

Defence Technology Review

MITTLER
REPORT

Wehrtechnischer Report

English • € • \$

Media Kit 2023



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REPORT

Defence Technology Review (DTR) – Print

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DTR: Product Information, Circulation and Distribution

The issues of the **Defence Technology Review (DTR)** series – in German: Wehrtechnischer Report (WTR) – 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.

Top Quality Series of Dedicated Brochures on Current and Future-oriented Theme Segments:

- Bundeswehr Development
- Defence Technology
- Armament and Technology
- Information Technology
- Logistics

Circulation: 5,000 to about 12,000

(Based on individual agreements regarding additional distribution/ contingency purchase by the Bundeswehr or companies/associations.)

Quality Features:

- Established series of publications (more than 250 issues published)
- High attention within the target group
- High-class and reliable information

Frequency: as required

Language: German or English

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

Advertisers are invited to complement their advertisement with an **editorial contribution (Marketing Report)** up to double the size of the advertisement.

In combination with an advertisement the publication of these Marketing Reports is **free of charge**.

Please see p. 8 for your **points of contact** on all questions **regarding advertising**.

Editorial Schedule and Dates 2023

Please see p. 8 for your **points of contact** on all questions **regarding advertising**.

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

IT-Report 2023 (German)

ED: 12/04/23 AD: 18/04/23 CD: 20/04/23 PD: 05/05/23

The annual IT Report traditionally coincides with the AFCEA Bonn exhibition (10/11 May 2023) and will reflect the current state-of-the-art in the sphere of information and communication technology to support the armed forces in field operations. The format will primarily consist of specialist articles by experts and decisionmakers from government agencies, scientific institutions and industry, as well as presentations on current projects and requirements.

Bonus Distribution: AFCEA Convention 2023

The Logistical System of the Bundeswehr (German)

ED: 20/07/23 AD: 11/08/23 CD: 14/08/23 PD: 31/08/23

The war in Ukraine illustrates the importance of efficient logistics. From the transport of Western military aid to Ukraine, to ammunition and food supply at the frontlines – logistics forces are required to work constantly to ensure the troops remain supplied.

As a transport hub located in the centre of Europe, Germany has a central role to play in logistics within the framework of NATO. Moreover, the Bundeswehr's logistical forces must be able to not only support their own troops in combat operations, but also to operate within the framework of international stabilisation operations. The Defence Technology Review "The Logistical System of the Bundeswehr" describes the Bundeswehr's logistical forces and assets and how they interact.

Bonus Distribution: DWT Forum Bundeswehr Logistics 2023

Soldier Technology / Soldat & Technik 2024 (German)

ED: 07/11/23 AD: 01/12/23 CD: 07/12/23 PD: 20/12/23

The personal equipment and weapons fit of the individual soldier is critically important to ensuring their fighting strength and stamina are maintained, while high-quality training ensures the soldiers are equipped with the right skills. "Soldier Technology 2024" addresses precisely these areas in detail. Designed as an annual compendium, this publication considers all aspects relevant to the dismounted soldier.

Bonus Distribution: Enforce Tac 2024, Infantry Day, KSK Symposium

Advertising Sizes and Rates (€ • \$)

Rate card no. 12, effective 01 January 2023

Size	Printing area in mm	Trim in mm*	Price in €, 4c • DTR	Price in US\$, 4c • DTR
2/1 page			12,070	14,520
1/1 page	176 x 257	210 x 297	6,250	7,645
2/3 vertical	115 x 257	135 x 297	4,620	5,610
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	3,490	4,235
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,380	2,860
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		1,920	2,310
1/4 horizontal	176 x 60			

Cover positions

Inside front			6,770	8,250
Inside back			6,560	6,930
Outside back			6,770	8,250

Stand-alone Marketing Report (no ad, minimum: 2 pages)**

Price for the first two pages		4,650	4,950
From the third page		1,950	2,100

** Advertisers are invited to complement their advertisement with an **editorial contribution (Marketing Report)** up to double the size of the advertisement.

