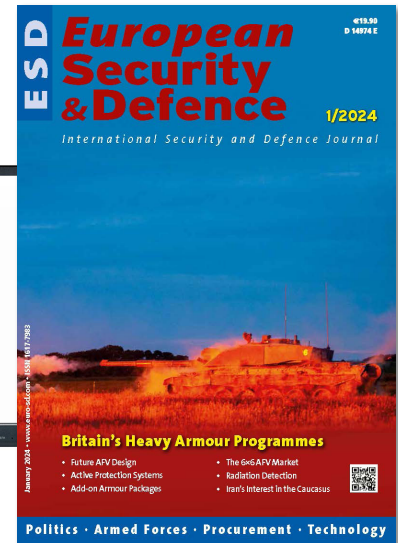
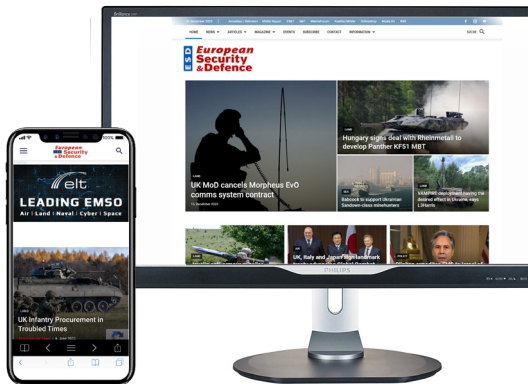


ESD **European Security & Defence**

Media Kit 2024

MITTLER
REPORT



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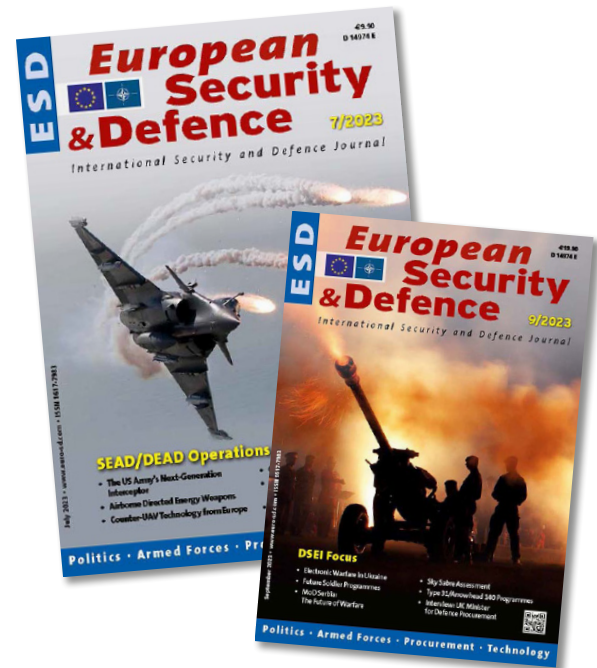
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“**European Security & Defence**” (ESD) addresses an international readership in more than 100 countries with a distribution focus on Europe. ESD considers questions of international relevance at political/parliamentary, military, technological and industrial levels.

The magazine is supported by renowned and expert authors from politics, the military, public administration acknowledged scientific institutions and independent specialist writers from around the world.

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monthly, with a double issue in November/December

Language: English

Editorial Field Offices:

Belgium/EU/NATO: Joris Verbeurgt (jv), **Brazil:** Roberto Guimarães de Carvalho (rgc), **Denmark:** J. Bo Leimand (jbl), **France:** David Saw (ds),

Georgia: Beka Kiria (bk), **Israel:** Tamir Eshel (te), **Italy:** Luca Peruzzi (lp),

Japan: Shinichi Kiyotani (sky), **The Netherlands:** Jaime Karremann (jk),

Poland: Grzegorz Sobczak (gs), **Portugal:** António Brás Monteiro (abm),

Spain: Esteban Villarejo (ev), **Taiwan, North & East Asia:** JD Kitsch (jdk),

Turkey: Korhan Özkilinc (kö), **UK:** Christopher Foss (cf), Tim Guest (tg),

Ukraine: Alex Horobets (ah), **USA:** Sidney Dean (sd), Chet Nagle (cn)

