

# MITTLER REPORT

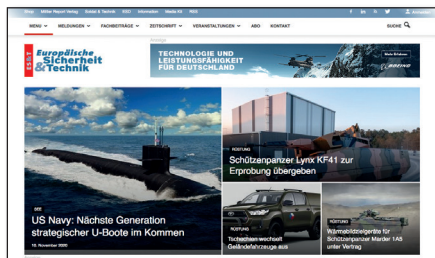
# Media 2022

Digital Media Kit

Intelligence for the Intelligent



English

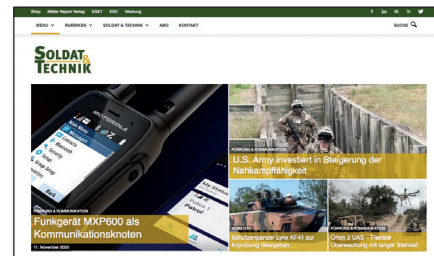
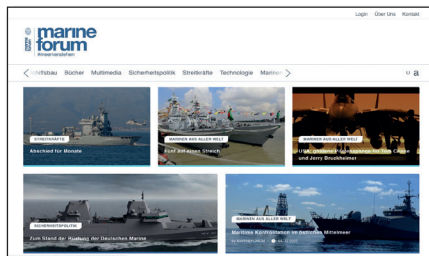
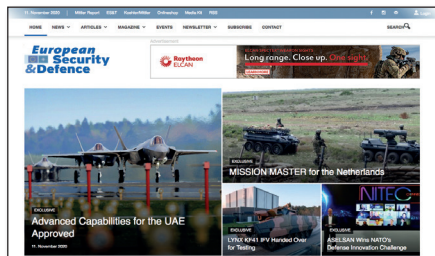


[www.esut.de](http://www.esut.de)

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

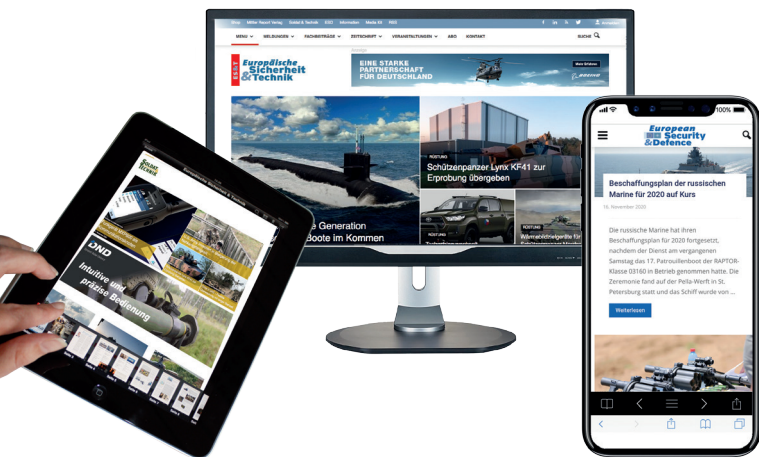
[www.marineforum.online](http://www.marineforum.online)

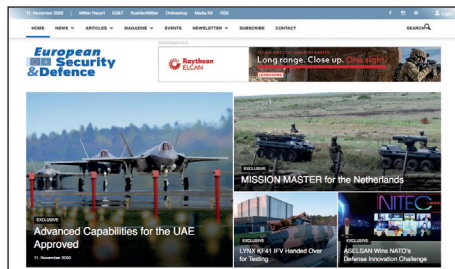
[www.soldat-und-technik.de](http://www.soldat-und-technik.de)



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## European Security & Defence (ESD) / Digital

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

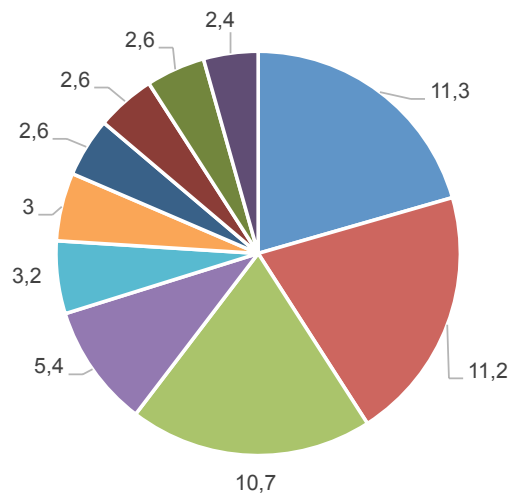


**euro-sd.com** is the website of the international magazine **EUROPEAN SECURITY & DEFENCE**.

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.

