

MITTLER REPORT

Media 2021

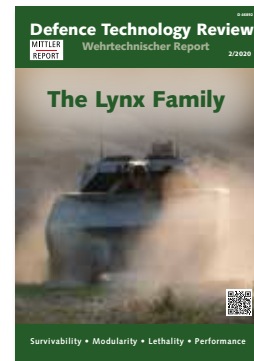
Media Kit /Editorial Programmes Print Media

Intelligence for the Intelligent

English



- European Security & Defence (ESD)
- Europäische Sicherheit & Technik (ES&T)
- Maritime Security & Defence (MSD)
- MarineForum (MF)
- Defence Technology Review (DTR)
- wwi – wehrwirtschaft



Online-Dienst
MITTLER
REPORT
wehrwirtschaft
STRATEGIE • POLITIK • WEHR • WIRTSCHAFT • TECHNOLOGIE

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Wehrtechnischer Report





European Security & Defence (ESD)

“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. ESD is published monthly with a double issue in November/December.

ESD is accompanied by the ESD Newsletter.

Editorial Team:

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Online Editor

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Sub-Editor:

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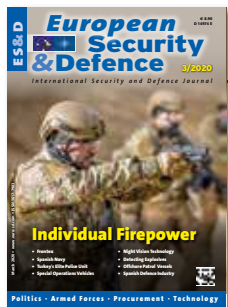
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LinkedIn





European Security & Defence (ESD)

Editorial Programme 2021

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

**INTELLIGENCE FOR
THE INTELLIGENT**

**BONUS DISTRIBUTION
ALL EVENTS REMAIN
TO BE CONFIRMED**

ESD is also available in e-paper format.

ESD 01/21 – January

Focus: International Armoured Vehicles (IAV)

Bonus Distribution: IAV London (19-22 Jan) /

ADM Seville (24 Feb)

AD: 04/01/21 **CD:** 06/01/21 **PD:** 15/01/21

- CBRN (1): Filtration Systems
- Convoy Protection
- Diesel v. Electric Propulsion
- Electrical Supply, Storage and Management
- Ground Mobility: Surface Management
- Hard Kill / Soft Kill Self Protection Systems
- Hybrid Power for Heavyweights
- Lightweight Strike Vehicles: the Unarmoured Option
- MGCS Update
- MRAP: Origins, Requirements and Future
- Powertrain Options and Management
- Protective Materials Technology (1): Vehicle Armour
- Remote (Controlled) Weapon Systems (RCWS) / RWS
- Stabilised Weapon Platforms
- The "Foss Report": Challenger 2 / WARRIOR Analysis
- Transatlantic Industrial Cooperation: US to Europe
- Turret Options for Medium Armoured Vehicles
- UGVs for Combat and Logistics
- Vehicle Batteries
- Vehicular Situational Awareness

ESD 02/21 – February

Bonus Distribution: SAUDI AIR SHOW Riyadh, KSA (16-18 Feb) /

Munich Security Conference Munich, Germany (19-21 Feb) /

IDEX - NAVDEX Abu Dhabi, UAE (21-25 Feb) / AFCEA Bonn, Germany (24-25 Feb) / Airborne ISR & C2 Battle Management (TBC) / IDEB Bratislava, Slovakia (2-4 Mar)

AD: 29/01/21 **CD:** 01/02/21 **PD:** 12/02/21

- **Country Focus: ITALY** 
- Battlefield Laser Applications and Technology
- Border Technology: Fences, Scanners, Observation
- CBRN (2): CBRN Reconnaissance
- Clip On Thermal Sights
- Connectors for Harsh Environments
- Convoy Protection – Land Movement
- Crypto Management
- Satellite Based Navigation
- EDGE: Lessons from the UAE
- High-End Thermal Imaging
- Field and Emergency Hospitals
- Unmanned Systems in Support of Future Autonomy
- Naval Mine Warfare Resources
- Royal Saudi Air Force: Capabilities and Plans
- Ruggedised Computers
- Secure Networks
- Secure Tactical Video Transmission
- Spotting and Sniping Optics
- Unmanned Land Mine Clearance Options

ESD 03/21 – March

Bonus Distribution: Security & Policing UK (09-11 Mar) /

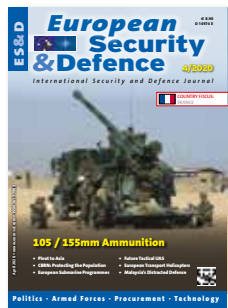
UT Sec Enforcetac IWA Nürnberg, Germany (10-15 Mar) /

AUSA Winter Global Force 2021 Huntsville, AL (16-18 Mar) /

SOFINS Bordeaux, France (23-25 Mar)

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

- **Country Focus: DENMARK** 
- Anti tank Weapons
- Blackout, Grendel, Creedmoor and Co.: Small Arms Ammo Developments
- CBRN (3): Mass Decontamination Systems
- Crowd Control
- European Night Vision Developments
- Explosives Detection
- Indirect Fire C2
- Less Lethal Enforcement Technology (1): Close In
- MAC (A/C/P): Military Aid to the Civilian...
- Military Squad and Personal Small Arms Acquisition Programmes in Europe
- Next/Generation ISR
- NSPA Update
- Observation Tools: TI, II, EO developments
- Personal Weapon Enhancements – Sights, Rails, etc
- ROVs
- Royal Netherlands Navy (RNLN) Update
- Social Media as a Weapon
- Special Operations Ground Vehicles
- Training for HALO/HAHO
- Vehicle Mounted Mortar Options



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ESD 04/21 – April

Bonus Distribution: **LAAD** Rio, Brazil (6-9 Apr) / **Indodefence** Jakarta, Indonesia (7-10 Apr) / **IQDEX** Baghdad, Iraq (10-13 Apr) / **InfoPol** Belgium (20-22 Apr) / **Balt Military Expo** Gdansk, Poland (20-22 Apr) / **LIMA** Malaysia (TBC) / **ASDA** Split, Croatia (21-23 Apr) / **Quad A** Nashville, TN (21-23 Apr) / **Future Indirect Fires** Bristol, UK (27-28 Apr) / **Future Forces Forum** Prague, Czech Republic (28-30 Apr)

