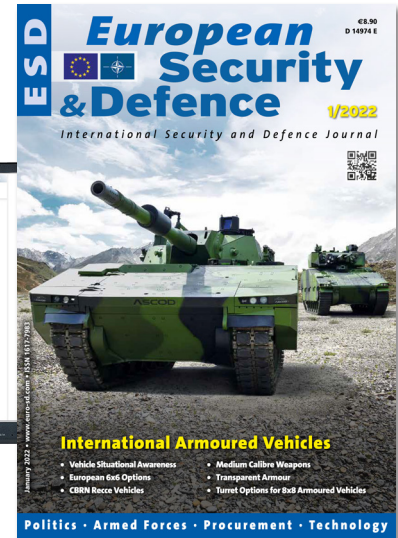
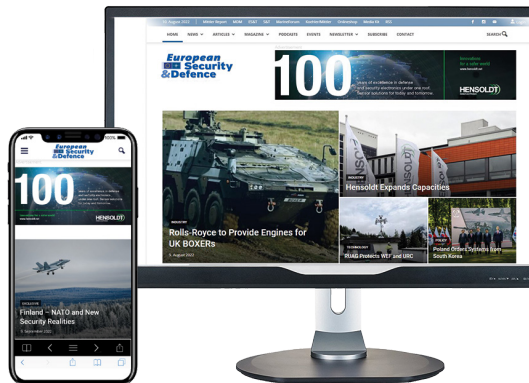


European Security & Defence

English • € • \$

Media Kit 2023

MITTLER
REPORT



Contents

European Security & Defence (ESD) – Print

ESD: Product Information	3
Circulation and Distribution	4
Editorial Schedule and Dates 2023	5
Advertising Sizes and Rates (€ • \$)	9
Technical Details	10
Advertising Sizes Details	11

www.euro-sd.com – Digital

www.euro-sd.com: Product Information	12
Digital Advertising: Sizes and Rates (€ • \$)	13

General Information

Points of Contact	14
Terms of Business	15



ESD: Product Information

“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.

Publisher: Stephen Barnard

Editor-in-Chief: Mark Cazalet

Published by

Mittler Report Verlag GmbH
Beethovenallee 21
53173 Bonn, Germany

Phone: +49 (0)228-3500870

Fax: +49 (0)228-3500871

E-Mail: info@mittler-report.de

Frequency:

monthly, with a double issue in November/December

Language: English

Editorial Field Offices:

Belgium/EU/NATO: Joris Verbeurgt (jv), **Brazil:** Roberto Guimarães de Carvalho (rgc), **Denmark:** J. Bo Leimand (jbl), **France:** David Saw (ds), **Georgia:** Beka Kiria (bk), **India:** Suman Sharma (ss), **Israel:** Tamir Eshel (te), **Italy:** Luca Peruzzi (lp), **Japan:** Shinichi Kiyotani (sky), **The Netherlands:** Jaime Karremann (jk), **Poland:** Grzegorz Sobczak (gs), **Portugal:** António Brás Monteiro (abm), **Spain:** Esteban Villarejo (ev), **Taiwan, North & East Asia:** JD Kitsch (jdk), **Turkey:** Korhan Özkilinc (kö), **UK:** Christopher Foss (cf), Tim Guest (tg), **Ukraine:** Alex Horobets (ah), **USA:** Sidney Dean (sd), Chet Nagle (cn)

