

# MITTLER REPORT

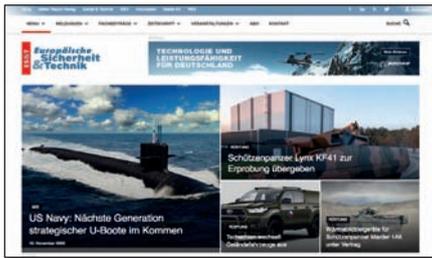
# Media 2021

Digital Media Kit

Intelligence for the Intelligent



English

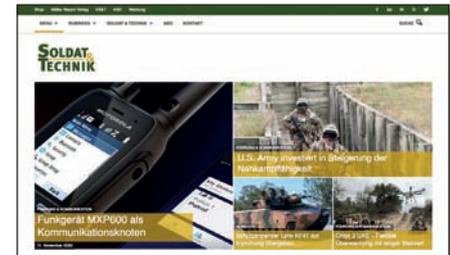
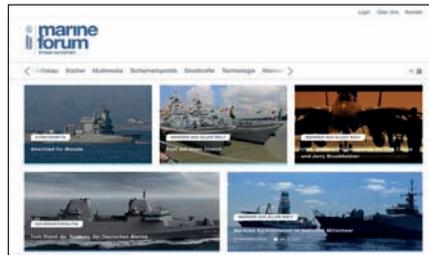
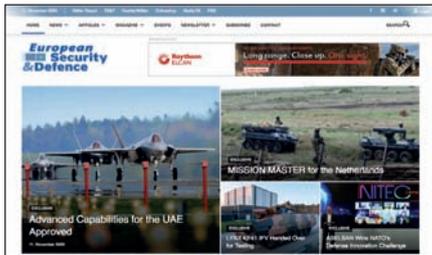


[www.euro-sd.com](http://www.euro-sd.com)

[www.esut.de](http://www.esut.de)

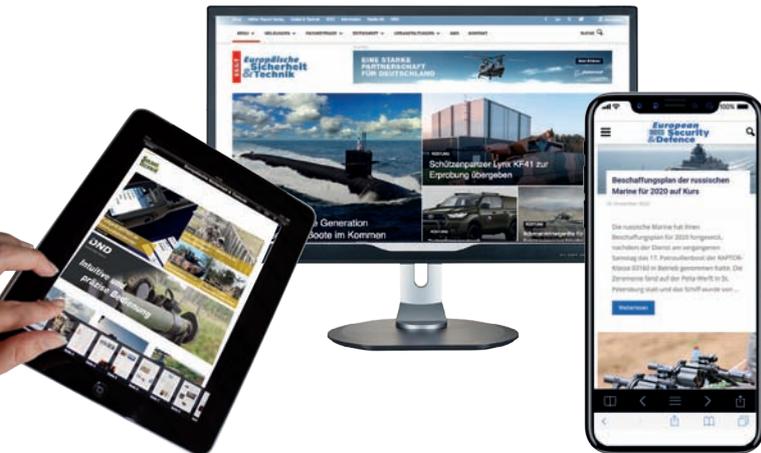
[www.marineforum.online](http://www.marineforum.online)

[www.soldat-und-technik.de](http://www.soldat-und-technik.de)



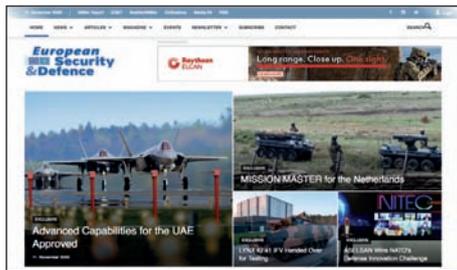
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## European Security & Defence (ESD) / Digital

