



marine
forum

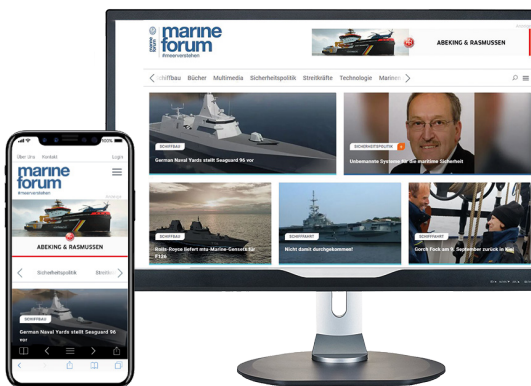
marine forum

#meerverstehen

Media Kit 2023

English • € • \$

MITTLER
REPORT



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MF: Product Information, Circulation and Distribution

“**MarineForum**” (**MF**), 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 also available in e-paper format.

Publisher:

Deutsches Maritimes Institut e.V.

Publishing House:

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

Editor-in-Chief:

Capt. (ret) Holger Schlüter

Frequency:

monthly, with two double issues in January/February and July/August

Language: German

Circulation	Copies per issue (average)*
Total Circulation:	12,168
thereof	
Print Run:	8,149
PDF:	4,019
(Licences Intranet German MoD)	

Distribution:

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

10% Others Europe

Please see p. 11 for your **points of contact** on all questions **regarding advertising**.

Editorial Schedule and Dates 2023

Please see p. 11 for your **points of contact** on all questions **regarding advertising**.

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

1-2/2023 January/February

AD: 12/12/22 CD: 15/12/22 PD: 04/01/23

- Activities for the Anniversary of the German Navy
- F 127
- The Vienna Strategy Conference
- NEPTUNE SHIELD 22
- The Baltic Sea

03/2023 March

AD: 07/02/23 CD: 13/02/23 PD: 02/03/23

- #wearenavy
- Mission Area Baltic Sea
- Refit F 123
- The Journey of the Frigate Bayern
- BALTOPS 22
- Interview German Vice Chief of Navy and Commander of the Fleet and Supporting Forces

04/2023 April

AD: 14/03/23 CD: 20/03/23 PD: 04/04/23

- Sea Tiger
- Combat Diver
- Middle East / Orient
- NATO Vignette
- IRINI, what has been achieved?
- The New Tactics Centre
- The Finnish Navy

05/2023 May

AD: 06/04/23 CD: 17/04/23 PD: 03/05/23

- Sea Battalion / Corps Mariniers Cooperation
- Navy Use of Space Assets
- Status Update NGF F 127

Programme Subject to Modification

- German Navy Operations 2022
- K 130 Corvette 2nd Batch
- The Anniversary of the German Navy

06/2023 June

AD: 17/05/23 CD: 17/05/23 PD: 02/06/23

- Sea Falcon
- A Plea for Replenishment Tenders
- German Maritime Search & Rescue Service Training Ship
- German Federal Coast Guard
- Torpedo MU90 Testing
- Conception & Planning Navy 2040
- Bundeswehr Special Fund: Interview Head of the MoD's Directorate-General for Planning

7-8/2023 July/August

AD: 13/06/23 CD: 19/06/23 PD: 04/07/23

- Black Sea

09/2023 September

AD: 10/08/23 CD: 17/08/23 PD: 04/09/23

- U 212
- Aurora Sweden
- India Navy
- India's First Indigenous Aircraft Carrier
- Mat Perspective Flotilla 2 F 123 Complete Renewal
- Directed Energy Weapons at Sea
- European and US Heavyweight Torpedoes
- Eiderkanal or Thosminde
- Training Naval Aviation

10/2023 October

AD: 12/09/23 CD: 18/09/23 PD: 04/10/23

- Naval Artillery
- Medical Service of the Navy: Pandemic Experiences
- Activities in the Mediterranean: a Conclusion?
- Defence Hypersonic Weapon
- Naval Arsenal – Modus suivendi of the Navy
- Protection of Critical Maritime Infrastructure
- Torpedo MU90 Testing
- Ammunition – What is the Navy's Problem?
- The Navy in Collective Defence
- How Vulnerable are Warships?
- The Quest for Naval Firepower
- EU Looks to MIRACLE for MCM Future

11/2023 November

AD: 10/10/23 CD: 18/10/23 PD: 03/11/23

- Strategic Competition in the Arctic
- Operational Training Centre Flotilla 2

12/2023 December

AD: 09/11/23 CD: 17/11/23 PD: 04/12/23

- The New Naval Institute of Maritime Medicine
- New Tugs – New Multi-Purpose Vessels
- U 212
- Staff Flotilla 2
- Frigate Hessen
- Critical Maritime Infrastructure
- NOCO 2023
- History: Why was there no F 121?
- MTS Fast Attach Crafts Meetings

