MITTLER REPORT

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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 / euro-sd.com / Digital Advertising

Online-Dienst wehrwirtschaft
MITTLER REPORT
AUFGABEN · DIENSTLEISTUNGEN · INFORMATIONEN · SERVICEPAKETE

Contents

Europäische Sicherheit & Technik (ES&T) 3
Circulation and Distribution,
Editorial Schedule 2020, Dates and Deadlines

Advertising Sizes and Rates ES&T 9

Defence Technology Review (DTR) 10
Wehrtechnische Reports (WTR)

Advertising Sizes and Rates DTR 13

European Security & Defence (ESD) 14
Circulation and Distribution,
Editorial Schedule 2019, Dates and Deadlines

Advertising Sizes and Rates ESD 20

MarineForum (MF) 21
Circulation and Distribution, Editorial Schedule 2020,
Dates and Deadlines, Advertising Sizes and Rates

Technical Details 24

Advertising Sizes 25

Wehrwirtschaft (wwi) 26
Circulation and Distribution, Dates
Advertising Sizes and Rates

esut.de / euro-sd.com / Digital Advertising 28

Points of Contact 30

Terms of Business 31

Europäische Sicherheit & Technik

WEHRTECHNISCHER REPORT

Defence Technology Review
Wehrtechnischer Report

European Security & Defence

MARINEFORUM

esut.de euro-sd.com

Online-Dienst wehrwirtschaft
MITTLER REPORT 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

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Europäische Sicherheit & Technik (ES&T)

Circulation and Distribution Analysis

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

May
- ILA 2020 (Berlin Air Show)

June
- Eurosatory 2020

July
- 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

TO BE CONFIRMED

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 Equipent 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 MRAV – 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 MRAV

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: BAAINBw/AFCEA IT Conference, 22nd 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	11,2000	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

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 2020 (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

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 imspired 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 cababilities 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

06/20 The Lynx AIFV Family

More information on request.

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 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
1/2 vertical 1/2 horizontal	3.3 x 10.1 6.9 x 5.0	106 x 297 210 x 150	2,950	3,250	3,500	3,850
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
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%

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 with a double issue in November/December..

ESD is accompanied by the ESD Newsletter."

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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
- RCWS 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) / Singapore Airshow (11-16 Feb) / Munich Security Conference (14-16 Feb) / GPEC (18-20 Feb) / UMEX-SimTEX (23-25 Feb) / EnforceTac (04-05 Mar) / U.T.SEC (04-05 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

SD 03/20 – March

Bonus Distribution: EnforceTac (04-05 Mar) / U.T.SEC (04-05 Mar) / IWA (06-09 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 Shrivenham (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 Tactical 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

BONUS DISTRIBUTION TO BE CONFIRMED

ESD 07/20 – July

AD: 06/07/20 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
- FCAS / SCAF Status Report
- 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) / VIDSE (14-16 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 Deadline

INTELLIGENCE FOR THE INTELLIGENT

BONUS DISTRIBUTION TO BE CONFIRMED

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/December

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)

Circulation:
22,900 thereof
- 14,850 print
- 6,350 licences for companies/ governmental institutions / academia
- 1,700 PDF copies (subscribers / shop downloads / iKiosk)

(Status: 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% – Others

Distribution (print):

Core Distribution: 8,097
Belgium:1,086 (incl. NATO + EU)
Denmark: 531
France: 558
Germany: 833
Italy: 464
Luxembourg: 624
the Netherlands: 574
Poland: 587
Spain: 543
Turkey: 612
United Kingdom: 798
USA: 887

Others Europe: 3,523
Albania: 13
Austria: 285
Bulgaria: 44
Croatia: 119
Czech Republic: 290
Estonia: 84
Finland: 185
Greece: 149
Hungary: 101
Ireland: 153
Latvia: 39
Lithuania: 36
Montenegro: 14
North Macedonia: 11
Norway: 403
Portugal: 156
Romania: 40
Russian Federation: 261
Serbia: 123
Slovak Republic: 95
Slovenia: 95
Sweden: 415
Switzerland: 335
Ukraine: 126
Others: 51

Asia/Africa/Pacific: 2,021
Afghanistan: 33
Algeria: 26
Australia: 44
Brunei: 4
China (PR): 60
Egypt: 68
Georgia: 122
India: 245
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: 149
Philippines: 63
Qatar: 41
Saudi Arabia: 41
Singapore: 119
South Africa: 42
Taiwan: 38
Thailand: 113
Tunisia: 35
United Arab Emirates: 142
Vietnam: 13
Others: 37

