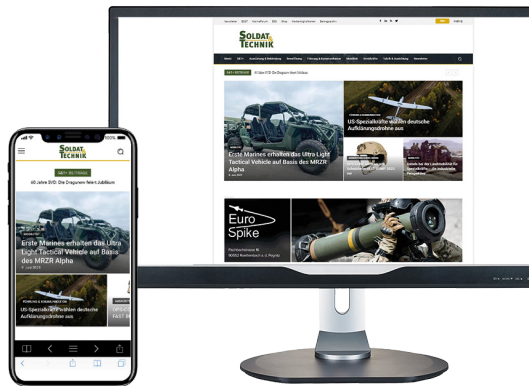


# SOLDAT & TECHNİK

## Media Kit 2024

MITTLER  
REPORT



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## DTR S&T: Product Information and Dates 2024

The soldier is the most valuable weapon system in modern armed forces. Whether in peacekeeping missions or high-intensity combat – soldiers must be well trained and appropriately armed and equipped in order to be able to master their diverse tasks. Modern equipment contributes not only to their fighting power, but functions also as a motivational factor.

The **Defence Technology Review “Soldier Technology”** is dedicated precisely to these aspects. Conceived as an annual compendium, it considers all topics relevant for the deployment of dismounted soldiers.

### Dates 2024:

**Editorial Deadline:** 07/11/24

**Advertising Reservation Deadline:** 28/11/24

**Advertising Copy Deadline:** 05/12/24

**Publication Date:** 19/12/24

### 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](mailto:info@mittler-report.de)

**Frequency:** annually

**Language:** German

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. 9 for your **points of contact** on all questions **regarding advertising**.

### Contents include:

- Armed Forces
- Training
- Armament
- Equipment and Clothing
- C4I
- Combat Vehicles and Mobility

### Target Groups and Distribution:

- German Ministry of Defence
- Offices and superior command authorities of the Bundeswehr
- Decision makers in politics, the military, public administration and industry
- Bonus distribution on military technology events

Size	Printing area in mm	Trim in mm*	Price in €, 4c • DTR	Price in US\$, 4c • DTR
2/1 page			12,910	15,540
1/1 page	176 x 257	210 x 297	6,690	8,180
2/3 vertical	115 x 257	135 x 297	4,940	6,000
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	3,730	4,530
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,550	3,060
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		2,050	2,470
1/4 horizontal	176 x 60			

## Cover positions

Inside front			7,240	8,830
Inside back			7,020	7,410
Outside back			7,240	8,830

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

Price for the first two pages			4,980	5,290
From the third page			2,090	2,250

\*\* 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. 14 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 deviations 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.

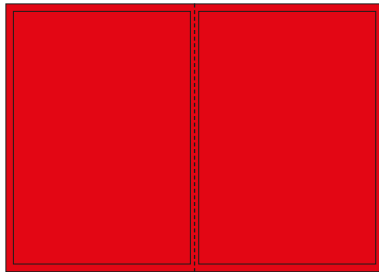
# Advertising Sizes Details

Trimming edge for bleed advertisements:  
**add 3 mm on each side**

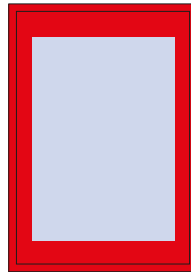
**S:** Printing Area

**A:** Trim Sizes

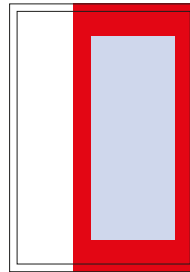
**Sizes:** Width by Height in mm



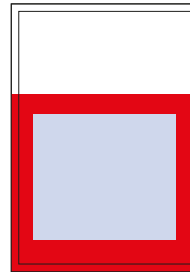
2/1 page  
A: 420 x 297 mm



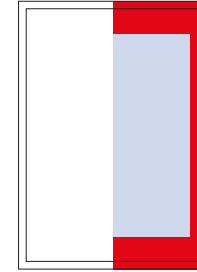
1/1 page  
S: 176 x 248 mm  
A: 210 x 297 mm