Geographical Breakdown  
Top Ten  
(percent figures)

- United Kingdom
- US
- Germany
- France
- Netherlands
- India
- Australia
- Spain
- Canada
- Sweden



## euro-sd.com / Digital Advertising

### 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: annika.kordysch@mittler-report.de
<b>Technical details:</b>	JPEG, TIF or GIF 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

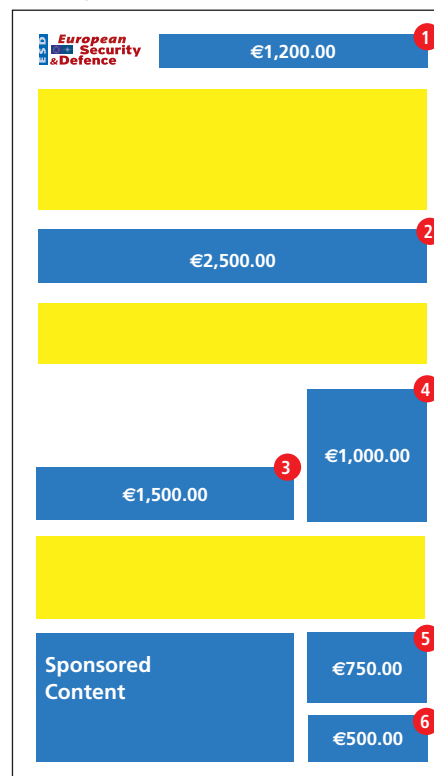
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage ([www.euro-sd.com](http://www.euro-sd.com)) and below each news item in the "News" section. A link directs visitors to the landing 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>€1,750.00</b>	<b>€2,500.00</b>
<b>Special rates:</b>	<b>€1,000.00</b>	<b>€1,500.00</b>

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

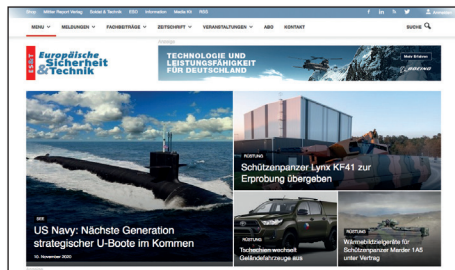
#### Start page



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

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

All prices plus statutory VAT.



## Europäische Sicherheit & Technik (ES&T) / Digital

www.esut.de



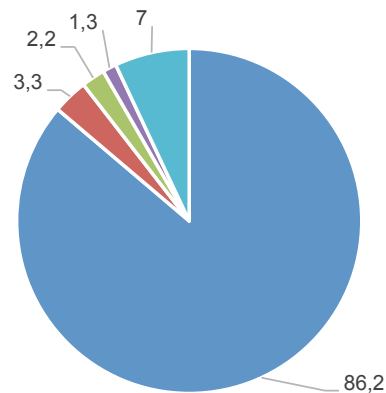
The website **www.esut.de** is the digital counterpart to the Europäische Sicherheit & Technik magazine in print and offers daily updated news on security policy, the armed forces and defence technology. Since its launch in December 2018, **www.esut.de** has established itself as the leading online medium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

The readership could also be increased in the third year of **www.esut.de**. Meanwhile, the website has 200,000 to 300,000 unique visitors per month.

The peak months in 2021 were September and October with over 600,000 visits in September and over 500,000 visits in October.

Geographical Breakdown  
(percent figures)



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#### How it Works

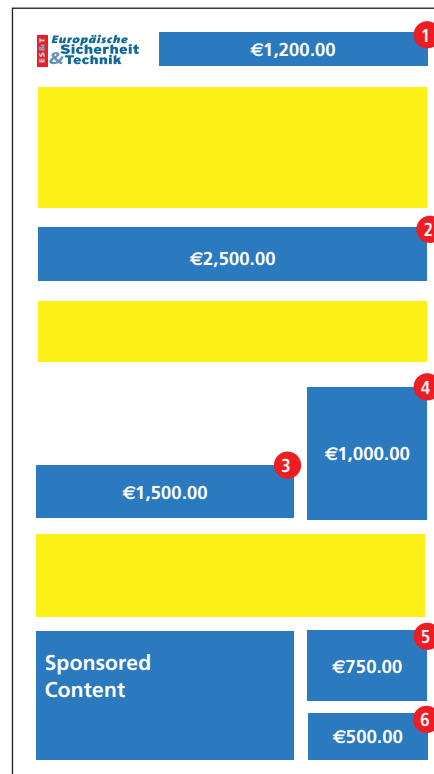
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage ([www.esut.de](http://www.esut.de)) and below each news item in the "News" section. A link directs visitors to the landing page with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

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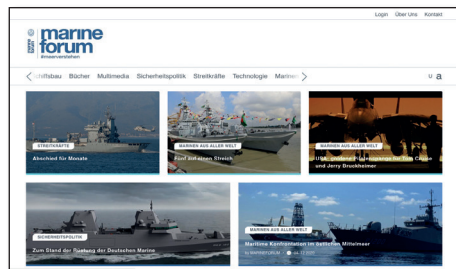
(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of Europäische Sicherheit & Technik)