AD: 17/03/21 **CD:** 19/03/21 **PD:** 01/04/21

- **Country Focus: BULGARIA**
- Artillery Technology in and for Europe
- Azerbaijan / Armenia: Lessons Learned
- Border Security Sensors
- Brazilian Navy SITREP
- Carrier Self Protection
- Civil and Military Security in Malaysia
- Croatian Army, Air Force, Navy: Plans and Requirements
- Drones for Maritime Security
- Fuel Cell Applications
- Fuses and Propellants
- GRIPEN is FAB(?)
- LAAD Supplement – English/Portuguese bilingual special
- Rail Guns / Hyper Velocity Projectile (HVP) Update
- Supply Chain Equipment, Management and Technology
- Squad Communications
- Swiss Air Force Update
- US Navy Mine Warfare Update: HAMMERHEAD & QUICKSTRIKE
- V4+ Resourcing (PL, HU, CZ, SK ++)



ESD 05/21 – May

Bonus Distribution: **Xponential** Atlanta, GA (3-6 May) / **Modern Day Marine** (4-6 May) / **ADAS** Philippines (05-07 May) / **DEFEA** Greece (11-13 May) / **BSDA** Romania (12-14 May) / **SITDEF** Peru (15-18 May) / **CBRNe** France (17-20 May) / **SOFIC** Tampa FL (17-21 May) / **IMDEX** Singapore (18-20 May) / **FEINDEF** Spain (19-21 May) / **IT2EC** + **EW Europe** Spain (25-27 May) / **IDEF** Turkey (25-28 May) / **EuroPolTech** Poland (TBC) / **NITEC** TBC

AD: 15/04/21 **CD:** 16/04/21 **PD:** 30/04/21

- **Country Focus: SPAIN**
- Aerial Delivery for Combat/Operational Support
- Battery Management Systems and Technologies
- Containerised / Modular Combat
- DIMDEG: Turkish Strategy for the 21st Century
- Diver Detection
- Greek Military Programmes / Hellenic Defence Industry
- Hellenic Navy Programmes and Requirements
- Immersive Training
- Infrastructure Protection
- Interim MBT Programmes / Requirements in Europe
- Long Range Weapons for Infantry
- Protective Materials Technology (2): Personal Armour
- Miniaturisation
- Naval Progs. and Reqts. in the Eastern Mediterranean
- Networking Counter UAV (C-UAV) Systems
- Unmanned Systems for Mine Warfare
- Submarines and Submarine-Launched Weapons
- The Return of SPETSNAZ: SF in the Donbas
- Turkish Armed Forces Procurement Plans
- Turkish Defence Industry Export Potential
- Land Systems from Turkey
- Unmanned Forces: Achieving ORBAT Balance – UUV, ROV, UGV, UAV, UCAV, USV etc



ESD 06/21 – June

Bonus Distribution: **Land Forces Australia** Australia (1-3 Jun) / **ISDEF** Israel (1-3 Jun) / **Shield Africa** Ivory Coast (7-10 Jun) / **NCT CBRNe** Rome, Italy (8-10 Jun) / **Technet AFCEA** Baltimore MD (8-10 Jun) / **IDET** Czech Republic (09-11 Jun) / **KADEX** Kazakhstan (10-13 Jun) / **EW Europe** Liverpool, UK (16-18 Jun) / **IMDS** St Petersburg, Russia, 23-27 Jun) / **UDT** Rostock, Germany (29 Jun-1 Jul) / **Dismttd. Close Combat** Shrivenham, UK (29 Jun-1 Jul) / **Partner** Serbia (TBC) / **Sea Air Space** Ft. Washington, MD (1-4 Aug)

AD: 10/05/21 **CD:** 12/05/21 **PD:** 25/05/21

- Anti Submarine Weapons
- Body Armour: Requirements, Programmes, Technology
- C3 for Artillery
- Capability Priorities for Dismounted Combat
- CBRN (4): Respirators and Filters
- Containers for Logistic Support
- Contract Management – Australian Style
- Dominating the RF Spectrum
- EDGE: Lessons from Australia
- Finnish Air Force Update
- FRONTEx Update
- Hypersonic / Hypervelocity Developments/Requirements
- Medium Armoured Vehicle Programmes Update
- NATO Defence Against Terrorism (DAT) Programme of Work (PoW) Update
- Naval EW
- Obstacles: Creating, Monitoring and Protecting
- OPVs from / for Europe
- Project BROADWAY Update (EU mobile Broadband)
- Unmanned surface and underwater vehicles (USV/UUV)



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ESD 07/21 – July

MILITARY AEROSPACE FOCUS 2021

Bonus Distribution: **PARIS AIR SHOW France (21-27 Jun) / DSEI UK (14-17 Sep) / SMDC Huntsville AL (TBC)**

AD: 05/06/21 CD: 07/06/21 PD: 18/06/21

- A 400M Update
- AGILITY PRIME: the USAF as Technology Leader
- Air Launched Precision Weapons
- Airborne Electrical Power for Survival, Offense, Defence
- Airborne EW: Programmes and Developments
- Airborne Radar Developments
- Anti Radiation Weapons
- "Attritable" Aircraft: an Assessment
- Airborne Autonomy: Developments and Challenges
- Battle Damage Assessment: Tools and Requirements
- European Lightweight Combat Aircraft Update
- European UAS / UAV Requirements
- F 35 European Market Opportunities
- FCAS / SCAF / TEMPEST: Programme Status Reports
- IBCS Programme Update (AMD Battle Command)
- JTAC Roles, Training, Equipment
- Materials Technology Developments (3): Aircraft Armour
- Mi 24 Upgrade in Poland
- Power Electronics
- Rotary Wing Air Lift
- Short and Medium Range Ballistic Missile Defence
- Shortening the Kill Chain
- Target Designation / Precision Targeting
- UCAV Swarming developments
- UAV Security: Encryption and Signature Management
- V 22+: What Comes Next?

ESD 08/21 – August

DEFENCE PROCUREMENT IN GERMANY

Bonus Distribution: TBC

AD: 20/07/21 CD: 23/07/21 PD: 03/08/21

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 2021/2022.

