuing service introduction of the IdZ-ES/Gladius soldier system for the German infantry forces the theme is of topical relevance. The issue is published in cooperation with the service branch commands and the central German procurement authority, the BAAINBw.

Bonus Distribution: Enforcetac/IWA, Nuremberg – German Infantry Day, Hammelburg – KSK Symposium 2020



Security Technology Reviews (STR)

In accordance with the “Networked Security” principle this series of national security brochures complements the publishing house’s scope of capabilities. The issues focus on public security institutions and the technologies used by and in support of them.

Language: German and/or English

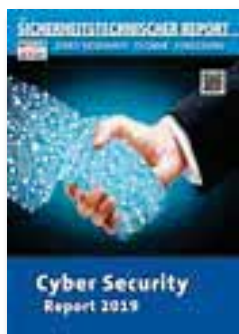
Circulation: 5.000 – 7.000

Target Groups:

- Public security authorities and organisations (BOS)
- Political/parliamentary sector
- Security technology industry and service companies/associations
- Private operators of critical infrastructures
- Armed forces
- Media and think tanks
- National and international strategic community

Distribution:

- Subscribers
- Bookstores
- Dedicated mailing lists
- Internet
- Exhibitions and conferences



01/19 October Cyber Security Report 2019

ED: 09/09/19 AD: 23/09/19 CD: 25/09/19 PD: 08/10/19

Cyber attacks on states and critical infrastructures are no longer fiction, but rather reality. As a matter of tradition the annual Cyber Security Report addresses current cyber defence issues and discusses trends, tendencies and concepts in response to them. The authors of this issue include experts and decision makers from military organisations, public administration, offices and organisations with security tasks, and industry.

Bonus Distribution: it-sa 2019, Nuremberg

Advertising Sizes and Rates

Rate card no. 8, effective 01 January 2019

Defence Technology Reviews · Security Technology Reviews

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 2/3 horizontal	4.5 x 10.1 6.9 x 6.7	135 x 297 210 x 190	3,950	4,350	4,750	5,100
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1/3 vertical 1/3 horizontal	2.2 x 10.1 6.9 x 3.1	72 x 297 210 x 99	1,950	2,200	2,400	2,600
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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 aspects of European defence and security policy, the armed forces, armament/procurement, and industry. 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 10 times in 2019 including a special issue addressing the subject of “Defence Procurement in Germany”.

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

In terms of readership ESD reaches broadly 25% industry, 65% military and 10% “other” categories, and within those categories is most frequently received (initially) in the Major-to-2-Star-General (or equivalent) bracket. The pass-along rate is assessed as being between 5 and 7 readers per copy.

Editorial Team:

Dr. Peter Boßdorf
Editor-in-Chief

Stephen Barnard
Managing Editor

Jürgen Hensel
Industrial Editor



Editorial Field Offices:

Berlin - Dr. Wolfgang Labuhn

Brussels - Joris Verbeurgt

Copenhagen - J. Bo Leimand

The Hague - Jaime Karremann

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Tokyo - Shinichi Kiyotani

Vienna - Georg Mader

Washington - Sidney E. Dean, Chet Nagle

European Security & Defence (ESD)

Editorial Programme 2019

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date



**INTELLIGENCE FOR
THE INTELLIGENT**

ESD is also available in e-paper format.

ESD 01/19 – January

Focus: International Armoured Vehicles (IAV)

Bonus Distribution: IAV / IDEX / EW Europe / Combat Logistics

AD: 08/01/19 CD: 14/01/19 PD: 21/01/19

- UK Armoured Vehicle Programmes Update
- US Armoured Vehicle Programmes
- Armoured Ambulances
- European Armoured Military Truck Programmes
- Heavy Armament Options for Light and Medium Armoured Vehicles
- Remotely Controlled Weapon Stations
- Sensors for IFVs
- Vehicle and Crew Protection
- EW/ECM Protection of Armoured Vehicles
- UN/NGO/Diplomatic/Discreet Armour
- Track Technology Developments
- Runflat Technology