#### Start page



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



## MarineForum Online

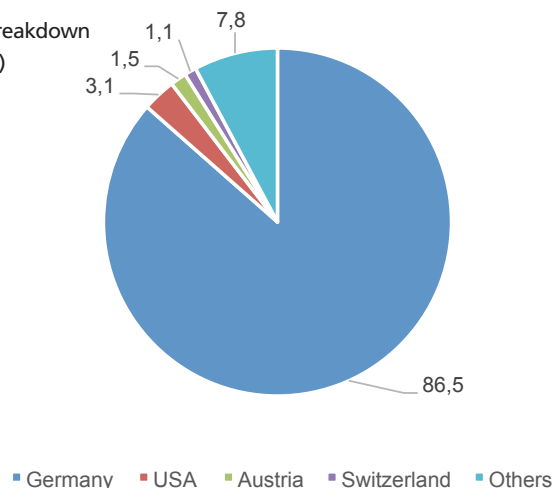
[www.marineforum.online](http://www.marineforum.online)



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** has already reached over 300,000 users in its first year. In November 2021, user numbers exceeded the 45,000 mark. The access rates are dynamically developing positively - monthly updated statistics can be requested from the publishing house.

Geographical Breakdown  
(percent figures)



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### 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.

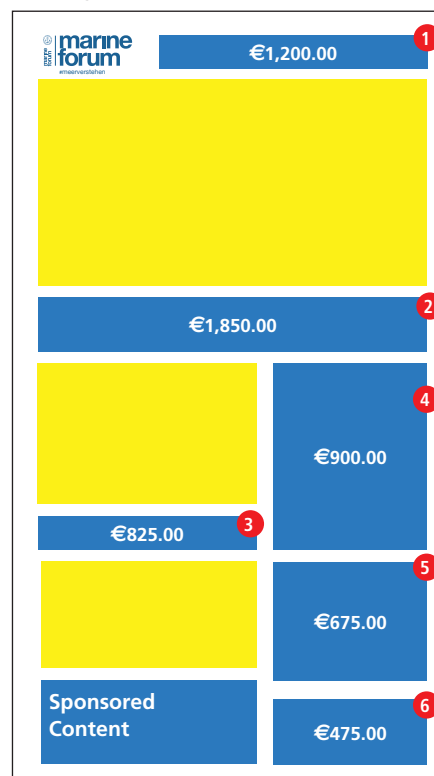
Post (home page) and content (landing page) are designated "Sponsored Content".

Term	2 weeks	1 month
	€1,000.00	€1,500.00

### 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



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

- 1 Leaderboard**  
Desktop/Tablet:  
728 x 93 Pixel  
Mobile Devices:  
400 x 200 Pixel
- 2 Wide Banner**  
Desktop/Tablet:  
1.068 x 200 Pixel  
Mobile Devices:  
400 x 400 Pixel
- 3 Full Size Banner**  
Desktop/Tablet:  
696 x 90 Pixel  
Mobile Devices:  
400 x 300 Pixel
- 4 Large Rectangle**  
325 x 500 Pixel
- 5 Medium Rectangle**  
325 x 250 Pixel
- 6 Small Rectangle**  
325 x 125 Pixel

All prices plus statutory VAT.



### 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.**

**€15,000\***

#### 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.**

**€10,000\***

#### Lieutenant Commander

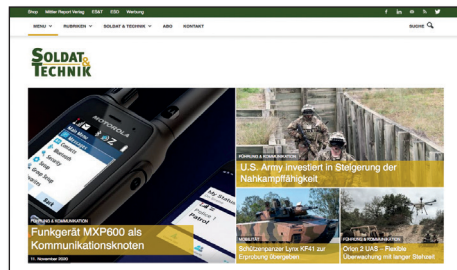
5x Banner Ad (any size)  
3x Sponsored Content

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

**€6,000\***

**Previous partners of the German Network of Maritime Competence can request special conditions from the publishing house.**

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



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

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

# SOLDAT & TECHNIK

SI VIS PACEM, PARA BELLUM

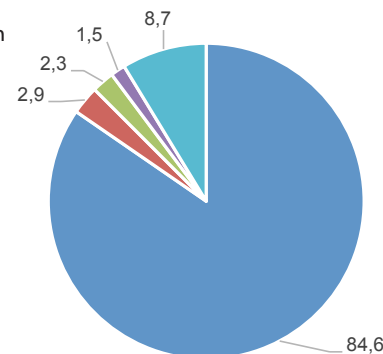
Since its launch in August 2020, [www.soldat-und-technik.de](http://www.soldat-und-technik.de) has established itself as one of the leading specialist information portals for defence technology and defence policy topics in the German-speaking world and increased its readership to an average of 100,000 to 150,000 users per month.

[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

Geographical Breakdown  
(percent figures)



■ Germany ■ Austria ■ US ■ Switzerland ■ Others

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728 x 150 Pixel  
Mobile Devices:  
400 x 200 Pixel
- 2 Wide Banner**  
Desktop/Tablet:  
1.068 x 300 Pixel  
Mobile Devices:  
400 x 400 Pixel
- 3 Rectangle Banner**  
Desktop/Tablet:  
500 x 300 Pixel  
Mobile Devices:  
400 x 300 Pixel

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yury.laskin@mittler-report.de

**Submission of banner files, manuscripts and images:**  
annika.kordysch@mittler-report.de

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# MITTLER REPORT

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

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

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