Circulation and Distribution

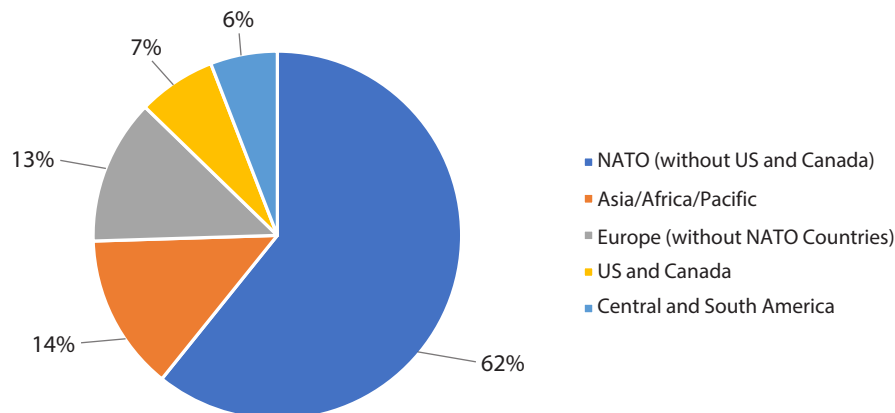
Circulation	Copies per issue (average)*
Total Circulation:	22,900
thereof	
Print:	14,850
Licences for companies/ governmental insitutions/ academia:	6,350
PDF copies: (subscribers, shop downloads, iKiosk)	1,700

* 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

Geographical Distribution:



Editorial Schedule and Dates 2023

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 01/23 – January

AD: 09/01/23 CD: 11/01/23 PD: 21/01/23

Bonus Distribution: IAV (23-26 Jan)

Focus: International Armoured Vehicles (IAV)

- 8x8 and 6x6 Armoured Vehicles for Near-Peer Conflicts
- 6x6 and 4x4 Armoured Vehicles for Low-Intensity and Support Operations
- MGCS Update
- Batteries for Armoured Vehicles
- Cables and Connectors
- Cold-Weather All-Terrain Vehicle (CATV) Programmes Round-Up
- CBRN (1): AFV Crew Survivability
- Electrical Power Supplies and Storage for Combat Vehicles
- Generic Vehicle Architecture
- Hard Kill / Soft Kill Protection Systems
- Medium-Calibre Cannons: Options / Ammunition / Trends
- Lessons Learned from Ukraine (1): Armoured Vehicles on the Modern Battlefield
- OMFV Sitrep
- Options for Hybrid Propulsion / Hybrid on the Battlefield
- Situational Awareness Under Armour
- Turrets Update

ESD 02/23 – February

AD: 01/02/23 CD: 03/02/23 PD: 14/02/23

Bonus Distribution: Airborne ISR & Battle Management (tbd) / Singapore Air Show (15-18 Feb) / IDEX-NAVDEX (20-24 Feb) / Intern. Military Helicopter (21-23 Feb) / Enforce Tac (28 Feb-1 Mar)

Focus: Desert Focus

- Aerospace Partnerships and Technology in Singapore
- AESA / PESA Developments
- Airborne Anti-Submarine Warfare: Options and Capabilities
- Battle Rifle Optics
- Combat Engineer Resources
- Desert Navigation / Navigation by Machine
- Special Mission Aircraft: Airframes and Equipment
- Gulf Defence: Threats and Responses
- GBAD Requirements in the Gulf
- India and Russia: A Military Aerospace Romance?
- Lessons Learned from Ukraine (2): UAS Operations, Options and Trends
- Modern Artillery, C4I and Effects
- Military Pistol Programmes in Europe
- NATO Airborne Sensing
- Shotguns for Police / Military Ops

ESD 03/23 – March

AD: 17/02/23 CD: 20/02/23 PD: 01/03/23

Bonus Distribution: Future Soldier Technology (7-8 Mar) / DSEI Japan (15-17 Mar) / SOFINs (28-30 Mar)

Focus: Special Forces in France

- **Spotlight on Italy** 
- 155mm Artillery incl. Viatura Blindada de Combate Obus Autopropulsada Update
- Anti-Tank Options
- Battle Management Systems
- Border Protection: Overwatch and Engagement
- CBRN (2): Lightweight CBRN Protection
- Critical Infrastructure Protection
- Cyber Defence at the Tactical Level
- French Special Forces Acquisitions Report
- Lessons Learned from Ukraine (3): Urban Surveillance Solutions
- Mil Geo and Met Requirements and Suppliers
- OCCAR: COBRA Resourcing
- Squad Weapon / Machine Gun Programmes
- STARLINK – Applications and Implications
- The EU as a Security Institution
- The US HMS Radio Programme: Tech Review / Update
- Transport for Special Forces
- US Army Modernisation: Mid-term Report