ESD 02/19 February

Focus: IDEX

Bonus Distribution: IDEX / NAVDEX / EW Europe / Combat Logistics / Munich Security Conference / Border Protection TX

AD: 07/02/19 CD: 08/02/19 PD: 15/02/19

- UAE Acquisition Plans/UAE Offsets Group
- The Italian Navy (Interview Chief of Staff)
- Defence Procurement in Switzerland (Interview Director armasuisse)
- South African Defence Industry
- Self-Propelled Artillery Trends
- Tactical Navigation
- Precision Guided Munitions
- Counter-Battery and Locating Radar
- MCMV Global Programme Review
- Combat Management Systems for Naval Surface Combatants
- Naval Radars
- Anti-Submarine Warfare
- Operational Communications Security
- Battery Developments/Power Generation
- CBRN (1): Biodefence

ESD 03/19 – March

Bonus Distribution: SCTX / UDS / IWA / Enforcetac / UT-SEC / HOMSEC / Mortar Conf / AUSA Winter / LIMA

AD: 20/02/19 CD: 22/02/19 PD: 01/03/19

- **Country Focus: Austria**
- **Technology Focus: Small Arms and Sights**
- French Army (Interview Chief of Staff)
- The Finnish Air Force
- Air Force Modernisation in Malaysia
- Transatlantic Defence Cooperation Programmes
- Self-Propelled Artillery in US Land Forces
- Propulsion Options for Armoured Vehicles
- Mortar Technology Developments
- Grenade Launcher Options
- Small Arms Ammunition
- MALE Programmes and Requirements in Europe
- Tactical UAS
- UAS Detection and Countermeasures
- Naval Replenishment Vessels – Requirements and Programmes in Europe
- ROV Developments





European Security & Defence (ESD)

Editorial Programme 2019

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

ESD 04/19 – April

Bonus Distribution: LAAD / Quad A / Future AFV / AFCEA / ASDA / SOFINS / Xponential

AD: 20/03/19 **CD:** 22/03/19 **PD:** 01/04/19

- **Policy Focus: 70 Years of NATO**
- **Country Focus: The Netherlands** 
- Brazilian Acquisition Programmes
- Norwegian Air Force Armament Programmes
- Digitisation of Land Forces
- European AIFV Designs
- Active and Reactive Vehicle Protection Systems
- AGS – Airborne Ground Surveillance in NATO
- European Air Transport Command – Tasks and Missions
- European Heavy Transport Helicopter Capabilities
- Combat Helicopter Armament
- Naval Combat Management
- Cyber Defence: NATO's Challenges
- CBRN (2): Water Purification
- 3-D Printing in the Aerospace & Defence Industry

ESD 05/19 – May

Bonus Distribution: IDEF / IDET / UDT / ISDEF / AFCEA / ITEC / NITEC / Navy League / SOFIC

AD: 18/04/19 **CD:** 23/04/19 **PD:** 30/04/19

- **Country Focus: Sweden** 
- The Turkish Armed Forces
- Turkish Defence Exports
- The Czech Armed Forces
- Defence Procurement in Spain (Interview Director DGAM)
- German Army Modernisation Programmes
- Azerbaijan's Defence and Security Industry
- Turret Systems
- Artillery Upgrade Programmes
- Transparent Armour
- Gunnery Simulation and Training
- Battlefield Electronic Warfare
- BMD for NATO's Southern Flank
- High-Speed Ships
- Naval Guns – Global Trends
- Close-In Weapons Systems
- Diver Delivery Systems
- Visualisation Systems

ESD 06/19 – June

Bonus Distribution: Paris Air Show / NCT / Partner 2019 / Bückeburg Helicopter Forum / IMDS