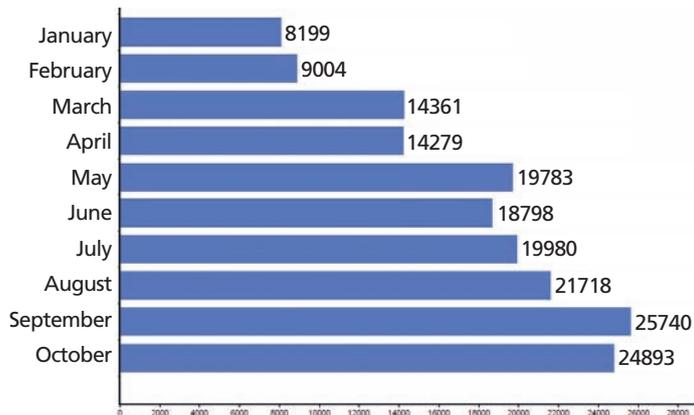
[www.euro-sd.com](http://www.euro-sd.com)



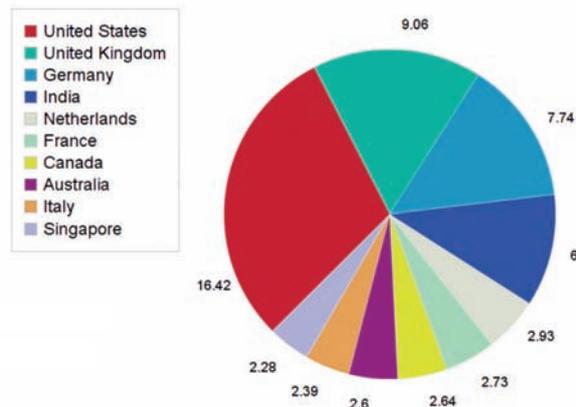
[euro-sd.com](http://euro-sd.com) is the website of the international magazine **EUROPEAN SECURITY & DEFENCE**.

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.

### Unique visitors 2020



### Geographical Breakdown, Top Ten (by percentage)



# euro-sd.com / Digital Advertising

## 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: waldemar.geiger@mittler-report.de
- Technical details:** JPEG, GIF, HTML5 or 3<sup>rd</sup> Party Tag.  
File size: 512 Kb max.

## Sponsored Content / Marketing Reports

Present your content in an editorial format on [www.euro-sd.com](http://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](http://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".

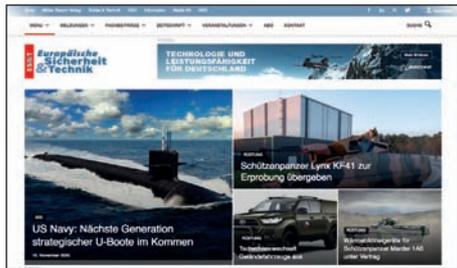
<b>Term</b>	<b>2 weeks</b>	<b>1 month</b>
	<b>US\$2,000</b>	<b>US\$3,000</b>
<b>Special rates:</b>	<b>US\$1,200</b>	<b>US\$2,000</b>

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of **EUROPEAN SECURITY & DEFENCE**.)

### Start page

- 1 Leaderboard**  
728 x 150 Pixel
- 2 Wide Banner**  
1.068 x 200 Pixel
- 3 Full Size Banner**  
696 x 250 Pixel
- 4 Large Rectangle**  
325 x 500 Pixel
- 5 Medium Rectangle**  
325 x 300 Pixel
- 6 Small Rectangle**  
325 x 200 Pixel