Includes Major Programme Updates / Status Reports

ESD 09/21 – September

Bonus Distribution: **MSPO Poland (7-10 Sep) / DSEI UK (14-17 Sep) / MOD Conference Ljubljana, Slovenia (20-24 Sep) / KSK Symposium Calw, Germany (21-23 Sep) / SOBRA Gornja Radgona, Slovenia (23-25 Sep) / Istanbul Air Show Turkey (23-26 Sep) / Int'l Security Show London, UK (28-29 Sep) / Hubschrauber Forum Bückeburg, Germany (TBC)**

AD: 20/08/21 CD: 23/08/21 PD: 03/09/21

- **Country Focus: THE UNITED KINGDOM**
- Analysis: 1. The UK's Integrated Review of Security, Defence, Development and Foreign Policy 
- 2. The Integrated Operating Concept

ESD 09/21 – Continued

- Attack Helicopter Programmes in Europe
- Autonomous Warrior / Robotics on the Battlefield
- CBRN (5): Textiles
- CH-47 Modernisation in Europe
- Combat Supplies Management: POL, Water, Food, Ammo
- Common European Frigate Programme Update
- Electrical power Generation & Storage at Sea
- FINABEL – European Army Interoperability
- Less Lethal Technology (2): Longer Range
- Long Range Imaging
- Main Battle Tanks in NATO
- Materials Technology Developments (4): Naval Armour
- NATO Deployment and Management in Eastern Europe
- Poland's Defence Exports Ability / Defence Acquisitions
- PMETS (Prot. Mob. Engr. & Tech. Sp.) Update
- Protecting the Baltics
- Route Denial
- Sonar Developments
- Stealth at Sea
- Tank Gun & Ammo Developments: 120mm and above
- Transport Options for Heavy Armour in Europe



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ESD 10/21 – October

Bonus Distribution: **AUSA** Washington DC (11-13 Oct) / **it sa** Germany (12-14 Oct) / **Arms & Security Ukraine** (TBC) / **DSE** Vietnam (TBC) / **MILIPOL Paris, France** (19-22 Oct) / **ADEX** Korea (19-24 Oct) / **BIDEC** Manama, Bahrain (25-27 Oct) / **GSOF** Europe Warsaw, Poland (26-28 Oct) / **D&S Bangkok** Thailand (1-4 Nov)

AD: 20/09/21 **CD:** 22/09/21 **PD:** 04/10/21

- Baltic Navies Sitrep
- CBRN (6): Mobile Decontamination Systems
- Gaming for Large Scale Police Operations
- NGCV / OMFV: Optionally Manned Vehicle Update
- GNSS Developments / Ops in Denied Environments
- HAPS – High Altitude Platform Station Update
- JADC2 / Project CONVERGENCE Status Reports
- K1 to K9: ROK Export Champions
- Let there be Light
- MSHORAD: Programme Update
- Naval Industrial Alliances in Europe
- NGFS: Attacking the shore
- PEO Counter IED
- Personal Power Supplies
- Project SHERIFF: an Active Denial System Update
- Protecting the Shore
- Protecting the Carrier Group
- Ship Immobilisation Technologies
- Small Arms Sights: Optical and EO Tech Advances
- Transatlantic Industrial Cooperation: Europe to North America
- Ukrainian Defence Sector Status Report
- VJTF: Equipped and Fit for Purpose?

ESD 11-12/21 – November

Bonus Distribution: **SAHA** Istanbul (10-13 Nov) / **Dubai Air Show UAE** (14-18 Nov) / **Sicurezza Milan Italy** (17-19 Nov) / **NIDV the Netherlands** (TBC) / **Avalon Australia** (23-28 Nov) / **ExpoDefensa Colombia** (29 Nov-1 Dec) / **I/ITSEC Orlando FL** (29 Nov-1 Dec) / **GDA Kuwait** (7-9 Dec) / **HSE Vietnam** (TBC) / **International Fighter UK** (TBC) / **Future Surface Fleet 2022** (TBC)

AD: 23/10/21 **CD:** 26/10/21 **PD:** 05/11/21

- **Country Focus: ISRAEL** 
- Adaptive Aviation Powerplants: ADVENT Sitrep
- "Air Dominance" Status Report
- Ancient and Modern: Multifuel Engines v. Hybrid
- AWACS Succession: SLEP and AFSC
- DIRCM
- Gaming for Urban Military Operations
- Helicopter Gunship Requirements, Programmes, Suppliers
- High Definition Cameras and Displays
- IFF Innovations and Applications
- International Corvette and Frigate Programmes
- Protective Materials Technology (5): The Future (Morphing, Self Healing, Wearable Tech)
- Military Bridging and Gap Crossing
- NATO Pods: New Airborne Capabilities
- Parachute Training
- Pilot Survivability
- Portable Training Systems
- Target Identification
- Training for Airborne and AFV Mounted Gunners
- VIP Aircraft Options

BONUS DISTRIBUTION
ALL EVENTS REMAIN
TO BE CONFIRMED

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As at 22 Oct 2020.

Contact your local representative, or ads@mittler-report.de

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: February 2020)

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
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Indonesia: 76
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Korea (RoK): 51
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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

Advertising Sizes and Rates



Rate card no. 10, effective 01 January 2021

European Security & Defence

Size	Printing area in Inches/mm	Trim size in inches/mm	Price in US\$ b/w	2-c**	3-c**	4-c**
2/1 page	14.9 x 10.1 380 x 257	16.5 x 11.7 420 x 297	12,300	13,100	14,000	15,300
1/1 page	6.9 x 10.1 176 x 257	8.3 x 11.7 210 x 297	6,100	6,550	7,000	7,700
2/3 vertical 2/3 horizontal	4.5 x 10.1 / 115 x 257 6.9 x 6.7 / 176 x 170	5.3 x 10.1 / 135 x 297 8.3 x 7.5 / 210 x 190	4,785	5,135	5,635	7,085
Junior Page	5.9 x 8.3 148 x 210		5,030	5,465	5,900	6,520
1/2 vertical 1/2 horizontal	3.3 x 10.1 / 85 x 257 6.9 x 5.0 / 176 x 126	4.2 x 11.7 / 106 x 297 8.3 x 5.9 / 210 x 150	3,850	4,165	4,370	4,845
1/3 vertical 1/3 horizontal	2.2 x 10.1 / 55 x 257 6.9 x 3.1 / 176 x 80	2.8 x 11.7 / 72 x 297 8.3 x 3.9 / 210 x 99	2,900	3,040	3,535	3,910
1/4 vertical 1/4 horizontal	3.3 x 5.0 / 85 x 126 6.9 x 2.4 / 176 x 60		2,300	2,450	2,600	3,750

Cover positions

Inside front	8,750
Inside back	8,750
Outside back	9,400

Add 3 mm on each
outside edge for bleed.