Circulation and Distribution

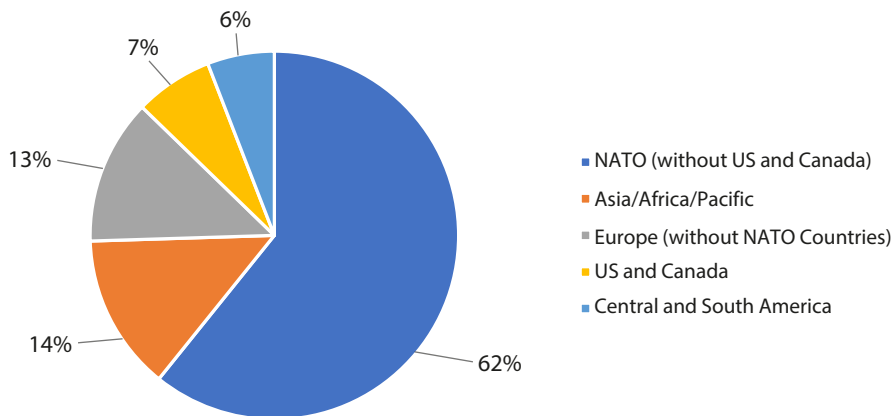
Circulation	Copies per issue (average)*
Total Circulation:	22,900
thereof	
Print:	14,850
Licences for companies/ governmental insitutions/ academia:	6,350
PDF copies: (subscribers, shop downloads, iKiosk)	1,700

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% – Others

* Status: February 2023

Geographical Distribution:



Editorial Schedule and Dates 2024

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 01/24 – January

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

Bonus Distribution: IAV (22-25 Jan) / DWT – Prospects for the Defence Industry 2024 (23-24 Jan) / Mobile Deployable Communications (24-25 Jan)

Focus: International Armoured Vehicles (IAV)

- 6x6 Armoured Vehicles
- Active Protection Systems Overview
- Add-on Armour Packages
- AFV Designs for Strategic Power Projection
- Armoured Ambulances / MEDEVAC
- CBRN (1): The State of the Art: Radiation Detection
- Effectiveness of Modern Armour Protection
- Horizon Scanning (1): Future Requirements of AFV Designs
- Hybrid-Electric & Electric Propulsion for Land Vehicles
- NATO's Role in Contemporary Global Security Dynamics
- The Future of the UK's Heavy Armour Programmes
- Turret Options for AFVs
- Vehicle Optronics / Situational Awareness

ESD 02/24 – February

AD: 19/01/24 CD: 22/01/24 PD: 01/02/24

Bonus Distribution: World Defence Show (4-8 Feb) / Enforce Tac (26-28 Feb) / IWA (29 Feb-3 Mar) / International Military Helicopter Conference (27-29 Feb)

- Are Limited Nuclear Strikes Viable?
- CBRN (2): Hazards and Prospects for AI / ML in CBRN Defence
- DE&S Naval Ships Interview
- Defending the Kingdom of Saudi Arabia: By Land, Air and Sea
- Designated Marksman Rifles, Ammo, Ancillaries
- Developments for Autonomous UAVs
- Germany and Eurofighter
- Hybrid Drive Update
- NSPA General Manager interview
- Horizon Scanning (2): Future Counter-UAV/C-RAM
- Man-Portable Power Storage
- Modern Armour Analysis
- Personal Armour and Load-Carrying Options
- Radars for SHORAD
- Saudi Defence Industry: Capabilities and Partnerships
- Small Arms Ammunition Developments
- Tactical Communications Systems & Ancillaries
- UAVs for the Middle Eastern Theatre

ESD 03/24 – March

AD: 19/02/24 CD: 20/02/24 PD: 01/03/24

Bonus Distribution: DIMDEX (4-6 Mar) / Defence Logistics CEE (4-5 Mar) / Future Indirect Fires (5-6 Mar) / DGI – Geospatial Intelligence for International Security (11-13 Mar) / Future Soldier (11-13 Mar) / Combat Engineer & Logistics (12-14 Mar) / DWT – Applied Research for Defence and Security in Germany (19-21 Mar)