Europäische Sicherheit & Technik (ES&T) / Digital



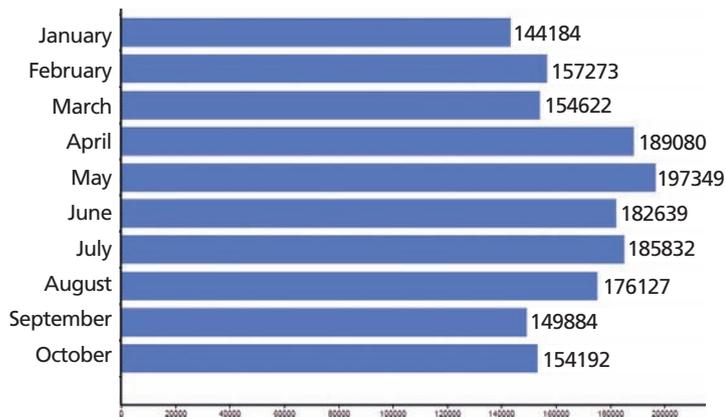
www.esut.de



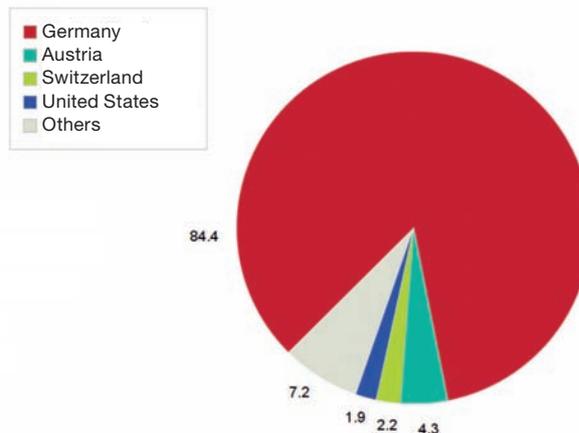
The website [www.esut.de](http://www.esut.de) is the digital counterpart to the Europäische Sicherheit & Technik magazine in print and offers daily updated news on security policy, the armed forces and defence technology. Since its launch in December 2018, [www.esut.de](http://www.esut.de) has established itself as the leading online medium on security policy and defence technology issues in Germany.

The portal offers readers from public administration, industry, politics and the armed forces a combination of freely accessible news and paid specialist articles and analyses from the fields of security policy, the armed forces, defence technology and the defence industry.

Unique visitors 2020



Geographical Breakdown (percentage figures)



# esut.de / Digital Advertising

## 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: waldemar.geiger@mittler-report.de
- Technical details:** JPEG, GIF, HTML5 or 3<sup>rd</sup> Party Tag.  
File size: 512 Kb max.

## Sponsored Content / Marketing Reports

Present your content in an editorial format on [www.esut.de](http://www.esut.de). Draw extra attention to your expert information to reinforce your classical advertising message.

### How it Works

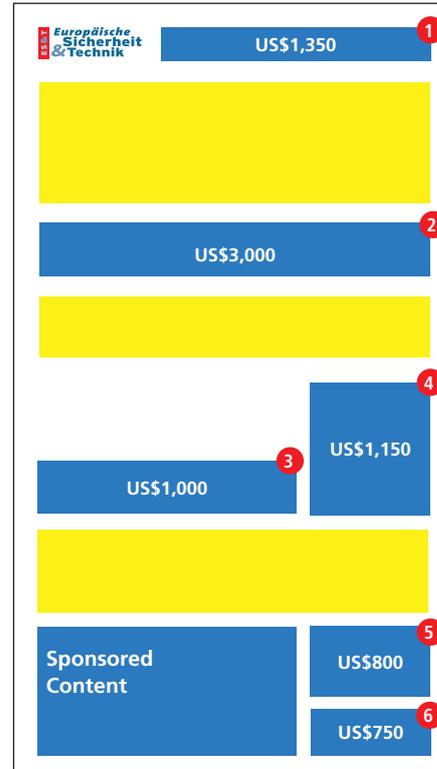
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage ([www.esut.de](http://www.esut.de)) and below each news item in the "News" section. A link directs visitors to the landing page with 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".