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

Marketing Reports: US\$6,800 per page. Details on request.
Market Studies / Analysis and White Papers: Contact the Publisher.

All rates + VAT, where applicable



Europäische Sicherheit & Technik (ES&T)

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

Language: German

In Cooperation with:

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

Volume 10

Frequency: monthly

Editorial Team

Rolf Clement	Editor-in-Chief
Lars Hoffmann	Editorial Director and Deputy Editor-in-Chief
Wilhelm Bocklet, Lt.Col. (ret)	Managing Editor
Wolfgang Gelpke, Lt.Col. (ret)	Land Forces
Knut Görsdorf, Capt. (Army, ret)	Copy Editor
Gerhard Heiming, Lt.Col. (ret)	Armament & Industry, Logistics
Dipl.-Ing. Michael Horst, Col. (ret)	Army, Joint Support Service, Medical Service, Armament
Dietmar Klos, Col. (ret)	Special Assignments, Army and Armament
Hans Uwe Mergener, Capt. (Navy, ret)	Naval Forces, Maritime Technology
Ulrich Renn, Col. (ret)	Air Force, Air Force Technology

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

- **Focus: Perspectives of the Defence Industry**
- DWT Forum "Perspectives of the Defence Industry"

February

- **Focus: Space**
- Munich Security Conference
- IDEX
- AFCEA Convention Bonn

March

- **Focus: Clothing and Personal Equipment**
- Enforce Tac / U.T.SEC
- DWT Forum "Effects and Protection"

April

- **Focus: Unmanned Systems**
- DWT Forum "Unmanned Systems"

May

- **Focus: UDT Rostock**

June

- **Focus: Air Defence Systems**
- Paris Air Show

July

- **Focus: Helicopters**
- Bückeburg Helicopter Forum
- German Infantry Day

August

- **Focus: Land Mobility**

September

- **Focus: MKS 180, Special Forces**
- DSEI
- DWT Forum "Bundeswehr Logistics"
- IT Conference Koblenz (AFCEA/BAAINBw)
- KSK Symposium
- 23rd DWT Maritime Workshop

October

- **Focus: Information Technology**
- it-sa

November

- **Focus: Protection**

December

- **Focus: Defence Procurement in Germany**
- DWT Cyber Defence Conference
- 34th Security and Defence Conference



Europäische Sicherheit & Technik (ES&T)

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ES&T 01/21 – January

AD: 14/12/20 **CD:** 16/12/20 **PD:** 04/01/21

Bonus Distribution: DWT Forum
"Perspectives of the Defence Industry"

Focus: Perspectives of the Defence Industry

- Interview Lt Gen Ingo Gerhartz, CoS, German Air Force
- Interview: President FKH (Association of the German Army)
- German Defence Industry
- Armament Export
- Authored Article, Thomas Jarzombek MP, Aerospace Coordinator, Federal Gov't
- MGCS – Main Ground Combat System
- H145 Utility Helicopter Programme Status
- Logistic Support for Bundeswehr Operations
- Bi-National SHORAD Task Force
- Laser Weapon for the K130 Corvettes

ES&T 02/21 – February

AD: 18/01/21 **CD:** 20/01/21 **PD:** 01/02/21

Bonus Distribution: Munich Security Conference, IDEX,
AFCEA Convention Bonn

Focus: Space

- Interview: Brig. Gen Ruprecht von Butler, Bundeswehr Operations Directorate, MoD
- The Bundeswehr's Space Strategy
- International Space Strategies
- Space Surveillance and Situational Awareness Centre
- Army 4.0 on its Way to 2032
- BARÜ - Ground-Based Surveillance Radar
- Anti-Tank Capabilities of the Army
- Running Gear Technology for Tracked Vehicles
- Trucks and Ammunition Economic Growth Package
- Digitisation in the Land Forces – Field Trials
- Military Police – Digital Radio Communication
- Replacement of Heron 1 by Heron TP
- NATO AGS – Status and Perspectives
- CBRN Defence Capabilities of the Air Force
- New Fleet Replenishment Vessels
- Ballistic Missile Defence in the German Navy

ES&T 03/21 – March

AD: 16/02/21 **CD:** 18/02/21 **PD:** 01/03/21

Bonus Distribution: Enforce Tac / U.T.SEC,
DWT Forum "Effects and Protection"

Focus: Clothing and Personal Equipment

- Interview Lt Gen Martin Schelleis, CoS, Joint Support Service
- Clothing and Personal Equipment
- IdZ Soldier System Status Report
- Weapon Systems of the Army
- Puma AIFV for the Mechanised Infantry
- Training and Training Means of the Army
- New Generation Land Vehicles for the Military Police
- Military Police in Operation
- H145M Special Forces Light Utility Helicopter
- CH-53 Service Report
- Interview RADM Christian Bock, Commander, 1st Flotilla, German Navy
- Combat Boats



Europäische Sicherheit & Technik (ES&T)

Editorial Programme 2021

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

ES&T 04/21 – April

AD: 16/03/21 **CD:** 18/03/21 **PD:** 01/04/21

Bonus Distribution: DWT Forum "Unmanned Systems"