Editorial Schedule and Dates 2023


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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 04/23 – April

AD: 16/03/23 CD: 18/03/23 PD: 30/03/23

Bonus Distribution: LAAD (11-14 Apr) / Future Armoured Vehicles Situational Awareness (11-14 Apr) / Unbemannte Systeme IX (19-20 Apr) / Balt Military Expo (20-22 Apr) / IT²EC (24-26 Apr) / ASDA (26-28 Apr) / Future Artillery (tbd)

- **Special: Israel at 75** 
- AEGIS / SM3 Sitrep
- AUSUKUS: The First Year Report
- CASCABEL Update
- Combat Helicopter Programmes
- ISANKE & ICS Update
- Israel Defence Expertise & Export
- LRASM Programme Update
- Lessons Learned from Ukraine (4): Rocket Artillery on the Modern Battlefield
- NATO Defense Innovation Accelerator for the North Atlantic: 12 Months on
- NATO's MSAP Initiative
- Persistent Undersea Surveillance
- Polish Navy Developments
- Security / Defence in Brazil
- Synthetic Environment Practitioners: Who Does What?
- Technology Focus: SP Indirect Fires (incl. SP Mortars)
- Training and Equipment for Arduous Conditions
- Underwater Detection, Engagement and Evasion
- US Army Aviation: An Acquisition Update
- US Navy CONVENTIONAL PROMPT STRIKE Programme Update

Combined Issue: ESD/MDM 05/23 – May

AD: 19/04/23 CD: 21/04/23 PD: 02/05/23

Bonus Distribution: NCT CBRNe Europe (tbd) / CBRNe France (3-6 May) / Xponential (8-11 May) / DEFEA (9-11 May) / UDT (9-11 May) / AFCEA Bonn (10-11 May) / Future Armoured Vehicles CEE (15-16 May) / AOC EW Europe (16-18 May) / FEINDEF (17-19 May) / Combined Naval Event (23-25 May) / LIMA (23-27 May) / IDET (24-26 May) / CANSEC (31 May-1 Jun) / Sea Future (5-8 Jun)

Focus: Unmanned Systems


- Interview: Hungarian Chief of Defence
- Ammunition Suppliers from CEE
- Armed and Armoured UGVs
- Beach Assault and Defence
- Counter-UAS Technologies and Options
- Defence from and for Malaysia
- Defence Procurement in Greece
- Equipping a European Incident Command Post
- European Naval Shipyard Review
- Europe's CBRN Leaders
- Excellence at Sea: Germany's Naval Industry
- Hellenic Defence Acquisition Plans
- Hi-Tech from Greece
- Italy's U-212 Future Submarine Programme
- Lessons Learned from Ukraine (4): Mastering the Electromagnetic Spectrum
- Microdrone Developments
- Multi-Domain Manned-Unmanned Teaming
- OPV Builders in Europe
- ROV Update: Sources and Applications in Europe
- Powerplant Options for UAS: Tiers 1-3, Groups 2-5
- Restructuring the Hellenic Defence Industry
- Satellite Protection Systems
- Spain's Defence Industrial Capabilities



ESD 06/23 – June

AD: 19/05/23 CD: 23/05/23 PD: 05/06/23

Bonus Distribution: Partner Belgrad (27-30 Jun) / Dismounted Close Combat (4-6 Jul) / IDEF (25-28 Jul)

