



**Hardthöhen-
KURIER**
DAS MAGAZIN FÜR SOLDATEN UND WEHRTECHNIK



English • €

Media Kit 2023

MITTLER
REPORT



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Hardthöhenkurier is a leading military magazine presenting current information and reports, finding itself as a connecting tool of the German Bundeswehr to the politics, defence industry and economy since 1984. It focuses on all developments concerning the Bundeswehr, reports on foreign missions as well as on current security policy and military issues in Germany, Europe and the world. In addition to Bundeswehr issues, the specialist editors and experts report on all the protagonists and security forces involved in Germany's public security.

Hardthöhenkurier is an accepted and highly honoured partner to the Leadership of German Ministry of Defence, politics, armed forces and of the readers of the magazine within and outside of German Bundeswehr. Because of this, the magazine is an important and efficient platform for companies and organizations which provide equipment or services to the armed forces and decision makers who are responsible for force protection and national public security.

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The Hardthöhenkurier informs about the following topics:

- Bundeswehr, current operations
- Global security policy developments and their implications for the Bundeswehr
- Current procurement projects and the Procurement and in-service process in the Bundeswehr
- News from NATO Armed Forces, Defence Technology and Defence Industry
- On all subjects of information technology, digitalization and cyberspace
- Research and Technology
- New and further development of defence material
- Simulation and Training

The Hardthöhenkurier is distributed to:

- Members of German Bundestag, the political and military Leadership of German Ministry of Defence (Secretary of Defence, Undersecretaries and General Staff Officers),
- all German and foreign Defence Attaché Staffs,
- the soldiers of the Bundeswehr up to unit level stationed in and outside of Germany and in operations abroad,
- press offices of German Bundeswehr,
- procurement offices of the Bundeswehr,
- NATO HQ's and NATO procurement agencies,
- the German members of the EU Parliament as well as important EU institutions,
- professional institutions and interest associations,
- the UN Authorities in Germany,
- subscribers.

Editorial Schedule and Dates 2023

Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

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

HHK 01/2023 – February

AD: 10/02/23 CD: 11/02/23 PD: 24/02/23

- Interview with the Director-General of BAAINBw, Gabriele Korb
- Interview with the Chief of Navy, Vice Admiral Christian Kaack
- Views from Berlin on the Anniversary of Russia's Renewed Attack on Ukraine
- Air Combat of the Future: Development of an Air Combat Cloud
- RoadMap for the Introduction of the F-35
- News from the Tactical Air Force Wing 33
- The Patriot Weapon System in Air Defence Missile Group 26
- Ground-based Air Defence
- One year on: How have Security and Procurement Policies changed?
- Personal Equipment and Clothing of Soldiers (Part 1)
- New Trends in Artillery
- Preview Enforce Tac 2023
- News from WTD 91
- Status Update on the Successor to the G36
- The Mountain Infantry Brigade 23 – Interview with the Commander
- The Logistics Battalion 161 in Delmenhorst

HHK 02/2023 – April

AD: 11/04/23 CD: 13/04/23 PD: 27/04/23

- No more Queuing in Front of the Dock: The Warnow Shipyard in Warnemünde
- Preview AFCEA Convention
- Interview: Head of Department LG Michael Vetter CIR in the MoD
- News from the Work of WTD 81
- Satellite Communication
- The Bundeswehr Geoinformation Centre in Transition
- The Cyber Operations Centre
- Digitisation of Land-Based Operations (D-LBO)
- The Strategic Reconnaissance Command
- Interview: MG Klaus Frauenhoff, Commander of the Army Concepts and Capabilities Development Centre (ACDC)
- The CH-47F as the Bundeswehr's New Heavy Cargo Helicopter
- Home of the CH-53 and H145M LUH SOF: Helicopter Regiment 64
- Training throughout the Service: The Air Force Training Battalion
- Hospitals of the Bundeswehr: Berlin
- Bundeswehr Logistics Centre in Wilhelmshaven