North, Central and South America: 859
Argentina: 136
Brazil: 198
Canada: 192
Chile: 122
Colombia: 36
Ecuador: 9
Mexico: 65
Paraguay: 12
Peru: 26
Uruguay: 12

Others: 51

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

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 and Managing Editor

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 avaiblable 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), BAAINBw
- 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^2)

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: A: Trim 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

21/2019 – 14. Oktober 2019

und mail service einzelverkäuflich 23. Jahrgang

Online-Dienst wehrwirtschaft

Konferenz zur militärischen Luftüchtigkeit in Europa

In Athina, Lissabon, Istanbul und weiteren Veranstaltungsorten aus nationalen Behörden, der Industrie, europäischen Agenturen und internationalen Organisationen so einer Reihe von Experten wird das Thema Luftfahrzeugzulassung und Luftfahrzeugmanagement in der gemeinsamen EDA in Zusammenarbeit mit dem Deutschen Luftwaffenzugsmöglichkeiten verwendet hat.

Zwei an der gegenwärtigen Zusammen über Normen und Verfahren sowie über Erkenntnisse aus der produktiven Arbeit der EDA. Es wird eine Zusammenfassung der Ergebnisse und Normen für die militärische Luftfahrzeug, bei zu harmonisieren: Gemeinsame Konzepte und Mus. Ziel ist es, die Ergebnisse der Arbeitsgruppe und Ma. neuesteingen für eine verstärkte europäische Zusamm. Ziel ist es, die Ergebnisse der Arbeitsgruppe und Ma.

An dem beiden Tagen prüfen ihr Hauptthemen in 1. Zulassungsbedingungen für militärische Luftfahrzeugen. Anderungen (European Military Airworthiness Requ. 2. mit EMAR verbundenen Chancen und Herausforde. Anlagen. 3. Anforderungen aus der bisherigen Umsetzung der EMAR und 4. die Erfahrungen von Unternehmungsgruppen Grüne.

Eine Partnersche der beiden seien Jahre. In seiner Eröffnungsrede stellte der stellvertretende Leiter der EDA, Herr Jorge Pereira, die Bedeutung für die Ausrichtung der Veranstaltung und für ihr großes Interesse an der Arbeit des Forums der Militärbehörden und Industrie. Es ist ein Ziel der Veranstaltung, die Struktur zur Luftfahrzeugen

Das Region der Arbeiten zur Harmonisierung der Kon. und einzelnen Ländern, sagte Pereira. „Ihnen haben bei Di. Prozess der Informationen EDA Allgemeinsagen die au. Ziel ist es, die Ergebnisse der Arbeitsgruppe und Ma. beseits, in Ihre nationalen, Unterstützen, ungesucht ein. wird dabei, Ihre zu tun".

Die Arbeit der EMAR gerät es jedoch nicht nur dazu, sich in Gesellschaftlich einzusetzen, sondern auch dazu, sich in die Praxis einzusetzen. Und das macht die Arbeitsgruppe mit einer Reihe von Aktivitäten und Projekten. Neben Pilotprojekten und Informationsgruppen und einzelnen. dient, sind dem oben Bereich zu ordnen. Die Umsetzung der EMAR in die Praxis wird unterstützt durch die Arbeitsgruppe Luftfahrzeugbau, der

Fortsetzung auf Seite 2

Aus der Industrie

HENSOLDT übernimmt Radaraktivitäten in Asia-Pacific

Laut Mr Ian Chenoweth ist das ein. bedeutet. Radaraktivitäten. Ø. Ø. Ø

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

esut.de / euro-sd.com / Digital Advertising

esut.de records more than **130,000** unique visits per month.
Within less than six months after the site's relaunch, euro-sd.com records more than 3,600 unique visits per month.
October 2019 | statistics according to Google Analytics

Banner Rates:	The rates are applicable for an online term of one month.
Rotation:	If the demand is high, then 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. 512 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 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 / euro-sd.com / Digital Advertising – 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 »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$3,000	US$4,500
Special Conditions (When booking full page advertorials in the print edition at the same time)	US$1.500,-	US$2.000,-

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

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

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Yury Laskin
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Fax: +7 495-912-1260
yury.laskin@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 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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