- Air Defence for Mobile Formations
- Airborne Battle Management
- Artillery Fire Control
- Artillery in Modern Operations: Mortars v. Light Guns
- Assets for Breaking Contact in Combat
- Beachhead Factors for Defence
- Coastal Protection
- Rations/Fuel/Water/Ammo: Delivery/Storage/Protection
- Defending Qatar
- Electronic Support and Countermeasures
- Gap Crossing: European Theatre
- Gulf Fighter Programmes
- Horizon Scanning (3): Future Tube and Rocket Artillery
- Medium Frequency Communications
- Naval Minehunters and Mine Disposal
- Obstacle Building/Breaching
- SP Mortar & Ammunition Developments

Editorial Schedule and Dates 2024

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 04/24 – April

AD: 18/03/24 CD: 20/03/24 PD: 03/04/24

Bonus Distribution: IT²EC (9-11 Apr) / UDT (9-11 Apr) / Counter-UAS (16-17 Apr) / Xponential (22-25 Apr) / Quad A (24-26 Apr) / DSA & NATSEC (6-9 May) / SOF Week (6-10 May) / DWT – Multi Domain Operations II (7.-8. May)

- Autonomous Weapons
- AUV/ROV Programmes
- Blue Water Submarine Capabilities & Requirements
- C-UAV Technologies
- Drug & Narcotic Detection Technology
- EU Space Strategy for Security and Defence
- Horizon Scanning (4) - The Future of Transport Aircraft
- Large-Calibre Ammunition Natures for AFVs
- Manned/Unmanned Teaming
- Medium Support Helicopters
- Nano-UAV options
- Power Supply/Propulsion for UAVs
- Rotary Wing Tech & Market Trend Analysis
- Sensor Fusion Land Applications
- Sonar Programmes and Technologies
- Task Force 59 Interview
- The Non-Viability of Limited Nuclear Use
- UAV Crew Training
- UGV Developments
- Unpacking Russia's Lessons from Ukraine
- USVs/UUVs Trend and Proliferation Analysis

Programme Subject to Modification

Combined Issue: ESD 05/24 – May + MDM 01/24

AD: 23/04/24 CD: 25/04/24 PD: 06/05/24

Bonus Distribution: AOC EW Europe (13-15 May) / Aerospace Sevilla (14-16 May) / IDEB (14-16 May) / Combined Naval Event CNE (21-23 May) / Future Artillery (21-23 May) / SEDEC (21-23 May) / BSDA (22-24 May) / IDET (28-30 May) / CADSI (29-30 May) / HEMUS (5-8 Jun) / ILA (5-9 Jun) / SMM (3-6 Sep) / 26 DWT-Marinerworkshop (23-25 Sep)

- AI Applications in Electronic Warfare
- Arctic Surveillance and Communications
- AUKUS Submarine Programme Update
- Black Sea Defence and Security
- Bulgarian Acquisition Programmes Analysis
- Canadian Defence Industry: Exports and Partnerships
- Central and Eastern European Armoured Vehicles and Programmes
- Europe's Naval Shipyards: Competitive Again?
- Horizon Scanning (5) - The Future of EW
- HET case study: HX81 and Doll trailer
- NATO Standardisation: Works only on Paper?
- Naval Fleet Protection Technologies
- Protecting NATO's South-East European Flank
- Red Air - Aggressor
- Romanian Acquisition Programmes Analysis
- SOF Armament Requirements and Solutions
- Spain's Aerospace Industry
- Underwater Sensing
- Virtual Small Arms Trainers (VSAT)
- Voice and Data Encryption Overview



ESD 06/24 – June

AD: 29/05/24 CD: 03/06/24 PD: 14/06/24

Bonus Distribution: Eurosatory (17-21 Jun) / AFCEA (26-27 Jun) / 33rd Internationale Helicopter Forum (26-27 Jun) / Close Combat Symposium Shrivernham (2-4 Jul)