- **Country Focus: Sweden** 
- AIR 6502 – Lessons from Australia
- AIR 7000: Teaming
- Amphibious Developments
- Australian Helicopter Programmes Update
- Autonomy, AI & Robotics for Ground Vehicles
- Battle Command Systems
- CBRN (3): Detection is the Best Protection
- Counter-UAS Options
- Defence in/from Serbia: Technologies and Exports
- Engaging from the East: Analysing the ROK Industry's Global Achievements
- Hi-Tech from Turkey
- JIAMD Update (LAND 19, Phase 7b)
- Korea's JANGBOGO III Programme Update
- Korea's Surface Fleet: Capabilities and Requirements
- LAND 121, Phase 4: Protected Vehicles (PMV-L)
- LAND 159: Sniper Stuff
- LAND 400: The Success Story Continues
- Lessons Learned from Ukraine (6): Logistics
- Personal Weapon Sights and Accessories
- Soldier Communications
- SM6 & TRIDENT 2 Status Reports
- Personal Unmanned Assets
- Technical Textiles
- THAAD Update
- Turkish Programme Updates: HURJET / ATAK2 / TFX / MILDEN
- UK Infantry Procurement Plans

Editorial Schedule and Dates 2023

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 07/23 – July

Preprint: Paris Only

AD: 02/06/23 **CD:** 05/06/23 **PD:** 16/06/23

Main Issue:

AD: 28/06/23 **CD:** 30/06/23 **PD:** 19/07/23

Bonus Distribution: Paris Air Show (19-25 Jun)

Focus: Annual Military Aerospace Focus

- Air to Air Missiles
- Air-to-Air Refuelling
- Airborne DEW Developments
- Airborne Electronic Attack
- BMD / Upper Tier Interception Update
- Counter-UAV Technology
- Flares, Decoys and More: Aircraft Self-Defence Resources
- GBAD Programmes in Europe
- Heavy Helicopter Programmes
- Hypersonic / Missile Propulsion Options
- IRST Pods Update
- Multispectral Targeting Systems and Alternatives
- NATO's Next-Generation Rotorcraft Capability
- Project MAYHEM SITREP
- SCAF News
- Tactical Missiles
- UAV / UAS Programmes
- US Next-Generation Interceptor Sitrep
- USAF ARRW Programme Update
- USAF Update: the Ground-Based Strategic Deterrent
- The Rise of the Light Utility Helicopter

ESD 08/23 – August

AD: 18/07/23 **CD:** 21/07/23 **PD:** 02/08/23



Bonus Distribution: The BAAINBw will provide enhanced circulation and distribution.

Focus: Defence Procurement in Germany – The Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support

(Bundesamt für Ausrüstung, Informationstechnik und Nutzung der Bundeswehr (BAAINBw))

Commissioned by the German Ministry of Defence, (BMVg), this issue is published in close cooperation with the central German defence procurement authority, the BAAINBw, and provides a detailed introduction to the German defence procurement system, structures, processes and programmes.

BAAINBw Directorates:

- Combat (K): Armoured vehicles, ship-based and airborne armaments, ground-based air defence systems, infantry, engineer and artillery systems
- Air (L): Fixed wing and rotary aircraft, airborne sensors and EW, UAVs/UAS
- Sea (S): Surface vessels and submarines, unmanned vessels, underwater weapons and sensors
- Land Support (U): Protected vehicles, soldier protection/soldier system technology, reconnaissance and EW systems, training and simulation systems, CBRN and medical equipment, field camp systems
- Information Technology (I): C2 systems, IT, communications
- Other Directorates and Subordinate Structures, including: Bundeswehr Technical Centres • Bundeswehr Research Institutes • Naval Arsenal • German Liaison Office for Defence Materiel USA/Canada

ESD 09/23 – September: 21st Anniversary Edition

Main Issue: MSPO & DSEI Distribution

AD: 21/08/23 **CD:** 22/08/23 **PD:** 01/09/23

DSEI Focus: **AD:** 29/08/23 **CD:** 31/08/23 **PD:** 08/09/23

Bonus Distribution: MSPO (5-8 Sep) / DSEI (12-15 Sep) / Partner Belgrade (25-28 Sep)