AD: 28/05/19 **CD:** 31/05/19 **PD:** 07/06/19

- **Focus: Air Force Modernisation in Europe**
(Interviews National Armament Directors)
- The Polish Navy
- Swiss Air Force Armament Programmes
- Serbian Defence Exports
- NSPA – Organisation, Tasks, Expectations
- Airborne Battle Management/Sensor Fusion Innovation
- CASEVAC/MEDEVAC Aircraft
- Air-to-Surface Weapon Systems
- UAS Reconnaissance/Surveillance
- Airborne Electronic Warfare
- Fighter Pilot Helmet Developments
- MPA Requirements in Europe
- CBRN (3): Decontamination Technologies
- Geo-Information: Demand/Developments

ESD 07-08/19 – July/August

AD: 25/06/19 **CD:** 28/06/19 **PD:** 08/07/19

Special Issue: Defence Procurement in Germany

Published on commission to the German authorities (BMVg and BAAlNBw), this English-language edition on **"How to Do Defence Business with Germany"** is delivered by ESD on their behalf, with bonus distribution through 2019.



European Security & Defence (ESD)

Editorial Programme 2019

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

**INTELLIGENCE FOR
THE INTELLIGENT**

ESD 09/19 – September

Focus: DSEI

Bonus Distribution: MSPO / DSEI / MDM

AD: 26/08/19 CD: 28/08/19 PD: 02/09/19

- UK Defence Policy after Brexit
- Defence Procurement and Defence Industrial Cooperation in the UK
- UK Naval Acquisition – Type 26, Type 31, QUEEN ELIZABETH Class etc.
- Defence and Security in Poland (Interview Chief of Staff, Polish Armed Forces)
- Polish Defence Industry
- German Naval Programmes
- Market Overview Logistic Vehicles
- Armoured Vehicle Launched Bridges – European Designs and Programmes
- Soldier Modernisation Programmes
- Developments in Night Vision Technology for Land Forces
- Light Anti-Tank Weapons
- Protecting Military Combat Vehicles in Urban Warfare
- UGVs for Combat Support
- Infantry Fire Support Weapons
- Next-Generation AWACS
- Naval Ships at DSEI
- European Submarine Requirements
- Weapons for Surface Combatants
- Reconnaissance at Sea
- Prototype Warfare
- Cables and Connectors – Requirements and Technological Innovations

ESD 10/19 – October

Bonus Distribution:

AUSA / Arms & Security / BIDEC / IT-SA / Technet / NIAS

AD: 20/09/19 CD: 24/09/19 PD: 01/10/19

- **Policy Focus: The US and Europe**
- The Futures Command of the US Army
- US Army Spending
- Defence Procurement in Denmark (Interview Director DALO)
- Italian Naval Procurement Programmes
- Ukraine's Defence Industry & Partners
- EU Defence Cooperation Programmes
- Lessons Learned from Operations in the Middle East
- Operations in Denied Environments
- Light Tactical Vehicles
- Combat Helicopter Modernisation in Europe
- Equipping the VJTF
- Surface-to-Air Missile Technology and Programmes
- Helicopter Engine Developments
- Manned/Unmanned Teaming
- NCIA View on Current Cyber Security Challenges

ESD 11-12/19 – November/December

Focus: Milipol

Bonus Distribution: Dubai Air Show / D&S Bangkok / Milipol Paris / NIDV Symposium / Combat Engineer / I/ITSEC / GDA / Expodefensa

AD: 25/10/19 CD: 28/10/19 PD: 04/11/19

- Portuguese Navy (Interview Chief of Staff)
- The Colombian Armed Forces
- European Defence Technology for South America
- Police and Paramilitary Forces in France
- Naval Industry in Germany
- Military Engineering in Germany
- FRONTEX – Current Tasks and Requirements
- Perimeter Security/Riot Control Equipment
- Critical Infrastructure Protection: Access Control, Surveillance, Barriers
- Handgun Training
- NETMA – Organisation, Tasks, Expectations
- NATO's Air-to-Air Refuelling Demand
- Air-to-Air Missile Developments
- Aircraft Self-Protection Systems
- UAS Propulsion
- Counter-Drone Options for Civilian Environment
- BMD at Sea
- Containers in Transport Logistics
- CBRN (4): CBRN Simulation and Training