AFCEA Convention – Special Issue

AD: 22/05/23 CD: 26/05/23 PD: 15/06/23

- 10/11 May AFCEA Convention
- Interview: The Chief of the Cyber and Information Domain Service

HHK 03/2023 – June

AD: 12/06/23 CD: 14/06/23 PD: 29/06/23

- Interview: The Commanding General of the Eurocorps LTG Devogelaere
- Counter Drone Systems
- Personal Equipment and Clothing of Soldiers (Part 2)
- The „new“ 10th Armoured Division
- The Bundeswehr Medical Service 2031+
- NATO Exercise „Amber Lynx 23“
- Interview: BG Jochen Deuer, DCoS Ops Eurocorps: Experiences from the Mission in Mali
- Training Camp INVICTUS GAMES DÜSSELDORF 2023
- Interview: The Commander of the Field Army MG Harald Gante: The Reorganisation of the Field Army
- Exercise VJTF Wettiner Heide
- Medium-Weight Forces of the Army
- The Subordination of the Dutch 13th Light Brigade to the 10th Armoured Division
- Military Police within the Framework of Collective Defence
- Opportunities and Risks of Military Police Support in Future Conflicts
- 3D Printing
- The Central Military Transport Centre
- Interview: The Commander Air Operations Centre and Executive Director Joint Air Power Competence Centre in Kalkar LG Poschwatta
- The Personnel Situation of the Military Branch Air Force
- Reports on the AFCEA Convention, the Paris Air Show 2023 and the Air Defender 2023
- The Christening Ceremony of the corvette „Emden“
- Digitisation in the Navy

Editorial Schedule and Dates 2023

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HHK 04/2023 – August

AD: 08/08/23 CD: 10/08/23 PD: 24/08/23

- Interview with Surgeon General Dr Ulrich Baumgärtner, Chief of the Medical Service
- Training in the Medical Service
- Preview of DWT Logistics Conference in Erfurt
- Value-Retaining Storage of Ammunition
- DEU-HUN Structured Partnership in Logistics
- Human Performance Optimization – Exoskeletons in Logistics of the Joint Support and Enabling Service
- Preview of the DWT Maritime Workshop in Linstow
- 175 Years of the German Navy
- News from the WTD 71
- Naval Logistics
- MGCS – Status Update
- The History of the Tank
- Interview with the Head of the Tank Museum
- The Leopard 2 Main Battle Tank
- New Equipment for the Special Operations Forces
- EGB Forces
- CBRN-Defence in the Bundeswehr
- Interview with BG Schoy, CDR Centre for Verification Tasks of the Bundeswehr
- Arms Control – Useful or Obsolete?
- The Bw Bekleidungsmanagement GmbH in the Logistics System of the Bundeswehr
- Interview with LTG Gante, CDR of the Field Army
- Interview with MG Frauenhoff, CDR of Army Concepts and Capabilities Development Centre

- Infantry in the Ukraine War
- German-Dutch Military Cooperation
- German Heron TP
- Follow-Up Report Air Defender 2023
- Training of Operational Airmobile Forces for the Bundeswehr's Crisis Management for German Nationals Abroad (NatRKM)
- Interview with LG von Sandrart, CDR of the Multinational Corps Northeast
- Multinationality of the Army
- The BWI Industry Days
- Tactical Air Control and Communication App
- Airborne Pioneers (Netherlands)
- RAM Block 2B
- Clothing for the Bundeswehr

HHK 05/2023 – October

AD: 28/09/23 CD: 29/09/23 PD: 19/10/23

- Interview with LTG Alfons Mais, Chief of Army
- 163 Logistic Bataillon RSOM
- 164 Specialist Engineer Regiment
- Trends in Small Arms and Stock Rifles
- The "New" Light Forces of the Army
- The Airborne Troops and their Vehicles: Airborne Brigade 1
- Interview with VADM Frank Lenski, Cmdr. of the Fleet
- Reports from the DWT Maritime Workshop
- Reports from the DWT Bundeswehr Logistics Forum
- Stage of Development of the Future Combat Air System
- Operational Experience with the C-130