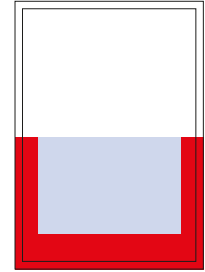
2/3 page vertical  
S: 115 x 257 mm  
A: 135 x 297 mm



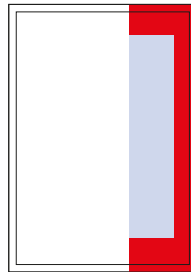
2/3 page horizontal  
S: 176 x 170 mm  
A: 210 x 190 mm



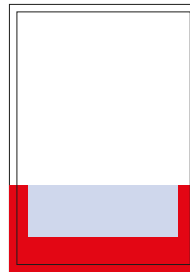
1/2 page vertical  
S: 85 x 257 mm  
A: 106 x 297 mm



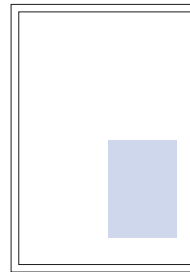
1/2 page horizontal  
S: 176 x 126 mm  
A: 210 x 150 mm



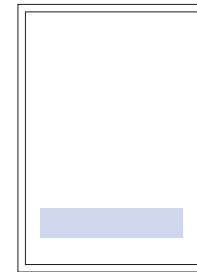
1/3 page vertical  
S: 55 x 257 mm  
A: 72 x 297 mm



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.soldat-und-technik.de: Product Information



Since its launch in August 2020, **www.soldat-und-technik.de** has established itself as one of the leading specialist information portals for defence technology and defence policy topics in the German-speaking world.

**www.soldat-und-technik.de** is a German-language online information platform with an international focus on topics related to infantry operations. The service is dedicated to infantrymen or dismounted single combat riflemen and their weaponry, equipment, training and employment.

## www.soldat-und-technik.de provides expert information and news on:

- Infantry forces of all services incl. amphibious forces and armoured infantry
- Special forces
- Dismounted reconnaissance, including observation and designation resources
- Weaponry, including small arms, long guns, portable mortar and anti-tank weapons, ammunition, training
- Clothing and personal equipment: current and future
- Optics/optronics and signature management (visual/RF/EMS)
- Command, control and communication equipment
- Training, including medical and survival

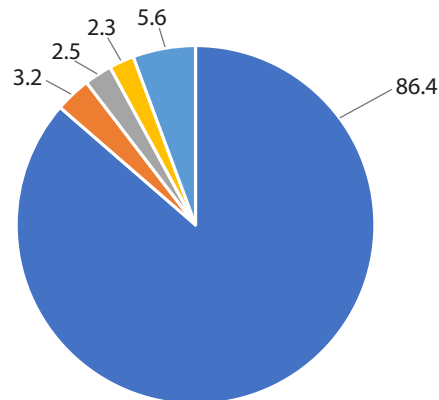
## User Numbers

**Users:** 3,595,972  
**Visits:** 8,643,392  
**Pageviews:** 11,412,761

Therefore, **www.soldat-und-technik.de** reaches an average of **300,000 users, 720,000 visits** and **950,000 pageviews** per month.

Date range: 01/09/2022-31/08/2023; according to Google Analytics

## Geographical Breakdown (percentage):



■ Germany ■ Austria ■ Switzerland ■ US ■ Others

Please see p. 9 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: [t.liebe@mittler-report.de](mailto:t.liebe@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.soldat-und-technik.de](http://www.soldat-und-technik.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.soldat-und-technik.de](http://www.soldat-und-technik.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
	€ 1,780 / US\$ 1,280	€ 1,870 / US\$ 1,930

## 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 300 Pixel  
Mobile Devices: 400 x 400 Pixel
- 3 Rectangle Banner**  
Desktop/Tablet: 500 x 300 Pixel  
Mobile Devices: 400 x 300 Pixel

All prices plus statutory VAT.



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### Marketing Director

### Marketing



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### Backoffice



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**Renate Herrmanns**

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r.herrmanns@mittler-report.de

### Head of Back Office

**Submission of advertising materials:** k.helmerath@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

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

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