Right of Alteration reserved, as at 15 October 2018

Profile European Security & Defence (ESD)

Circulation: 18,068, thereof 14,049 Print, 4,019 PDF (October 2018)

Readership Profile

- 11% – Politics: Members of Parliament, delegates of parliamentary committees relevant for defence and armament
- 21% – Multi-national organisations, MoDs and subordinate offices, defence procurement authorities and agencies
- 33% – Armed forces: land forces, air forces, naval forces, joint support services
- 9% – Academia, scientific organisations, research institutes
- 26% – Industry: companies and associations

Distribution: 13,774 copies + 4,019 PDF licenses Intranet BMVg

Core Distribution: 7,407

Belgium (incl. NATO): 1,084
Denmark: 528
France: 559
Germany: 835 (+ 4,019)
Italy: 463
The Netherlands: 570
Poland: 587
Spain: 540
Turkey: 618
UK: 799
USA: 824

Others Europe: 3,501

Albania: 15
Austria: 286
Bulgaria: 42
Croatia: 117
Estonia: 84
Finland: 178
Georgia: 124
Greece: 147
Hungary: 102

Ireland: 156
Latvia: 38
Lithuania: 36
Luxembourg: 21
Macedonia: 12
Montenegro: 16
Norway: 399
Portugal: 152
Romania: 41
Serbia: 121
Slovak Republic: 93
Slovenia: 100
Sweden: 417
Switzerland: 337
Czech Republic: 287
Ukraine: 130
Others: 50

Asia/Africa/Pacific: 2,058

Afghanistan: 31
Algeria: 24
Australia: 44
Brunei: 7

China (PR): 62
Egypt: 67
India: 143
Indonesia: 76
Iraq: 24
Israel: 253
Japan: 68
Jordan: 65
Kazakhstan: 14
Qatar: 42
Korea (RoK): 50
Kuwait: 73
Malaysia: 120
Morocco: 21
Namibia: 7
New Zealand: 11
Nigeria: 20
Oman: 30
Pakistan: 47
Philippines: 64
Russian Federation: 163
Saudi Arabia: 40
Singapore: 118

South Africa: 41
Taiwan: 38
Thailand: 112
Tunisia: 34
United Arab Emirates: 91
Vietnam: 12
Others Asia/Africa/Pacific: 43

North, Central and South America: 808

Argentina: 136
Brazil: 199
Canada: 191
Chile: 70
Colombia: 38
Ecuador: 10
Mexico: 66
Paraguay: 11
Peru: 27
Uruguay: 9

Others Central and South America: 51

This breakdown does not consider inspection, voucher or promotional copies for bonus distribution at e.g. exhibitions and conferences.

All rights are reserved, and changes will be made without prior notification.

Advertising Sizes and Rates

Rate card no. 8, effective 01 January 2019

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

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\$1,350.

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

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: 12,202 Total Circulation, thereof 8,183 Print Run and 4,019 PDF licences for the German MoD's Intranet

Technical Details: see pages 25-26

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 2019

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

1-2/2019 January/February

AS: 03/12/2018 **DU:** 12/12/2018 **ET:** 28/12/2018

- Naval Helicopters – Requirements and Plans
- Unmanned Systems for Naval Applications

03/2019 March

AS: 01/02/2019 **DU:** 14/02/2019 **ET:** 26/02/2019

- Chief of Staff, German Navy (Name Article)
- P-3 Orion Modernisation and MPA Replacement in Germany

04/2019 April

AS: 01/03/2019 **DU:** 14/03/2019 **ET:** 27/03/2019

- Interview: Chief of Staff, Royal Norwegian Navy
- Shipyard Portrait: German Naval Yards

05/2019 May

AS: 01/04/2019 **DU:** 11/04/2019 **ET:** 26/04/2019

- Naval Weapons for Surface Combatants and Submarines
- Trends and Technology Advances in Submarine Propulsion
- Naval and Maritime Industry in The Netherlands