Focus: Unmanned Systems

- Interview Maj Gen Gert Nultsch, VP (mil), BAABW
- AI, Robotics and Autonomous Systems
- K130 Rotor UAV
- FCAS: Remote Carrier
- Future Capability Profile of the Army
- Airmobile Capabilities of the Army
- VJTF 2023 – Perspectives of the Medical Service
- Leopard 2 – New Protection System
- Light and Medium Tanks
- Joint Support Service in Disaster Relief Operations
- A400M – Certification of Tactical Capabilities
- Link 22 in the German Navy
- Research Vessel MS Polarstern

ES&T 05/21 – May

AD: 19/04/21 **CD:** 21/04/21 **PD:** 03/05/21

Bonus Distribution: UDT

Focus: Underwater Technology

- U212CD – German/Norwegian Submarine Programme
- Naval Mine Warfare
- Combat Divers
- Interview: Commander 1st Flotilla, German Navy
- Interview Lt Gen Alfons Mais, CoS, German Army
- D-LBO – Digitisation of Land-Based Operations
- 50 Years Marder IFV
- The Land Support Domain
- Special Combat Engineers Training
- Reception Staging Onward Movement (RSOM) Harbour Transshipment Company
- Equipment Planning of the Medical Service
- Reconnaissance Capabilities for the Eurofighter Typhoon

ES&T 06/21 – June

AD: 17/05/21 **CD:** 19/05/21 **PD:** 01/06/21

Bonus Distribution: Paris Air Show

Focus: Air Defence Systems

- Authored Article/Interview, CoS, Bundeswehr
- TLVS Tactical Air Defence System Programme Status
- NNBS – Close- and Short-Range Air Defence
- Threat Potential of Small UAS
- Defence against UAS/UAV
- Mortars and Artillery Systems of the Army
- The Army's Equipment Planning
- Digitisation Projects of the Army
- CBRN Defence Technology: Driving Transformation
- Material Readiness of the Joint Support Service
- Future Cooperation in Logistics
- AESA Radar for the Eurofighter Typhoon
- National Maritime Conference 2021
- K130 Corvettes, 2nd Batch – Programme Status/Industrial Participation



Europäische Sicherheit & Technik (ES&T)

Editorial Programme 2021

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

ES&T 07/21 – July

AD: 16/06/21 **CD:** 18/06/21 **PD:** 01/07/21

Bonus Distribution: Bückeburg Helicopter Forum, German Infantry Day

Focus: Helicopters

- Army Aviation Corps
- Helicopters of the Bundeswehr
- LUH Light Utility Helicopter
- STH Heavy Transport Helicopter
- Airborne Forces Operations
- Boxer MRAV Capability Upgrade
- Puma AIFV for VJTF 2023
- Night Vision Capability of the Army
- D-LBO – Status and Development
- Equipment Planning of the Joint Support Service
- Interview Maj Gen (med) Ulrich Baumgärtner, CoS, Medical Service
- Eurofighter in Operation
- RAT 31 in Iraq
- Weapon Systems of the Navy

ES&T 08/21 – August

AD: 19/07/21 **CD:** 21/07/21 **PD:** 02/08/21

Focus: Land Mobility

- Land Mobility Strategy
- Protected Wheeled Vehicles: GFF/GTF/GSF
- Unprotected Wheeled Vehicles
- Mobility in Rough Terrain
- Optimisation of Casualty Transport
- MGCS – Perspectives of the Procurement Authorities
- MGCS – Operational Requirements
- BPz 3 Tracked Recovery Vehicle
- Digital Solutions for CBRN Defence
- Depot Organisation
- Ammunition Storage
- Accommodation on Missions / Field Camp Technology
- Bundeswehr Operations in the Sahel Zone (Mali/Niger)
- Air Force Operations in Niger
- Strategic Airlift in Europe
- LUWES – Airborne Effect in the Electromagnetic Spectrum

ES&T 09/21 – September

AD: 17/08/21 **CD:** 19/08/21 **PD:** 01/09/21

Bonus Distribution: DSEI, DWT Forum "Bundeswehr Logistics", IT Conference Koblenz ("AFCEA/BAAINBw"), KSK Symposium, 23rd DWT Maritime Workshop

Focus: MKS 180, Special Forces

- The Special Forces Command
- Tier 2 Special Forces of the Army
- MKS 180 Programme Status
- MKS 180 Industrial Participation
- Anti-Tank Projects
- PESCO Project EU Logistic Hub
- FCAS – Significance for the Air Force
- German Federal Election – Implications, Committees, Delegates
- The Maritime Safety and Security Centre
- Military/Police Cooperation in the Littoral Zone



Europäische Sicherheit & Technik (ES&T)

Editorial Programme 2021

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PD: Publication Date

ES&T 10/21 – October

AD: 20/09/21 **CD:** 22/09/21 **PD:** 04/10/21

Bonus Distribution: it-sa

Focus: Information Technology

- Interview: Chief of Staff, German Navy
- Interview: Martin Kaloudis, CEO, BWI GmbH
- Digitisation of the Joint Support Service
- CWCS for Maritime Applications
- Cyber Resilience in Aerospace Operations
- Procurement Efforts for VJTF 2023
- Land Vehicle Propulsion Developments
- Gunnery Training of the Army
- NBC Defence Regiment 1
- ACCS – Tasks, Capabilities, Objectives
- C130J – Franco-German Airlift Capabilities
- A319 OH/OS Certification

ES&T 11/21 – November

AD: 18/10/21 **CD:** 20/10/21 **PD:** 02/11/21

Focus: Protection

- Interview: VADM Carsten Stawitzki, Head, Materiel Directorate, German MoD
- Bundeswehr Threat Analysis
- Platform Protection Land/Air/Sea
- Protection Systems for Land Platforms
- Armoured/Protected Vehicles: The Army's Demands
- EOD Capabilities of the Army
- Delivery of the First Leopard 2A7V
- MBT Weapon Stabilisation
- Armoured Engineer Vehicle Training
- Medical CBRN Protection
- The Air Force's Contribution to the Protection of Land Operations
- Patriot Modernisation

ES&T 12/21 – December

AD: 17/11/21 **CD:** 19/11/21 **PD:** 01/12/21

Bonus Distribution: DWT Cyber Defence Conference, 34th Security and Defence Conference

Focus: Defence Procurement in Germany (in Cooperation with BAAINBw)

- The BAAINBw, its Directorates and Programmes
- IdZ Soldier System – Requirements/Experiences
- VJTF 2023 – Logistic Challenges
- 20 Years Afghanistan
- The Navy's Infrastructure

Programme Subject to Modification



Maritime Security & Defence (MSD)

Maritime Security & Defence (MSD) is an authoritative global journal for the marine-naval community, written and published by uniquely qualified professionals from this sector.