Focus: Eurosatory 2024

- 4x4 AFV Developments
- 8x8 AFV Developments
- Armour Steels, Aluminium Alloys, and Composites
- ATGM Market Overview
- Battle Management with AI
- CBRN(3): EU & NATO CBRN Efforts
- Cyber Warfare
- European Artillery Requirements
- Firepower & Protection Mythbusting
- Future Tactical UAVs
- Fuzes and Propellants
- Heavy Armour in Europe: MBTs
- HF/VHF Comms Developments
- Horizon Scanning (6) - The Future of Anti-Armour Weaponry
- How Does Big Data Promise to Transform the Battlefield?
- Hypersonic Missile Interception
- Land-based ISTAR and Countermeasures
- Long-Range Radars for GBAD
- Military Truck Options in Europe
- Munition Programmable Effects
- NCIA Status Report: Projects and Programmes
- Night vision, thermals, and day optics
- SCORPION Update
- Sensor-to-Shooter Networks
- Smaller, Lighter, Cheaper - Protected Mobility
- Thermobaric Weapons on the Battlefield
- Towards a European Army?
- Trends, Innovations, and Collaborations in European Defence
- Vertical Lift Developments

Editorial Schedule and Dates 2024

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 07/24 – July

AD: 03/07/24 CD: 05/07/24 PD: 15/07/24

Bonus Distribution: Farnborough Air Show (22-26 Jul) / SMDC (6-8 Aug)

Focus: Military Aerospace 2024

- EW&C Aircraft
- Agile Combat Employment
- Agility Prime/HSVTOL Programme Updates
- Airborne Radar Developments
- Collaborative Military Aerospace Programmes
- European Air Investigators Group - Flight Safety
- European Combat Aircraft SITREP
- European Military Aviation Industry
- F-35 in Europe - Taking Over?
- Fixing the SAM Problem
- Future Aircraft Design
- Hypersonic Weapon Developments
- NETMA Update
- NRO Satellite Programmes Overview
- OTH Targeting and Effectors
- Passive Radar
- Refuelling Tanker Programmes Globally
- Sixth-generation Fighter Programmes
- Strategic Bombers - Still Relevant?
- Swarming UAVs/LMs and Counter-Swarm Technologies
- Training Aircraft - Markets and Applications

ESD 08/24 – August

AD: 18/07/24 CD: 25/07/24 PD: 12/08/24



Bonus Distribution: All major international security & defence exhibitions from September 2024 to July 2025.

Focus: Defence Procurement in Germany

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 2024-2025.

Addresses Major Programme Updates/Status Reports. Reaches key Programme Managers and holders of the famous € 100 Bn. supplementary budget ...

ESD 09/24 – September

AD: 16/08/24 CD: 19/08/24 PD: 30/08/24

Bonus Distribution: SOFEX (2-5 Sep) / Egypt Air Show (2-5 Sep) / MSPO (3-6 Sep) / DX Korea (4-7 Sep) / Air Power Austria (6-7 Sep) / DVD Millbrook (18-19 Sep) / AAD (18-22 Sep) / ADEX (24-26 Sep) / ADAS (25-27 Sep) / CBRNe (tbc) / NCT Europe (tbc) / ADS Bordeaux (tbc) / Armoured Vehicles Eastern Europe (tbc)

- Advanced Material Technology: Self-Healing / Morphing
- AJAX Lessons Learned Review
- Autonomous Warrior (Land) Exploitation
- CBRN (4): Decontamination of Sensitive / Delicate Items
- COMINT/SIGINT Advances
- Hi-Tech from Africa
- Horizon Scanning (8): Future Directed-Energy Weapons
- Military Bridging
- NAMSA Update
- PESCO: Role and Responsibilities
- Poland's Future Force Takes Shape
- Polish Defence Industrial Progress
- SITREP: East European Armoured Vehicle Programmes
- South African Defence SITREP
- Special Forces Equipment for Middle Eastern Operations
- Pre-Positioning, Materiel Management & Storage
- UK BOXER programme SITREP
- UK LTMP Acquisition Programme
- Ukrainian War SITREP