In combination with an advertisement the publication of these Marketing Reports is **free of charge**.

All rates + VAT, where applicable

* Add 3 mm trimming edge on each edge

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

Important Information

Frequency discounts:

- 3 ads and more 3%
- 6 ads and more 5%

Marketing Report (MR):

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

Size MR:

approx. 4.000 characters (incl. blank spaces) and a 2-column picture

Submission of advertising materials:

k.helmerath@mittler-report.de

Please see p. 8 for your **points of contact** on all questions **regarding advertising**.

Technical Details

Magazine size: 210 mm width, 297 mm height

Binding method: Saddle Stitch (DTR)

Printing method: Offset

Copy material: Digital advertising copy as print-
 optimised PDF.
 Other file formats on request.

General Conditions: File size corresponds to ad size, CMYK-
 colour definition, non standard colours
 upon consultation. Submit reference
 hard copy if possible, for colour print,
 colour proof or draft print-out.

Advertising copy submission by email:
 k.helmerath@mittler-report.de

Slight defiations 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.

Please see p. 8 for your **points of contact** on all questions **regarding advertising**.

Advertising Sizes Details

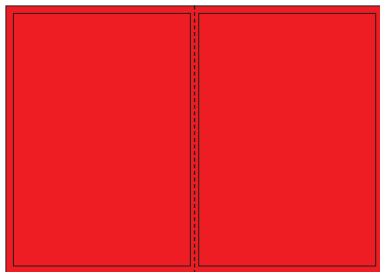
Trimming edge for bleed advertisements:

add 3 mm on each side

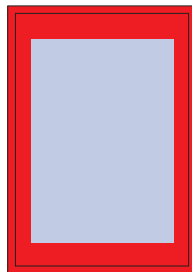
S: Printing Area

A: Trim Sizes

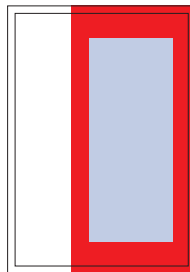
Sizes: Width by Height in mm



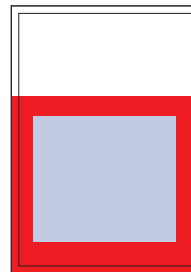
2/1 page
A: 420 x 297 mm



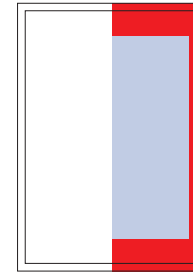
1/1 page
S: 176 x 248 mm
A: 210 x 297 mm



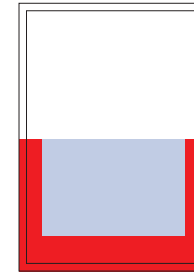
2/3 page vertical
S: 115 x 257 mm
A: 135 x 297 mm



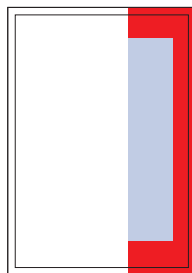
2/3 page horizontal
S: 176 x 170 mm
A: 210 x 190 mm



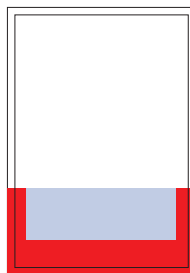
1/2 page vertical
S: 85 x 257 mm
A: 106 x 297 mm



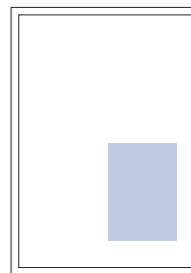
1/2 page horizontal
S: 176 x 126 mm
A: 210 x 150 mm



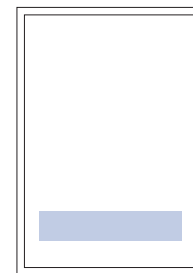
1/3 page vertical
S: 55 x 257 mm
A: 72 x 297 mm



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

Points of Contact

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Submission of advertising materials: k.helmerath@mittler-report.de

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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