Following the global pilot issue, MSD will be published with five issues in 2021 and distributed digitally and in print to its target audience worldwide. It is also available in 2021 as a free supplement for subscribers of the relevant TAMM MEDIA Group journals, namely: European Security & Defence, HANSA, and MarineForum.

Through strategic partnerships and targeted print and digital distribution, MSD authenticates its credibility, legitimacy and track record in the specialised international community of naval and maritime professionals. MSD is the only naval or maritime publication to establish itself in this inimitable way.

Editorial Leadership Team: Capt. (ret) Hans Uwe Mergener, Conrad Waters

Managing Editor: Jürgen Hensel

Publisher: Stephen Elliott

Circulation: 2021 mainly as a supplement to "European Security & Defence", please see page 8, for full distribution details

Technical Details: please see pages 24-25



Maritime Security & Defence (MSD)

Editorial Programme 2021

AD: Advertising Reservation Deadline

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PD: Publication Date

MSD 01/21 – February

Bonus Distribution: IDEX/NAVDEX – Abu Dhabi /
Defence and Aerospace – Johannesburg / LAAD – Rio de Janeiro /
Indodefence – Jakarta

AD: 29/01/21 **CD:** 03/02/21 **PD:** 12/02/21

Maritime Policy, Strategy & Forces

- The Balance of Power in the Persian Gulf
- Interview DGEUMS Admiral H. Bléjean
- Russian Baltic Fleet

Ship Design & Technologies

- Logistic Support Ship Programmes
- Interview CO HMNZS AOTEAROA
- FREMM Multi-Purpose Frigate
- Naval Optronics

Industry & Commerce

- Reducing Shrinkage in Container Shipping
- CEO Survey: Shipyards & COVID-19

Maritime Operations & Doctrine

- Aircraft Carrier Operations: Adapting for the F-35B
- EU Operation Agénor

MSD 02/21 – April

Bonus Distribution: Balt Military Expo – Gdansk / IDEF – Istanbul
/ XPONENTIAL – Atlanta / Modern Day Marine – Quantico / ADAS
– Manila / DEFEA – Athens / BSDA – Bucharest / SITDEF – Lima /
Shield Africa – Abidjan

AD: 16/03/21 **CD:** 18/03/21 **PD:** 29/03/21

Maritime Policy, Strategy & Forces

- Russian Navy: What Their Assets Say about Their Naval Strategy
- Adriatic Security from the Croatian Perspective
- The Polish Navy's Place in National Security Modernisation
- Interview: Norbert Brackmann MP, Coordinator for the Maritime Industry, Federal German Government
- Interview: RAdm Stephan Haisch, Commander Maritime Forces Staff Baltic Maritime Component Command

Ship Design & Technologies

- Cyber & EW Capabilities at Sea
- Naval Ballistic & Hypersonic Missile Defence Systems
- Ship Operational Changes: Design Improvements
- MCM Vessels
- SPY Radars

Industry & Commerce

- West African Piracy Report

Maritime Operations & Doctrine

- Lessons Learned: Fire Suppression and Containment
- MS POLARSTERN Report

MSD 03/21 – June

Bonus Distribution: Sea-Air-Space – National Harbor /
ISDEF – Tel Aviv / IMDEX Asia – Singapore / IMDS – St Petersburg /
UDT – Rostock

AD: 11/05/21 **CD:** 14/05/21 **PD:** 25/05/21

Maritime Policy, Strategy & Forces

- South East Asian Navies: Ambitions & Priorities
- Bulgaria & Romania: Emerging Black Sea Guardians
- NATO Operations in the Black Sea
- Chinese Naval Ambitions – Status Report
- Long & Short of It: US Naval Strategy under an Informed New President

Ship Design & Technologies

- European Submarine Programmes: Status Report
- New Approaches to Defending the Littorals
- Submarine Combat Management System Review
- Ship Operational Changes: Increased Automation

Industry & Commerce

- Counter-Terrorism Measures Portside
- Counter-Piracy Solutions

Maritime Operations & Doctrine

- NATO Anti-Submarine Capabilities: Reviving Old Skills
- Lessons Learned: Mediterranean Humanitarian Operations
- Cavour & F35B



Maritime Security & Defence (MSD)

Editorial Programme 2021

AD: Advertising Reservation Deadline

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PD: Publication Date

MSD 04/21 – September

Bonus Distribution: DSEI – London / MSPO – Kielce

AD: 13/08/21 **CD:** 18/08/21 **PD:** 30/08/21

Maritime Policy, Strategy & Forces

- The Royal Navy Post-Brexit: Priorities and Challenges

Ship Design & Technologies

- Global by Design (Type 23 Global Combat Ship)
- Modern Warship Accommodation
- Medium Calibre Artillery Systems
- CIWS

Industry & Commerce

- Objectives Driving Naval Shipyard Modernisation
- Cross-Channel Trade & Security in the Post-Brexit Era

Maritime Operations & Doctrine

- FONOPS Today
- Lessons Learned: Collision Avoidance

MSD 05/21 – November

Bonus Distribution: Defence & Security – Bangkok /

DSE Vietnam – Hanoi / NEDS – Rotterdam / Expodefensa – Bogota /
GDA – Kuwait City

AD: 18/10/21 **CD:** 22/10/21 **PD:** 29/10/21

Maritime Policy, Strategy & Forces

- Latin American Naval Priorities (Interviews)
- Japanese Modernisation Status Report
- Australian Naval Programmes Status Reports: ARAFURA Class OPVs, ATTACK Class Submarines, HUNTER Class Frigates

Ship Design & Technologies

- Evolving the FREMM: US Navy CONSTELLATION Class FFG
- Manned and Unmanned Approaches to Mine Countermeasures
- Warship Stealth & Signature Management – Status Report
- General Purpose Frigate (British Type 31 Frigate)

Industry & Commerce

- Asian Shipyards as Naval Exporters: Strengths & Weaknesses
- Cruise Lines after the Pandemic: Opportunities and Challenges (CEO interviews)

Maritime Operations & Doctrine

- Protecting Underwater Infrastructure
- Lessons Learned: Patrolling East African Waters

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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

Cdr (res) Markus Bredick

Editor-in-Chief

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:

90% Germany (incl. Defence Attaché Staffs of German Embassies)

10% Others Europe

MarineForum is also available in e-paper format.