- 3rd-Generation Submarine Developments
- Airborne ASW
- APACHE AH-64E: CSP Status Report
- Battlefield ad hoc and Persistent Surveillance
- British Defence Strategy Futurology
- CBRN: Protection, Decontamination and Returning into Service
- CIWS: Challenges, Updates and Options
- Coordinating Naval Programmes in Europe
- Equipping a Mobile Command Post
- Ground-based Observation Systems
- MFP Update
- NATO CMRE
- NATO's Future Helicopter Programme
- Next-Generation ISTAR for the UK
- Nuclear Options
- OPVs
- Poland's Modernisation
- PROTECTOR: Deep and Persistent Armed ISTAR
- SERPENS Programme Update
- SKYNET Update: The Terminator gets closer
- Sniper 1: Weapons and Ammunition
- Tactical Secure Communications
- TEMPEST Update
- The Polish Political-Military Conflict
- The "Special Relationship": America in the UK
- The State of British Army
- Type 26 Global Combat Ship Programme Report
- Type 31 Sitrep
- VTOL / Tiltrotor Developments

Programme Subject to Modification

Editorial Schedule and Dates 2023

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

Please see p. 14 for your **points of contact** on all questions **regarding advertising**.

ESD 10/23 – October

AD: 20/09/23 **CD: 22/09/23** **PD: 02/10/23**

Bonus Distribution: GSOF (24-26 Oct) / International Fighter Conference (6-8 Nov)

Focus: The Balance: the USA and the EU

- Acquiring a Future Fires Capability
- America and NATO / The US and Europe
- C4I in the US DOD
- C-IED Update
- Combat Support: Ideas into Actions
- Equipping the US Cyber Forces
- FOO Training and Resourcing
- GPS III Update
- Ground Systems Updates on AMPV, ACV, M1A2C SEPv3, PIM, JLTv, FMTV, FHTV
- Missile Defence for US Forces
- Operations in Denied Environments
- Sniper 2: Acquisition, Observation and Targeting
- STRYKER SITREP
- Tactical Network Technology and the US Army
- Tactical UAS for Land Forces
- Tube v. Rocket Artillery
- US Army Long-Range Hypersonic Weapon Update
- US Army Common Tactical Truck Update
- Turkish-Georgian Relations and Their Impact on Russia

ESD 11-12/23 – November/December

AD: 27/10/23 **CD: 01/11/23** **PD: 10/11/23**

Bonus Distribution: International Fighter Conference (6-8 Nov) / Defense & Security (6-9 Nov) / Dubai Air Show (12-16 Nov) / Milipol (14-17 Nov) / EDEX (4-7 Dec) / TechNet Transatlantic 2023 (6-7 Dec)

• Country Focus: Turkey – 100th Anniversary of the Republic of Turkey



- Air-to-Surface Weapons
- Airborne Persistent Surveillance / Early Warning
- Autonomous Vehicles – Trucks
- Combat Search and Rescue (CSAR) Programmes and Developments
- DARPA's GAMBIT Progress Report
- Display Technologies
- High-Speed Aerial Targets
- Hypersonic Missile Defence
- Maritime ISR
- Military Airlifters
- Military Implications of Satellite Super-Constellations
- Reassessment of Soviet-era Weapons in the Ukraine War
- Shotguns
- Space-based Missile Warning Systems
- Stealth at Sea
- Ukraine F-16
- USN FVL Maritime Strike (MS) Programme Update

Advertising Sizes and Rates (€ • \$)

Rate card no. 12, effective 01 January 2023

Size	Printing area in mm	Trim in mm*	Price in €, 4c • ESD	Price in US\$, 4c • ESD
2/1 page			12,860	15,300
1/1 page	176 x 257	210 x 297	6,910	7,700
2/3 vertical	115 x 257	135 x 297	5,410	7,085
2/3 horizontal	176 x 170	210 x 190		
Juniorpage	148 x 210		4,960	6,520
1/2 vertical	85 x 257	106 x 297	3,690	4,845
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,970	3,910
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		2,150	2,750
1/4 horizontal	176 x 60			