06/2019 June

AS: 02/05/2019 **DU:** 16/05/2019 **ET:** 27/05/2019

- New Mine Countermeasure Vessels for the German Navy
- Light and Heavy Torpedoes

7-8/2019 July/August

AS: 03/06/2019 **DU:** 13/06/2019 **ET:** 26/06/2019

- Interview: Commander, Belgian Naval Component
- International Surface Combatant Programmes

09/2019 September

AS: 02/08/2019 **DU:** 15/08/2019 **ET:** 27/08/2019

- The German Navy's Flotilla 2 – Structure, Tasks, Missions, Requirements
- International Submarine Programmes

10/2019 October

AS: 05/09/2019 **DU:** 12/09/2019 **ET:** 27/09/2019

- Reconnaissance Means for Naval Forces
- Navigation and Communication – Trends and International Programmes
- 2nd Batch K130 Corvettes for the German Navy

11/2019 November

AS: 04/10/2019 **DU:** 17/10/2019 **ET:** 28/10/2019

- MKS 180 – The German Navy's New Multi-Role Combat Ship
- LCS and FFG(X) – Status of the U.S. Navy Programmes

12/2019 December

AS: 05/11/2019 **DU:** 14/11/2019 **ET:** 27/11/2019

- U212CD – New Submarines for Germany and Norway
- Command and Weapon Control Systems for Maritime Applications

Advertising Sizes and Rates – MarineForum

Rate card no. 8, effective 01 January 2019

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	7.2 x 10.4	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 Reviews · Security Technology Reviews · MarineForum

Magazine size: 210 mm width, 297 mm height

Binding method: Adhesive (ES&T);
Saddle Stitch (ESD, DTR, STR, 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 Reviews · Security Technology Reviews · MarineForum

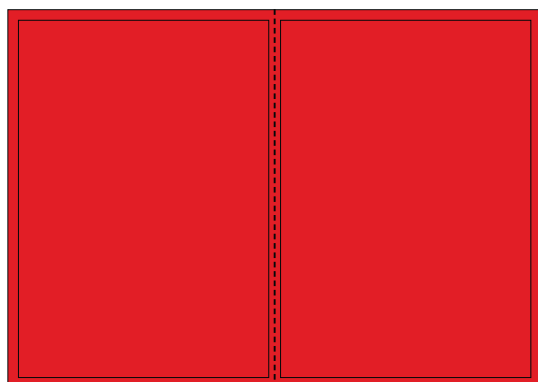
Trimming edge for bleed advertisements:

add 3 mm on each side

S: Printing Area

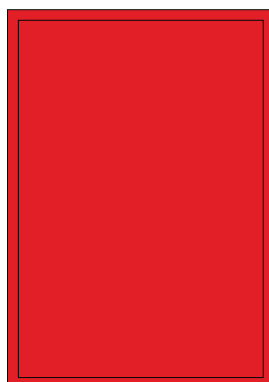
A: Bleed Sizes

Sizes: Width by Height in mm



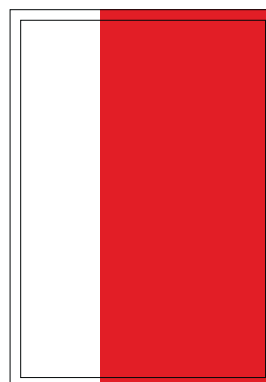
2/1 page

S:
A: 420 x 297 mm



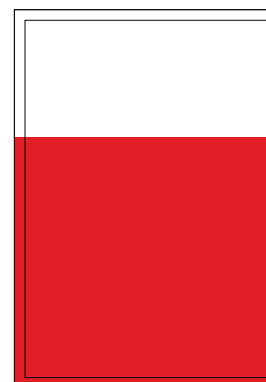
1/1 page

S: 176 x 257 mm
A: 210 x 297 mm



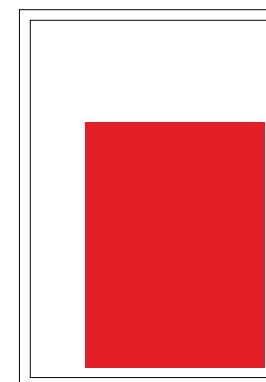
2/3 page vertical

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



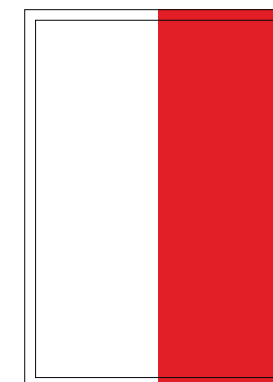
2/3 page horizontal

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



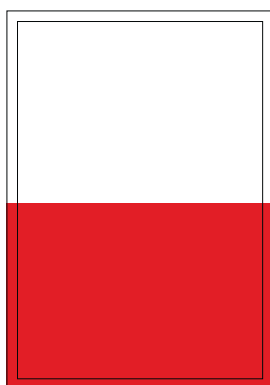
Junior Page

S: 148 x 210 mm



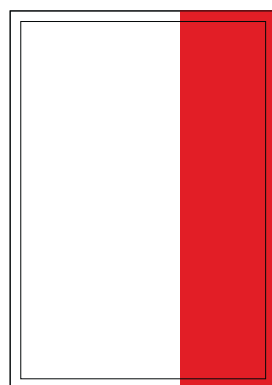
1/2 page vertical

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



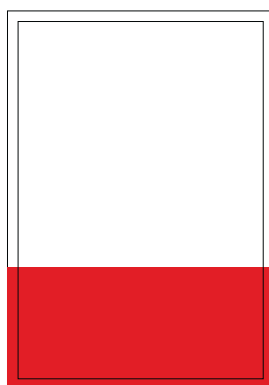
1/2 page horizontal

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



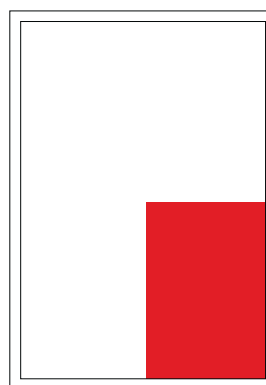
1/3 page vertical

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



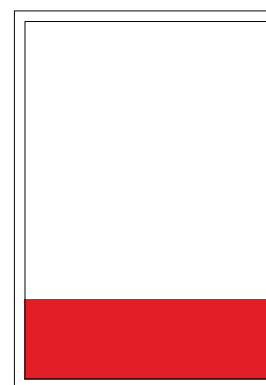
1/3 page horizontal

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 **wehrwirtschaft** is distributed as PDF file 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 wehrwirtschaft reaches 10,000 to 15,000 qualified readers.
- Publication Dates:** The publication dates 2019 are:
21/01, 04/02, 18/02, 06/03, 18/03, 01/04, 15/04, 29/04, 13/05, 27/05, 12/06, 24/06, 08/07, 22/07, 05/08, 19/08, 02/09, 16/09, 30/09, 14/10, 28/10, 11/11, 25/11, 09/12

Advertising Sizes and Rates – wehrwirtschaft

Rate card no. 8, effective 01 January 2019

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 2019 media kit apply
<http://www.mittler-report.de/mediadaten>



European Security & Defence SPOTLIGHT

Fast · Accurate · Global

ESD Spotlight is a fortnightly, English language online newsletter distributed as PDF file via email. ESD Spotlight covers current developments, tendencies and events in the field of defence on a European and global scale: armed forces, armament and procurement, defence and security industry, logistics, education and research.