MarineForum (MF)

Editorial Programme 2021

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

1-2/2021 January/February

AD: 02/12/2020 **CD:** 11/12/2020 **PD:** 23/12/2020

- Interview: Commander, Flotilla 1
- Unmanned Systems for Naval Applications
- MCMV for Indonesia – Start of Production

03/2021 March

AD: 01/02/2021 **CD:** 11/02/2021 **ET:** 24/02/2021

- Authored Article, Chief of Staff, German Navy
- Sensor- and Weapon System Technology for MKS 180
- Class 707 Replenishment Vessels – Programme Status
- Mine Divers

04/2021 April

AD: 06/03/2021 **CD:** 14/03/2021 **PD:** 25/03/2021

- K130 Platform Technology
- Naval Logistics: Transport at Sea
- Weapon Systems of the German Navy

05/2021 May

AD: 06/04/2021 **CD:** 15/04/2021 **PD:** 27/04/2021

- Sea Battalion / Corps Mariniers
- BMD Capability F124
- Interview: Commander, Naval Aviation Command
- UAS for Maritime Applications

06/2021 June

Bonus Distribution: UDT, Rostock

AD: 07/05/2021 **CD:** 17/05/2021 **PD:** 27/05/2021

- U212CD – German-Norwegian Submarine Cooperation
- Shipyard Profile: Abeking & Rasmussen
- Fleet Service Boat Replacement

7-8/2021 July/August

AD: 04/06/2021 **CD:** 11/06/2021 **PD:** 24/06/2021

- WTD 71 – Current Programmes
- Combat Boats for the Sea Battalion
- Maritime Industry in Hamburg

09/2021 September

Bonus Distribution: DWT Naval Workshop

AD: 06/08/2021 **CD:** 13/08/2021 **PD:** 26/08/2021

- Interview: Maritime Coordinator of the Federal Government
- Mine Divers
- Amphibious Operations
(Transport, Fire Support, Recce, Command & Control)

10/2021 October

AD: 03/09/2021 **CD:** 13/09/2021 **PD:** 23/09/2021

- Interview: Commander, Flotilla 2
- Maritime Industry in Lower Saxony
- Interview Chief of Staff, Polish Navy
- 1st Submarine Fleet: Operational Readiness

11/2021 November

AD: 08/10/2021 **CD:** 15/10/2021 **PD:** 27/10/2021

- Modernisation of MCM Capabilities
- Interview: Director SEA Directorate, BAABNBw

12/2021 December

AD: 05/11/2021 **CD:** 12/11/2021 **PD:** 25/11/2021

- 2nd Batch K130 Corvettes – Industrial Participation
- P3C Replacement
- Maritime Industry in Southern Germany



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

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- Information Technology
- Logistics

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Defence Technology Review (DTR) / Wehrtechnischer Report (WTR)

Editorial Programme Defence Technology Review 2021

ED: Editorial Deadline

AD: Advertising Reservation Deadline

CD: Advertising Copy Deadline

PD: Publication Date

01/21 May

IT-Report 2021 (German)

ED: 09/04/21 AD: 26/04/21 CD: 30/04/21 PD: 12/05/21

The annual IT Report traditionally coincides with the AFCEA Bonn exhibition (19/20 May 2021) and will reflect the current state-of-the-art in the application of information and communication technology to support the armed forces in basic operations. The main contents will be provided in the format of specialist articles by experts and decision-makers from government agencies, scientific institutions and industry. In addition, current projects and requirements are presented.

Bonus Distribution: AFCEA Exhibition 2021, Bonn

02/21 June

Land Mobility – Technologies, Capabilities, Trends (German)

ED: 03/05/21 AD: 10/05/21 CD: 17/05/21 PD: 01/06/21

Mobility is a crucial factor in the capability profile of land forces. Successful mission accomplishment requires a coordinated level of capability of the elements and systems contributing to maximum mobility in all types of terrain. This applies equally to the Bundeswehr's Army, Joint Support Service and Medical Service forces. This issue focuses on the current mobility level of the Bundeswehr land forces, considers the potential of new technologies - also from an environmental and protection perspective - and shows trends and tendencies in addition to current projects.

03/21 September

MGCS – Main Ground Combat System (English)

ED: 30/07/21 AD: 16/08/21 CD: 23/08/21 PD: 03/09/21

In the Letter of Intent (LoI) between Germany and France of June 2018, Germany was defined as the lead nation for the Main Ground Combat System cooperation project. The project aims to replace the Leopard 2 and Leclerc main battle tanks currently in use by the mid 2030s. Using innovative advanced technologies, a state-of-the-art weapon system is to be developed which, in terms of assertiveness and combat superiority, clearly outnumbers all systems currently in use.

Bonus Distribution: DSEI 2021, London – AUSA Annual Meeting, Washington D.C.

04/21 December

Soldat und Technik 2022 (German)

ED: 08/11/21 AD: 03/12/21 CD: 10/12/21 PD: 17/12/21

The personal equipment and weapons fit of the individual soldier is of decisive importance with regard to his fighting power and stamina. High-quality and goal-oriented training guarantees the indispensable prerequisites and skills. "Soldier Technology 2022" is dedicated to address precisely these aspects. Designed as an annual compendium, this publication considers all aspects relevant to the deployment of dismounted soldiers.