Cover positions

Inside front			7,610	8,750
Inside back			7,610	8,750
Outside back			7,980	9,400

Marketing Report

per 1/1 page		210 x 297	6,500	7,000
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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:

- 2 ads and more 3%
- 4 ads and more 7%
- 6 ads and more 12%
- 9 ads and more 15%

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-coloumn picture

Submission of advertising materials:

ads@mittler-report.de

Please see p. 14 for your **points of contact** on all questions **regarding advertising.**

Technical Details

Magazine size:	210 mm width, 297 mm height
Binding method:	Adhesive or Saddle Stitch (ESD, depending on number of pages)
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:
ads@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

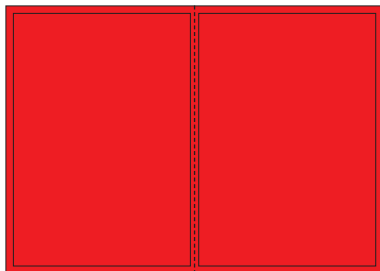
Trimming edge for bleed advertisements:

add 3 mm on each side

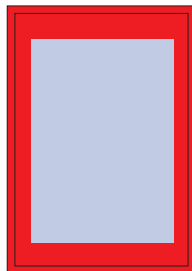
S: Printing Area

A: Trim Sizes

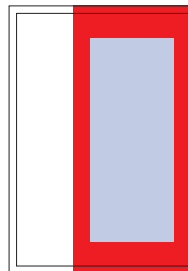
Sizes: Width by Height in mm



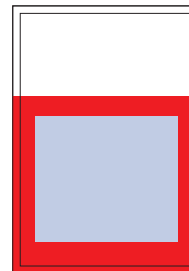
2/1 page
A: 420 x 297 mm



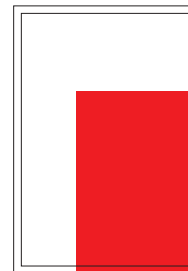
1/1 page
S: 176 x 248 mm
A: 210 x 297 mm



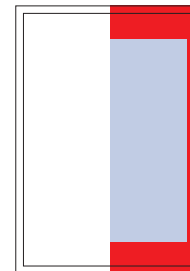
2/3 page vertical
S: 115 x 257 mm
A: 135 x 297 mm



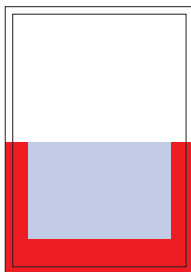
2/3 page horizontal
S: 176 x 170 mm
A: 210 x 190 mm



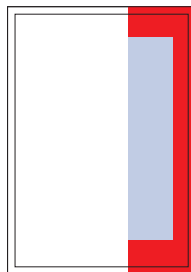
Junior Page
S: 148 x 210 mm



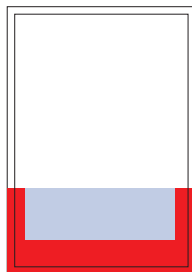
1/2 page vertical
S: 85 x 257 mm
A: 106 x 297 mm



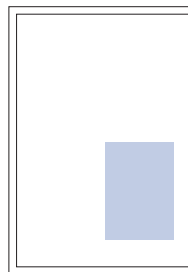
1/2 page horizontal
S: 176 x 126 mm
A: 210 x 150 mm



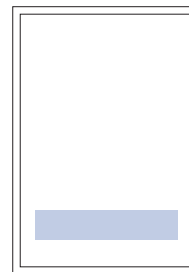
1/3 page vertical
S: 55 x 257 mm
A: 72 x 297 mm