Editorial Schedule and Dates 2024

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 10/24 – October

AD: 24/09/24 CD: 26/09/24 PD: 07/10/24

Bonus Distribution: DWT – Energy Transition in a Military Context (8-9 Oct) / AUSA (14-16 Oct) / Future Forces Forum (16-18 Oct) / Japan Aerospace (16-19 Oct) / it-sa (22-24 Oct) / SAHA (22-26 Oct) / MILLIPOL Qatar (29-31 Oct) / Future Mortar Systems (tbc) / NIAS (tbc) / Airborne ISR (tbc) / NATO EDGE (tbc)

- Big Guns: Artillery Developments
- CBRN (5): Czech Capabilities
- Cyber Warfare in Eastern Europe
- Grenade Launchers and 40mm Ammunition
- Ground-Based Hypersonic Developments
- Horizon Scanning (9): Future Chemical & Biological Threats
- IBCS Update
- Medium-Weight Tracked Vehicle Trend Analysis
- NATO Counter-IED CoE / PEO C-IED
- Radars for SHORAD
- Robotic Combat Vehicles – Light SITREP
- SP Mortar Developments
- Stryker Lethality Upgrade
- The Best Thing in Life are ITAR-free?
- The Role of AI in Operational Decision-Making
- US Army Priority Programmes

Combined Issue:

ESD 11-12/24 – November/December + MDM 02/24

AD: 16/10/24 CD: 17/10/24 PD: 28/10/24

Bonus Distribution: MAST Indo-Asia (2-4 Nov tbc) / Euronaval (4-7 Nov) / Indodefence (6-9 Nov) / Mast Asia (19-21 Nov) / IDEAS (19-22 Nov) / I/ITSEC (2-6 Dec) / Exponaval (3-6 Dec) / TechNet Europe (tbc) / International Fighter (tbc) / Future Armoured Vehicles (tbc) / NCIA Cyber (tbc) / Vietnam Defence Expo (tbc)

- Combat Diver Equipment
- Computer / Video Gaming for Training
- Directed Energy Weapons at Sea
- European Submarine Builders
- Future Torpedo / Underwater attack
- Gas Turbines & Waterjets
- High-Speed Naval Assets
- Horizon Scanning (10): Future Long-Range Stand-Off Weapons
- Indonesian Defence Requirements and Programmes
- Marksmanship Training
- MCMV Review
- Military Multifunctional Displays
- Naval Combat Systems and Integrators
- Naval Counter- UAV Options
- Naval Gun and Missile Developments
- Sub-Surface Propulsion Options
- Pakistan's Defence Industrial Capabilities
- Special Mission Aircraft for Covert Insertion
- Submarine Rescue and Life-Saving Systems
- Submersible Projects and Programmes
- Support / Logistic Ship Programmes
- Surface Ship Survival Systems
- Unmanned Surface Systems



Advertising Sizes and Rates (€ • \$)

Rate card no. 13, effective 01 January 2024

Size	Printing area in mm	Trim in mm*	Price in €, 4c • ESD	Price in US\$, 4c • ESD
2/1 page			13,760	15,990
1/1 page	176 x 257	210 x 297	7,390	7,990
2/3 vertical	115 x 257	135 x 297	5,790	6,190
2/3 horizontal	176 x 170	210 x 190		
Juniorpage	148 x 210		5,300	5,300
1/2 vertical	85 x 257	106 x 297	3,950	3,750
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	3,180	2,990
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		2,300	1,990
1/4 horizontal	176 x 60			

Cover positions

Inside front			8,140	8,490
Inside back			8,140	8,490
Outside back			8,540	8,990

Marketing Report

per 1/1 page		210 x 297	6,950	7,490
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All prices are net prices and exclude statutory VAT.