Each issue features highly topical articles on relevant trends, structured as follows:

- Defence and security industry
- NATO / European Armed Forces
- Armed forces international
- Exhibitions, symposia, conferences
- Persons
- New technologies

Readership and Distribution

- Readers:** Subscribers in ministries and subordinate agencies, armed forces, members of relevant parliamentary bodies, defence and security industry, associations, research institutions.
- Distribution:** Core distribution in NATO, European Union, North America and the EMEA region.
- Circulation:** Currently (October 2018) ESD Spotlight is distributed to 16,000+ subscribers. As the form of distribution allows its unrestricted forwarding, copying and upload in internal networks, it can be assumed that the readership amounts to more than 30,000 persons.
- Publication Dates:** The publication dates 2019 are:
15/01, 29/01, 12/02, 26/02, 12/03, 26/03, 09/04, 24/04, 07/05, 21/05, 04/06, 18/06, 02/07, 16/07, 30/07, 13/08, 27/08, 10/09, 24/09, 08/10, 22/10, 05/11, 19/11, 03/12, 17/12

Advertising Sizes and Rates – ESD Spotlight

Rate card no. 8, effective 01 January 2019

Size	Printing area in mm	Price in US\$ per ad	From 3 ads per ad	From 6 ads per ad	From 12 ads per ad	From 15 ads per ad
1/1 page	210 x 297	4,850	4,600	4,475	4,350	N/A
2/3 vertical 2/3 horizontal	126 x 250 192 x 160	3,550	3,450	3,380	3,275	N/A
Junior Page	134 x 190	3,550	3,450	3,380	3,275	N/A
1/2 vertical 1/2 horizontal	96 x 250 192 x 126	2,660	2,580	2,450	2,250	N/A
1/3 vertical 1/3 horizontal	61 x 250 192 x 75	1,800	1,650	1,550	1,485	N/A
1/4 vertical 1/4 horizontal	96 x 126 192 x 60	1,450	990	880	660	On request
1/8 vertical 1/8 horizontal	96 x 50 192 x 30	500	440	420	360	On request
1/16 vertical 1/16 horizontal	96 x 30 192 x 15	300	300	260	220	On request
Button	175 Pixel x 175 Pixel	500	440	420	360	On request

All rates + VAT, where applicable

Advertising copies: EPS format only with a resolution of 72 dpi or more in the respective size (all advertisements can be linked to URLs – web site, PDF file, video, etc.)

Copy deadline: One week prior to publication date

Anschrift: Please send your advertising copies to:
dorothee.frank@mittler-report.de und
renate.herrmanns@mittler-report.de
 cc: **ads@mittler-report.de**

Europäische Sicherheit & Technik (ES&T) – Digital Advertising

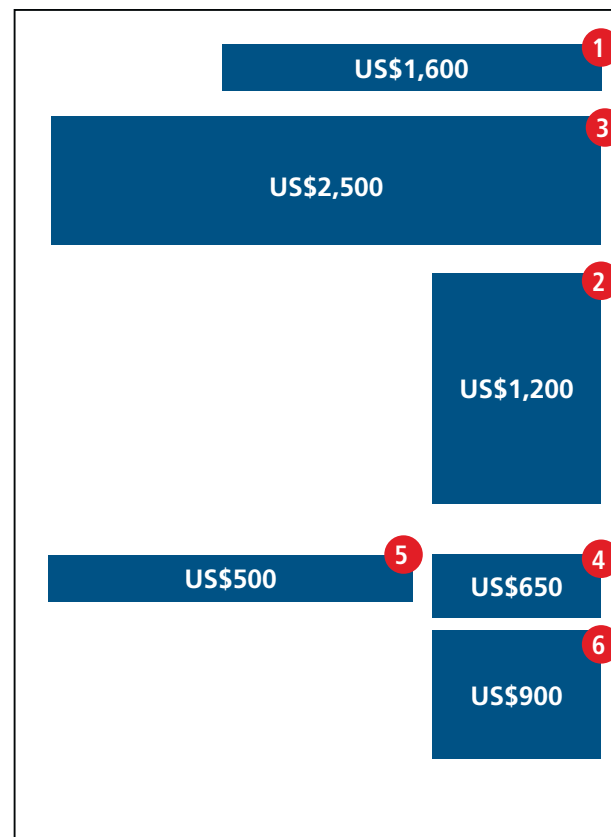


More than
60,000 unique visits per month
Average June–September 2018 | Source: Host Europe