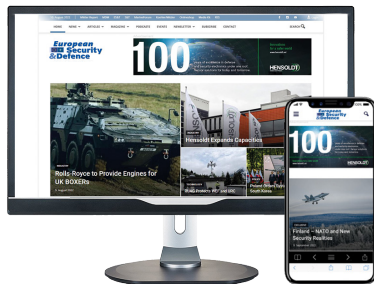
1/3 page horizontal
S: 176 x 80 mm
A: 210 x 99 mm



1/4 page vertical
S: 85 x 126 mm



1/4 page horizontal
S: 176 x 60 mm

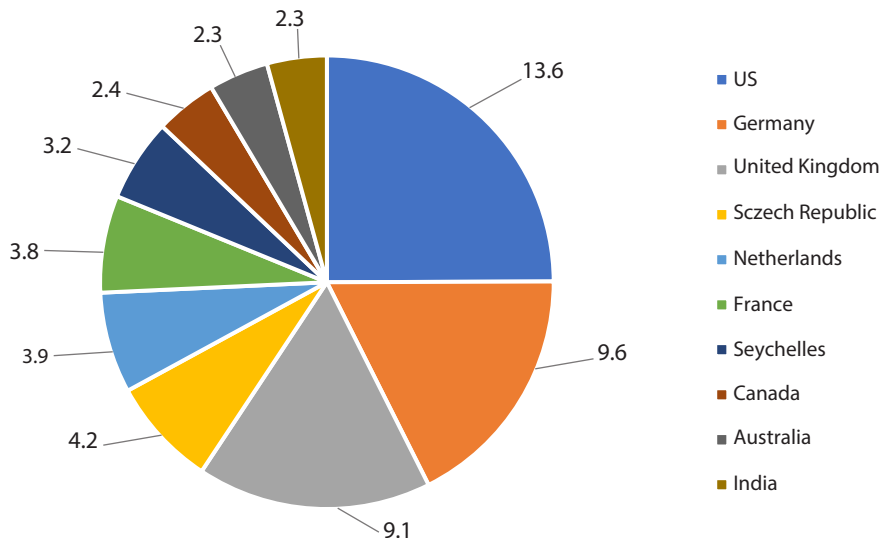


www.euro-sd.com is the website of the international magazine European Security & Defence (ESD).

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 (percentage):



Please see p. 14 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.euro-sd.com. Draw extra attention to your expert information to reinforce your classical advertising message.

How it Works

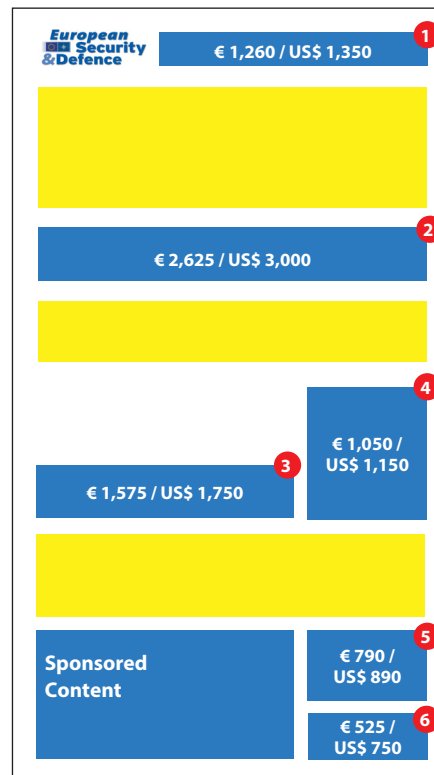
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage (www.euro-sd.com) and below each news item in the "News" section. A link directs visitors to the landing page with your article. This 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
	€ 1,840 / US\$ 2,000	€ 2,625 / US\$ 3,000
Special rates	€ 1,050 / US\$ 1,200	€ 1,575 / US\$ 2,000

(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

Points of Contact

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Marketing Director

Marketing



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Submission of advertising materials: ads@mittler-report.de

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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