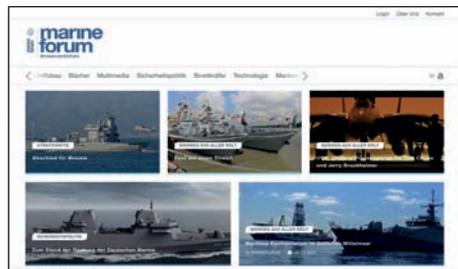
<b>Term</b>	<b>2 weeks</b>	<b>1 month</b>
	<b>US\$2,000</b>	<b>US\$3,000</b>
<b>Special rates:</b>	<b>US\$1,200</b>	<b>US\$2,000</b>

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of Europäische Sicherheit & Technik)

### Start page



- 1** Leaderboard  
728 x 150 Pixel
- 2** Wide Banner  
1.068 x 200 Pixel
- 3** Full Size Banner  
696 x 250 Pixel
- 4** Large Rectangle  
325 x 500 Pixel
- 5** Medium Rectangle  
325 x 300 Pixel
- 6** Small Rectangle  
325 x 200 Pixel



## MarineForum Online

[www.marineforum.online](http://www.marineforum.online)



Under the responsibility of the German Maritime Institute (DMI), **MarineForum Online** is the German-language platform for maritime news from the areas of security policy, technology and armed forces. The website complements and assesses the topics dealt with in MarineForum, the trade magazine published ten times a year, providing information updates on a daily basis. The unique interaction of the two publication channels contributes with expertise and discourse to the shaping of opinion among politicians, the armed forces and the maritime industry.

### MarineForum Online – Sponsorship Packages

#### Admiral

- 12x Banner Ad (any size)
- 8x Sponsored Content
- 1x Company Portrait

Enhance your company's visibility on MarineForum Online as an **Admiral Sponsor for 12 months.**

**US\$18,000\***

#### Captain

- 8x Banner Ad (any size)
- 5x Sponsored Content
- 1x Company Portrait

Enhance your company's visibility on MarineForum Online as a **Captain Sponsor for 12 months.**

**US\$12,000\***

#### Lieutenant Commander

- 5x Banner Ad (any size)
- 3x Sponsored Content

Enhance your company's visibility on MarineForum Online as a **Lieutenant Commander Sponsor for 12 months.**

**US\$7,500\***

\* No agency commissions are applicable to sponsorship packages. All prices plus statutory VAT.

## www.marineforum.online

### Banner displays

<b>Term:</b>	1 month
<b>Rotation:</b>	During peak periods up to three different banners may be rotated on a single position.
<b>File submission:</b>	At least three working days prior to publication, by email to: waldemar.geiger@mittler-report.de
<b>Technical details:</b>	JPEG, GIF, HTML5 or 3 <sup>rd</sup> Party Tag. File size: 512 Kb max.

### Sponsored Content / Marketing Reports

Present your content in an editorial format on [www.marineforum.online](http://www.marineforum.online). 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.marineforum.online](http://www.marineforum.online)) 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".

<b>Term</b>	<b>2 weeks</b>	<b>1 month</b>
	<b>US\$1,200</b>	<b>US\$1,800</b>

### MarineForum – Combined Offer Print/Digital

For your booking in the print issue of MarineForum, we apply a discount of 25% on any additional online format (banner advertisements and sponsored content).

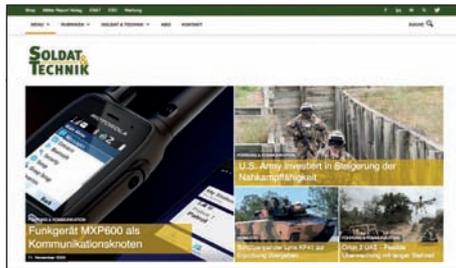
#### Start page

The diagram shows a start page layout with the following ad placements and prices:

- 1** Leaderboard: US\$1,400 (728 x 93 Pixel)
- 2** Wide Banner: US\$2,200 (1.068 x 200 Pixel)
- 3** Full Size Banner: US\$1,000 (696 x 90 Pixel)
- 4** Large Rectangle: US\$1,100 (325 x 500 Pixel)
- 5** Medium Rectangle: US\$800 (325 x 250 Pixel)
- 6** Small Rectangle: US\$575 (325 x 125 Pixel)

There is also a 'Sponsored Content' block at the bottom left of the page.