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale. Surcharge for special colours: € 1,100 / US\$ 1,422

Important Information

Frequency discounts:

- 2 ads and more 3%
- 4 ads and more 7%
- 6 ads and more 12%
- 9 ads and more 15%

Marketing Report (MR):

Please send material to the publisher **at least 3 days before advertising copy deadline.**

Size MR:

approx. 4.000 characters (incl. blank spaces) and a high-resolution picture

Submission of advertising materials:

r.herrmanns@mittler-report.de

Please see p. 14 for your **points of contact** on all questions **regarding advertising.**

Technical Details

Magazine size:	210 mm width, 297 mm height
Binding method:	Adhesive or Saddle Stitch (ESD, depending on number of pages)
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 upon consultation. Submit reference hard copy if possible, for colour print, colour proof or draft print-out.

Advertising copy submission by email:

r.herrmanns@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.

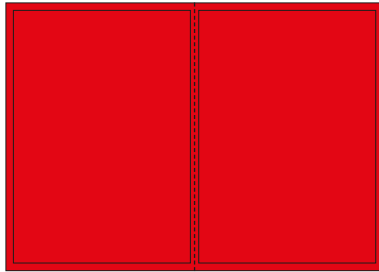
Further colour options on request.

Advertising Sizes Details

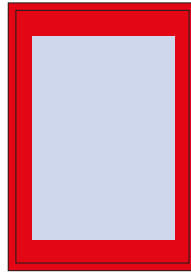
Trimming edge for bleed advertisements:
add 3 mm on each side

S: Printing Area
A: Trim Sizes

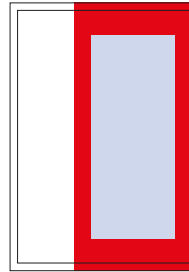
Sizes: Width by Height in mm



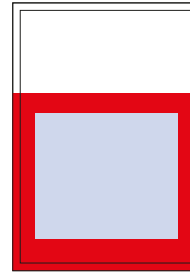
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 A: 420 x 297 mm



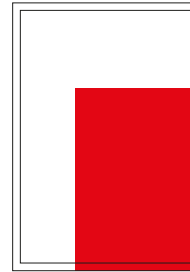
1/1 page
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 A: 210 x 297 mm



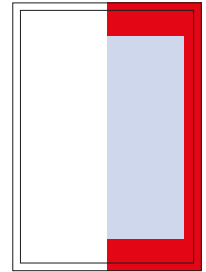
2/3 page vertical
 S: 115 x 257 mm
 A: 135 x 297 mm



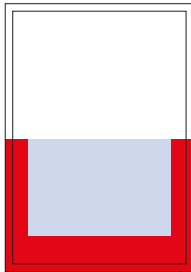
2/3 page horizontal
 S: 176 x 170 mm
 A: 210 x 190 mm



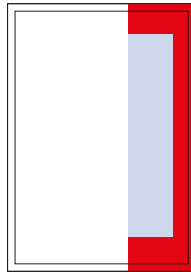
Junior Page
 S: 148 x 210 mm



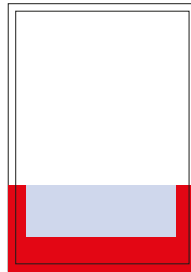
1/2 page vertical
 S: 85 x 257 mm
 A: 106 x 297 mm



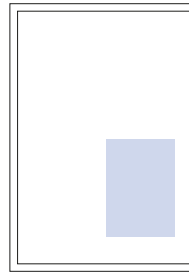
1/2 page horizontal
 S: 176 x 126 mm
 A: 210 x 150 mm



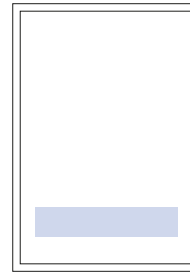
1/3 page vertical
 S: 55 x 257 mm
 A: 72 x 297 mm



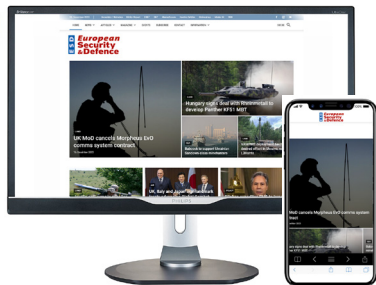
1/3 page horizontal
 S: 176 x 80 mm
 A: 210 x 99 mm