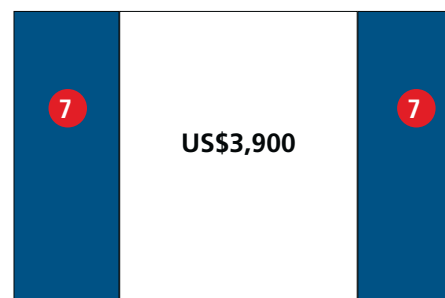
Online:	Monthly term
Rotation:	If the demand is high, it is possible that your advertisement is rotated with another one. Rotation is limited to three advertisers per space.
Data/Deadlines:	At least three working days prior to placement via email to: waldemar.geiger@mittler-report.de
Technical Details:	JPEG, TIF, GIF or SWF format Please embed URLs into a Flash file as »clicktag« variable. File size max. 80 KB.
Placement and Banner Sizes:	Special formats, transmedia campaigns and advertorials on request.

We reserve the right to change placements.

Start page

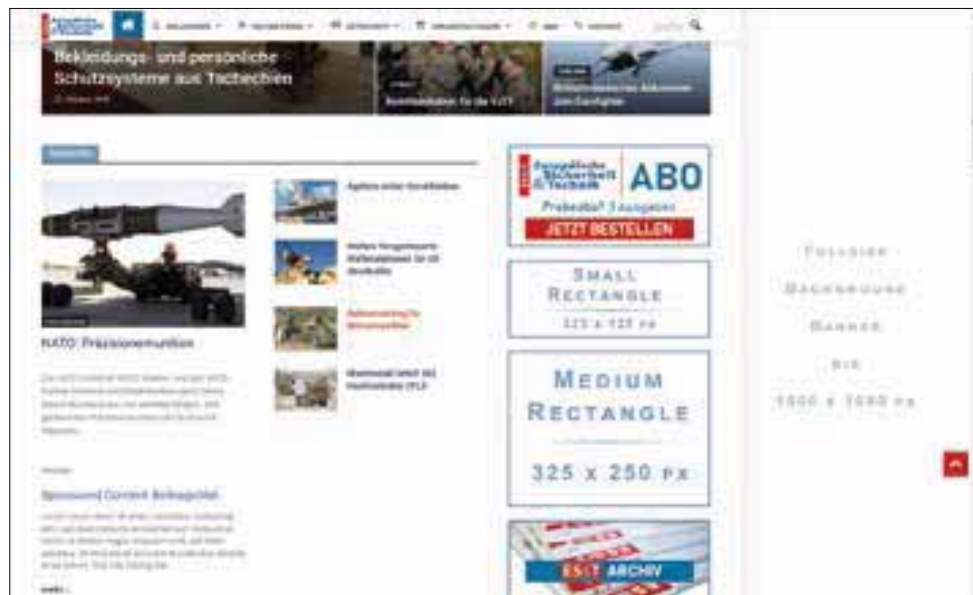


- 1** **Leaderboard**
728 x 90 pixels
- 2** **Large Rectangle**
325 x 500 pixels
- 3** **Extended Banner**
1.150 x 260 pixels
- 4** **Small Rectangle**
325 x 125 pixels
- 5** **Fullsize Banner**
696 x 90 pixels
(Start page)
- 6** **Medium Rectangle**
325 x 250 pixels
- 7** **Full Size Background Banner**
1.900 x 1.080 pixels



All rates subject to VAT, discounts and agency commission.

Europäische Sicherheit & Technik online – Marketing Reports/Advertorials



Online

Marketing Reports/Advertorials

Present yourself with your relevant content to a specific target group on ES&T Online with more than 60,000 users per month. Draw extra attention with expert information beyond the mere advertising message.

How it works

You provide the content (max. 9,000 characters of 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 »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
Special Price (when simultaneously buying a print advertisement of 1 page)	US\$1,000	US\$1,500

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

Director of Marketing



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Phone: +49 228-3500876
juergen.hensel@mittler-report.de

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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.

MITTLER

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