- The Implementation of the Turning Point from a Political Perspective
- Running Team Bundeswehr and Reservists
- Trends in Armed Forces Development
- The Armed Forces' Thoughts on the Transformation of the Military Personnel Body
- Command and Control in the Armed Forces
- Light Infantry Battalion 91
- Interview with MG Dirk Faust, Cmdr. of the Rapid Forces Division
- Looking into the Future: Light Forces of the Armed Forces
- EGB Forces
- Equipment of the Air Force
- Command and Control Capability of the Air Force
- The Deployable Control and Reporting Centre (DCRC)
- A400M
- Interview with Annette Lehnigk-Emden, Director-General of the BAABW
- Focus: Military Police of the Bundeswehr
- Invictus Games 2023
- Value-Preserving Storage of Ammunition
- Hybrid War
- Shaped Charges (L)
- WTD 71 – Proposal: Potential of High-Resolution Sonar Signal Processing for the Navy
- Post-Quantum Cryptography/Quantum Technology 2.0
- dtec.bw Focus on „Smart Health
- „Education and training“: the „KoDiA“ project
- Presentation of the „Smart Health Lab“ project

Editorial Schedule and Dates 2023

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HHK 06/2023 – December

AD: 27/11/23 CD: 28/11/23 PD: 13/12/23

- Interview with the Chief of the Joint Support and Enabling Service Lieutenant General Martin Schelleis
- CBRN Defence: Mobile Infrastructure and Common Standards
- Presented: CBRN Defence Battalion 7
- The Special Engineer Regiment 164 "Nordfriesland"
- The New Army Medium-Weight Forces
- Simulation and Training
- Vehicles of the Medical Service
- Unmanned Underwater Vehicles
- Use of Drones in the Bundeswehr
- The Bundeswehr Research Institute for Materials, Fuels and Lubricants in Erding

Advertising Sizes and Rates (€)

Rate card no. 37, effective 01 January 2023



Size	Trim in mm*	Price in €, 4c • HHK
2/1 page (Panorama page)	420 x 297	7,950,-
1/1 page	210 x 297	4,190,-
1/2 vertical	105 x 297	2,450,-
1/2 horizontal	210 x 132	
1/3 vertical	72 x 297	1,580,-
1/3 horizontal	210 x 88	
1/4 vertical	115 x 132	1,390,-
1/4 horizontal	210 x 75	

Cover positions

Outside front (Cover)		6,430,-
Inside front		4,890,-
Inside back		4,790,-
Outside back		5,560,-

Marketing Report

per 1/1 page	210 x 297	2,070,-
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Important Information

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

For **more formats, flyers or supplements** and prices, please contact us.

Delivery of supplements not later than the advertising deadline to:

Mittler Report Verlag GmbH
Beethovenallee 21
53173 Bonn, Germany

Please see p. 13 for your **points of contact** on all questions **regarding advertising.**

All rates + VAT, where applicable; agency discount: 15 %

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale. Surcharge for special colours: € 1,100

Magazine size:	210 mm width, 297 mm height
Binding method:	Perfect bound (HHK)
Type area:	183 x 258 mm
Printing method:	Sheet feed 100 Grid
Copy material:	Digital advertising copy as PDF/X-4:2007 (print-optimised), EPS (with embedded fonts), 300 dpi tiff or jpg. Other file formats on request. If any open data are used, please enclose all used text and pictures. Each picture data has to be saved in CMYK- modus and should have a resolution of 300 dpi at a minimum, if the picture size is wished to be presented by 100%.
Colourformat:	ISO Coated v2 300 (ECI)
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.