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

Advertising Sizes and Rates

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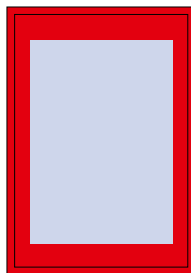
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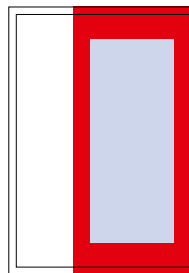
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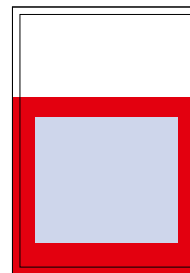
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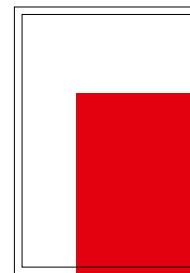
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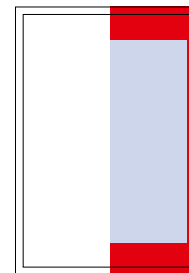
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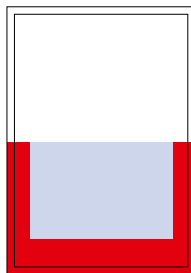
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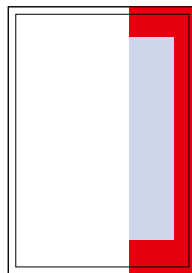
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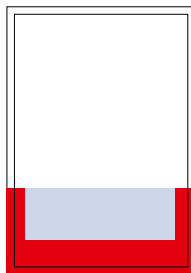
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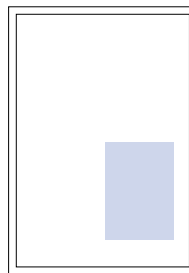
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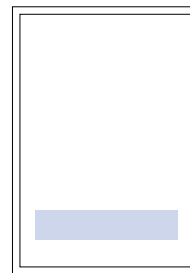
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S: 176 x 60 mm



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

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

Readership and Distribution

- Addresses:** Subscribers in ministries and subordinate agencies, Bundeswehr staff, members of the German Bundestag's Committees on Defence, Budget, Foreign and Internal Affairs, the Bundessicherheitsrat, the defence industry, associations and research institutions.
- Distribution:** Core distribution in Germany and other German-speaking countries.
- Circulation:** As each issue is available in internal networks of authorities (including the German Federal Ministry of Defence), institutes and companies on the basis of licence agreements, and the form of distribution allows its forwarding, the number of regular readers can only be roughly estimated. It can be assumed that each issue of wehrrwirtschaft reaches 10,000 to 15,000 qualified readers.
- Publication Dates:** The publication dates in 2021 are:
18/1, 8/2, 22/2, 8/3, 22/3, 6/4, 3/5, 17/5, 31/5, 14/6, 28/6, 12/7, 26/7, 9/8, 23/8, 6/9, 20/9,
4/10, 18/10, 2/11, 15/11, 29/11, 13/12

Advertising Sizes and Rates – wehrwirtschaft

Rate card no. 10, effective 01 January 2021

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
ads@mittler-report.de

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Terms of Business

1. An advertising order for one or several advertisements, inserts or supplements shall be subject to the General Terms and Conditions of the publication contract and shall thus be considered to be an advertising legal entity.
2. Advertising orders shall be satisfied within a period of one year following placement of an order. For combined advertisements, inserts and supplements, the basic rate shall be charged to each respective client.
3. Discounts, as specified in the advertising rate card, shall apply only within one year after the appearance of the first advertisement.
4. The client shall be entitled to increase the quantity of advertisements specified in the contract within the contractual period of the order.
5. If an order cannot be satisfied due to circumstances beyond the control of the publishing house, the client shall pay the difference between the granted and the appropriate discounted fee to the publishing house. This clause is made without prejudice to any further legal obligations. Such payment shall not be due, if the contract cannot be carried out by the publishing house due to force majeure.
6. In calculating the price of an order, text line millimetres shall be converted into advertisement space millimetres.
7. On the alteration of the advertising rates, new conditions shall enter into force immediately, unless the client and the publishing house agree otherwise.
8. Unless given as a precondition for the placement of an order, the publishing house shall not guarantee advertisements, supplements or inserts appearing at certain places of the magazine.
9. The publication of advertisements in the journalistic text portion shall be billed at the text portion rate. Text portion advertisements are defined as advertisements, which border on at least three sides with the text and not on other advertisements.
10. Advertisements, which cannot be recognised as such by their design, shall be visibly marked with the word "advertisement" by the publishing house.
11. With the acceptance and examination of advertisement texts and illustrations, the publishing house shall exercise reasonable care as is customary in business. It shall not, however, be held liable for misleading information or deception provided by the client. The client is solely responsible for the legality of the advertisement, the supplement or the insert.
12. The publishing house reserves the right to reject advertising orders – or individual telephone calls constituting a contract – if the contents, the origin, or the technical form, following objective principles of the publishing house, do not comply with laws or official regulations or if the publishing is not considered just and reasonable by the publishing house.
13. Orders for supplements and inserts shall not be considered binding for the publishing house before the submission of an advertisement sample. The publishing house shall not accept supplements or inserts, which lead the reader to believe that, due to the format or layout, the supplement or insert is a component of the magazine. Supplements and inserts, which contain external advertisements, shall not be accepted.
14. Proofs shall only be supplied on explicit request. The exclusive responsibility for the correctness of the proofs returned to the publishing house shall rest with the client. If the proofs do not arrive at the publishing house before the appointed date, permission for the printing shall be considered as having been given.
15. The client is responsible for the timely submission of the advertising text and for the proper printing of documents for the supplement or inserts. The publishing house shall request immediate replacement for visibly unsuitable or damaged printed documents. When advertisement orders or alterations are forwarded by telephone, as well as in the case of errors due to illegible writing, the publishing house shall not be held responsible for the corrected rendition. If the publishing house is not able to immediately recognize deficiencies in submitted documents, but then subsequently finds them during the printing process, the publisher shall not be held liable. This clause applies also to incorrect repeat advertisements, if the client does not point out the mistake before the printing of the next advertisement.
16. The publishing house shall guarantee the technically perfect rendition of the advertisement. In case of an illegible, faulty or incomplete printout of the advertisement the client may claim a payment reduction or a repeat printout, but only to the extent, that the objective of the advertisement was impaired. The publishing house will not accept any further liability beyond this clause. Complaints in 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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