Advertising Sizes and Rates (€ • \$)

Rate card no. 12, effective 01 January 2023

Size	Printing area in mm	Trim in mm*	Price in €, 4c • MF	Price in US\$, 4c • MF
2/1 page			7,510	9,750
1/1 page	176 x 257	210 x 297	4,150	5,445
2/3 vertical	115 x 257	135 x 297	3,570	4,565
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	2,890	3,685
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,360	3,025
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		1,850	2,365
1/4 horizontal	176 x 60			

Cover positions

Inside front			4,620	5,885
Inside back				
Outside back			4,620	5,885

Marketing Report

per 1/1 page	210 x 297	4,050	5,165
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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:

ads@mittler-report.de

Please see p. 11 for your **points of contact** on all questions **regarding advertising.**

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

Technical Details

Magazine size: 210 mm width, 297 mm height

Binding method: Saddle Stitch (MF)

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.

Please see p. 11 for your **points of contact** on all questions **regarding advertising**.

Advertising Sizes Details

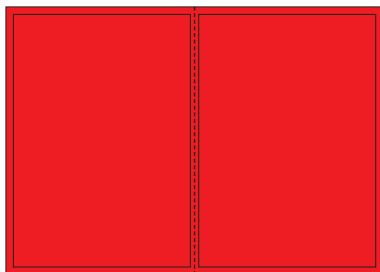
Trimming edge for bleed advertisements:

add 3 mm on each side

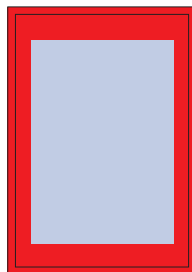
S: Printing Area

A: Trim Sizes

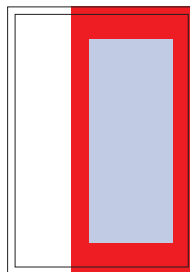
Sizes: Width by Height in mm



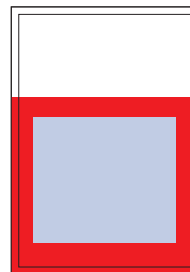
2/1 page
A: 420 x 297 mm



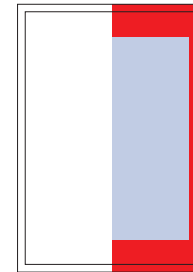
1/1 page
S: 176 x 248 mm
A: 210 x 297 mm



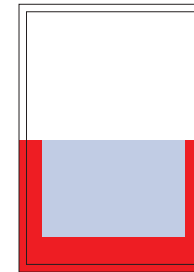
2/3 page vertical
S: 115 x 257 mm
A: 135 x 297 mm



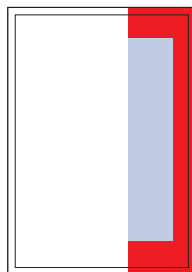
2/3 page horizontal
S: 176 x 170 mm
A: 210 x 190 mm



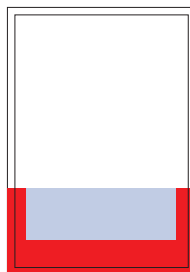
1/2 page vertical
S: 85 x 257 mm
A: 106 x 297 mm



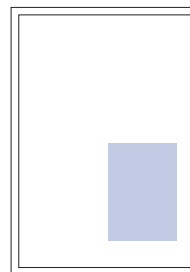
1/2 page horizontal
S: 176 x 126 mm
A: 210 x 150 mm



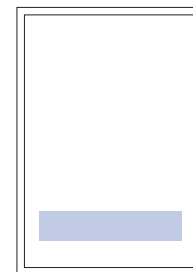
1/3 page vertical
S: 55 x 257 mm
A: 72 x 297 mm



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

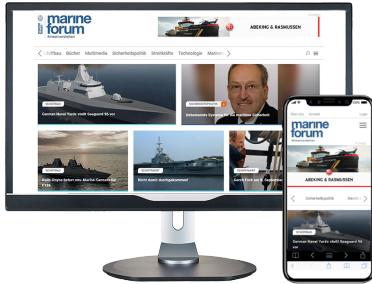


1/4 page vertical
S: 85 x 126 mm



1/4 page horizontal
S: 176 x 60 mm

www.marineforum.online: Product Information



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.