1/4 page vertical
 S: 85 x 126 mm



1/4 page horizontal
 S: 176 x 60 mm

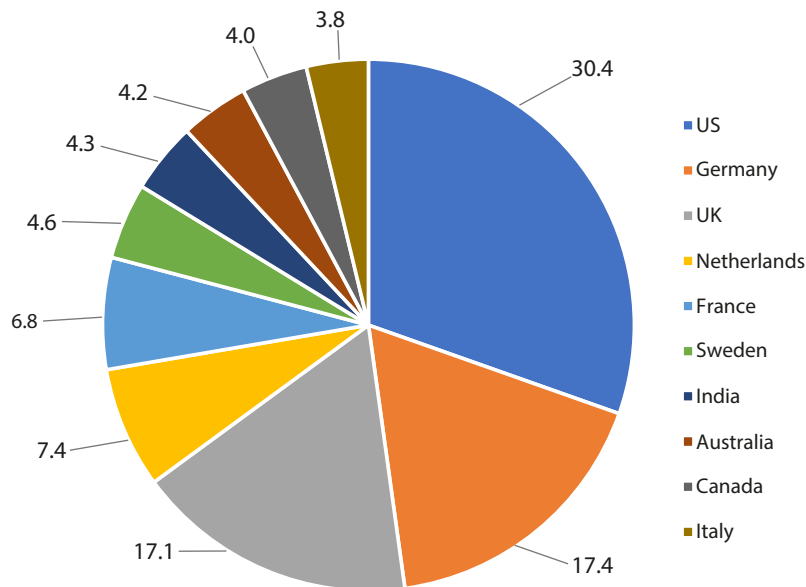


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It offers, supported by a global network of correspondents, news from politics, the armed forces, government organisations, industry, associations and scientific institutions, thus providing a meaningful and constantly updated complement to the expert articles published in print.

Our online information service is currently free of charge, and the same applies to the e-paper version of the journal, which is also offered on the website.

Geographical Breakdown (percentage):



Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

Date range: 01/09/2022-31/08/2023; according to Google Analytics

Digital Advertising: Sizes and Rates (€ • \$)

Banner displays

- Term:** 1 month
- Rotation:** During peak periods up to three different banners may be rotated on a single position.
- File submission:** At least three working days prior to publication, by email to: t.liebe@mittler-report.de
- Technical details:** JPEG, TIF or GIF, File size: 512 kB max.

Sponsored Content / Marketing Report

Present your content in an editorial format on www.euro-sd.com. Draw extra attention to your expert information to reinforce your classical advertising message.

How it Works

You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage (www.euro-sd.com) and below each news item in the "News" section. A link directs visitors to the landing page with your article. This page is provided for the duration of either two weeks or one month, following which your content still remains accessible on the site via the link.

Post (home page) and content (landing page) are designated "Sponsored Content".

Term	2 weeks	1 month
	€ 1,970 / US\$ 2,140	€ 2,800 / US\$ 3,210
Special rates	€ 1,120 / US\$ 1,280	€ 1,690 / US\$ 2,140

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of European Security & Defence.)

Start page

For optimal display on all devices, please send us your banners in the two different sizes mentioned.

- 1 Leaderboard**
Desktop/Tablet: 728 x 150 Pixel
Mobile Devices: 400 x 200 Pixel
- 2 Wide Banner**
Desktop/Tablet: 1,068 x 200 Pixel
Mobile Devices: 400 x 400 Pixel
- 3 Full Size Banner**
Desktop/Tablet: 696 x 250 Pixel
Mobile Devices: 400 x 300 Pixel
- 4 Large Rectangle**
325 x 500 Pixel
- 5 Medium Rectangle**
325 x 300 Pixel
- 6 Small Rectangle**
325 x 200 Pixel

All prices are net prices and exclude statutory VAT.

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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 respect 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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