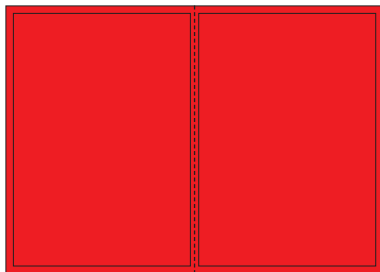
Advertising Sizes Details

Trimming edge for bleed advertisements:

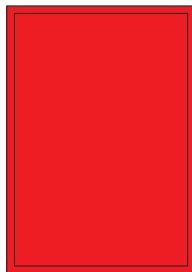
add 3 mm on each side

Due to technical reasons, it is necessary to ensure a special inner distance between text, logos and the trimming in case of adverts placed on tight pages of the magazine: **top, right side and the bottom at least 5 mm, left side 10 mm.**

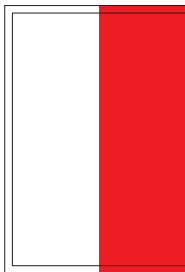
Formate: Width by Height in mm



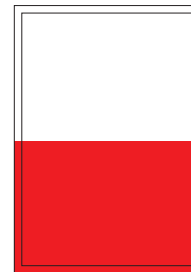
2/1 page (Panorama page)
420 x 297 mm



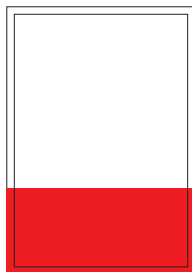
1/1 page
210 x 297 mm



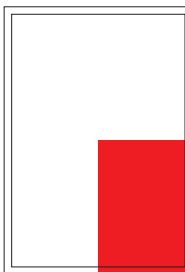
1/2 Spage vertical
105 x 297 mm



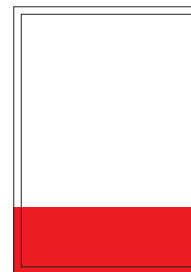
1/2 page horizontal
210 x 132 mm



1/3 page vertical
210 x 88 mm



1/4 page vertical
115 x 132 mm



1/4 page horizontal
210 x 75 mm



On **www.hardthoehenkurier.de** you can present your defence and security products, new technologies as well as services in an effective and targeted way by placing banners, company profiles, hyperlinks and embedded video clips.

With **www.hardthoehenkurier.de** you are always optimally oriented towards your customers and remain visible to your target group.

Banners: Strategically located banner positions are available on the homepage. Depending on the request, we may have to place the banners next to each other. The rotation is limited to two banners. Banner spaces are allocated on a first-come, first-served basis.

Volume Discount: Please ask for a volume discount if you purchase advertisements and a banner format.

Please see page 12 for more information on banner sizes and rates.

Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

Digital Advertising: Sizes and Rates (€)

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: a.kordysch@mittler-report.de
Technical details:	JPEG, TIF or GIF, File size: 512 kB max.

Sponsored Content / Marketing Report

Present your content in an editorial format on www.hardthoehenkurier.de. Draw extra attention to your expert information to reinforce your classical advertising message.

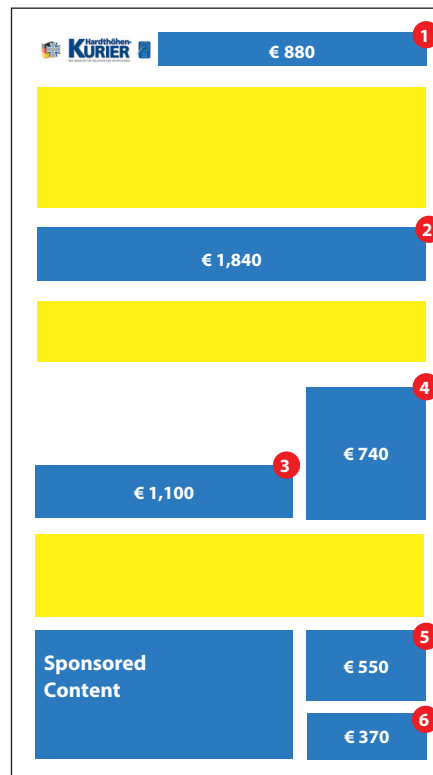
How it Works

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.hardthoehenkurier.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".

Term	2 weeks	1 month
	€ 1,290	€ 1,840

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

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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.

MITTLER REPORT

A Company of TAMMMEDIA

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www.hardthoehenkurier.de

www.hartpunkt.de

www.marineforum.online

www.soldat-und-technik.de