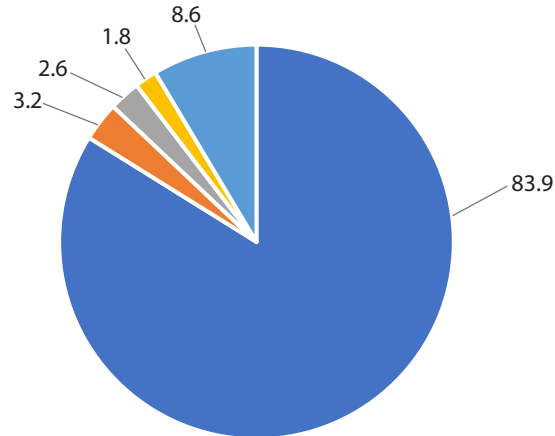
User Numbers

Users: 473,021
Visits: 551,394
Pageviews: 854,509

Date range: 01/10/2021-30/09/2022; according to Google Analytics

Therefore, **marineforum.online** reaches an average of **40,000 users**, **46,000 visits** and **71,000 pageviews** per month.

Geographical Breakdown (percentage):



■ Germany ■ US ■ Austria ■ Switzerland ■ Others

Please see p. 11 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.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) 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.

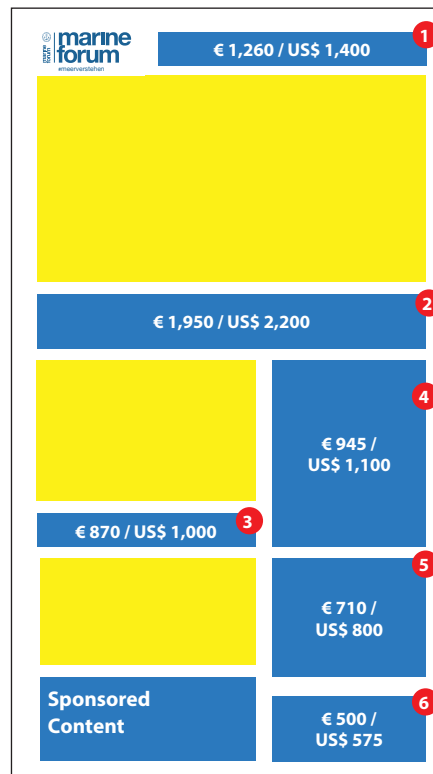
Post (home page) and content (landing page) are designated "Sponsored Content".

Term	2 weeks	1 month
	€ 1,050 / US\$ 1,200	€ 1,575 US\$ 1,800

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



The diagram illustrates the layout of the start page with various advertising positions. The positions are numbered 1 through 6, corresponding to the list on the right. The layout includes a header with the MarineForum logo and a large yellow rectangular area. Below the header, there are several blue rectangular areas with white text indicating rates. The positions are as follows:

- 1**: Leaderboard (Desktop/Tablet: 728 x 93 Pixel, Mobile Devices: 400 x 200 Pixel) - Rate: € 1,260 / US\$ 1,400
- 2**: Wide Banner (Desktop/Tablet: 1.068 x 200 Pixel, Mobile Devices: 400 x 400 Pixel) - Rate: € 1,950 / US\$ 2,200
- 3**: Full Size Banner (Desktop/Tablet: 696 x 90 Pixel, Mobile Devices: 400 x 300 Pixel) - Rate: € 870 / US\$ 1,000
- 4**: Large Rectangle (325 x 500 Pixel) - Rate: € 945 / US\$ 1,100
- 5**: Medium Rectangle (325 x 250 Pixel) - Rate: € 710 / US\$ 800
- 6**: Small Rectangle (325 x 125 Pixel) - Rate: € 500 / US\$ 575

There is also a yellow rectangular area with the text "Sponsored Content" and a blue rectangular area with the text "Sponsored Content".

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.

Sponsorship Packages

Admiral

- 12 x Banner Ad (any size)
- 8 x Sponsored Content
- 1 x Company Portrait

Enhance your company's visibility on
marineforum.online as an
Admiral Sponsor for 12 months.

€ 15,750 / US\$ 18,000*

Captain

- 8 x Banner Ad (any size)
- 5 x Sponsored Content
- 1 x Company Portrait

Enhance your company's visibility on
marineforum.online as an
Captain Sponsor for 12 months.

€ 10,500 / US\$ 12,000*

Lieutenant Commander

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

Enhance your company's visibility on
marineforum.online as an
Lieutenant Commander Sponsor for 12 months.

€ 6,300 / US\$ 7,500*

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.

Please see p. 11 for your **points of contact** on all questions **regarding advertising**.

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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.

MITTLER REPORT

A Company of TAMMMEDIA

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www.mittler-report.de

www.esut.de

www.euro-sd.com

www.hardthoehenkurier.de

www.hartpunkt.de

www.marineforum.online

www.soldat-und-technik.de