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



## Soldat & Technik (S&T) / Digital

[www.soldat-und-technik.de](http://www.soldat-und-technik.de)

# SOLDAT & TECHNIK

SI VIS PACEM, PARA BELLUM

Since its launch in August 2020, [www.soldat-und-technik.de](http://www.soldat-und-technik.de) has established itself as one of the leading specialist information portals for defence technology and defence policy topics in the German-speaking world. Within eight weeks of its launch, [www.soldat-und-technik.de](http://www.soldat-und-technik.de) had amassed a growing readership of 80,000 unique users.

[www.soldat-und-technik.de](http://www.soldat-und-technik.de) is a German-language online information platform with an international focus on topics related to infantry operations. The service is dedicated to infantrymen or dismounted single combat riflemen and their weaponry, equipment, training and employment.

[www.soldat-und-technik.de](http://www.soldat-und-technik.de) provides expert information and news on:

- Infantry forces of all services including amphibious forces and armoured infantry
- Special forces
- Dismounted reconnaissance, including observation and designation resources
- Weaponry, including small arms, long guns, portable mortar and anti-tank weapons, ammunition, training
- Clothing and personal equipment: current and future
- Optics/optronics and signature management (visual / RF / EMS)
- Command, control and communication equipment
- Training, including medical and survival

# soldat-und-technik.de / Digital Advertising

## 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: [waldemar.geiger@mittler-report.de](mailto:waldemar.geiger@mittler-report.de)
- Technical details:** JPEG, GIF, HTML5 or 3<sup>rd</sup> Party Tag.  
File size: 512 Kb max.

## Sponsored Content / Marketing Reports

Present your content in an editorial format on [www.soldat-und-technik.de](http://www.soldat-und-technik.de). Draw extra attention to your expert information to reinforce your classical advertising message.

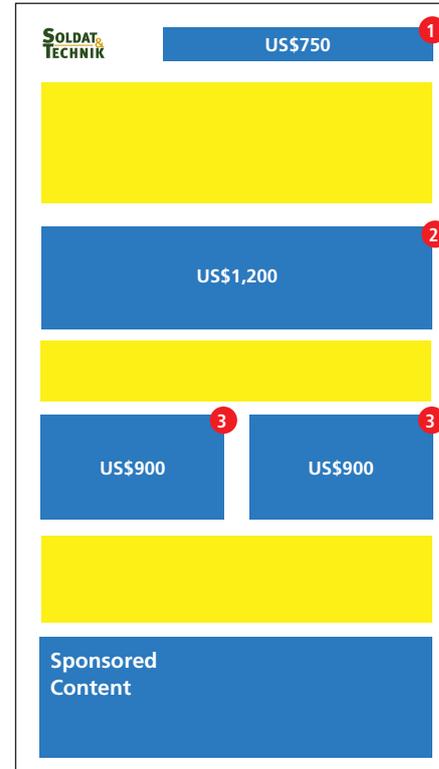
### How it Works

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.soldat-und-technik.de](http://www.soldat-und-technik.de)) 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".

<b>Term</b>	<b>2 weeks</b>	<b>1 month</b>
	<b>US\$1,200</b>	<b>US\$1,800</b>

Start page



- 1** Leaderboard  
728 x 150 Pixel
- 2** Wide Banner  
1.068 x 300 Pixel
- 3** Rectangle Banner  
500 x 300 Pixel

## Your Points of Contact

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yury.laskin@mittler-report.de

**Submission of banner files, manuscripts and images:**  
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# MITTLER

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# REPORT

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[www.marineforum.online](http://www.marineforum.online)

[www.soldat-und-technik.de](http://www.soldat-und-technik.de)