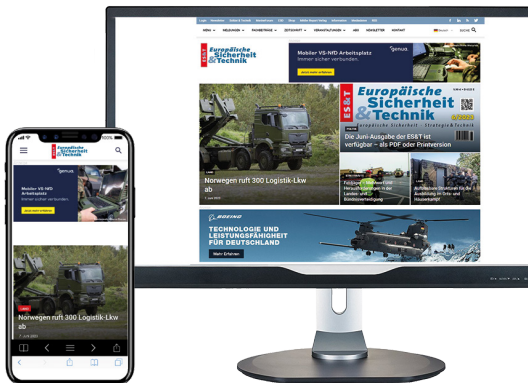


ES&T Europäische & Sicherheit & Technik

English • € • \$

Media Kit 2024



MITTLER
REPORT

Contents

Europäische Sicherheit & Technik (ES&T) – Print

ES&T: Product Information	3
Circulation and Distribution	4
Editorial Schedule and Dates 2024	5
Advertising Sizes and Rates (€ • \$)	11
Technical Details	12
Advertising Sizes Details	13
www.esut.de – Digital	
www.esut.de: Product Information	14
Digital Advertising: Sizes and Rates (€ • \$)	15
General Information	
Points of Contact	16
Terms of Business	17



ES&T: Product Information

After the 2012 merger of the magazines “Europäische Sicherheit“ (founded in 1952) and “Strategie & Technik“(founded in 1958) **ES&T** has emerged as the leading independent monthly for security policy, armed forces, industry, armament and logistics in the German language.

As a specialist magazine ES&T serves decision makers and programme executives in politics, the armed forces, public administration, scientific organisations, associations and industry.

ES&T is published in close cooperation with the German Armed Forces, the Federal Ministry of Defence and subordinate offices and commands.

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- Clausewitz-Gesellschaft e.V./Clausewitz Society
- Deutsche Gesellschaft für Wehrtechnik e.V. (DWT)/
German Association of Defence Technology (DWT)
- Fraunhofer-Institut für Naturwissenschaftlich-Technische Trendanalysen (INT)/
Fraunhofer Institute of Scientific-Technical Trend Analyses (INT)
- Führungsakademie der Bundeswehr (FüAK)/
Bundeswehr Command and General Staff College (FüAK)
- Bundesakademie für Sicherheitspolitik (BAKS)/
Federal Academy of Security Policy (BAKS)
- Bundesamt für Ausrüstung, Informationstechnik und Nutzung der
Bundeswehr (BAAINBw)/
Federal Office of Bundeswehr Equipment, Information Technology and
In-Service Support (BAAINBw)
- Dienststellen und Kommandobehörden der Bundeswehr/
Command Authorities and Offices of the Bundeswehr

Volume 13

Frequency: monthly

Language: German

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

Editorial Team

Jürgen Fischer	Editor-in-Chief
Burghard Lindhorst	Deputy Editor-in-Chief
Wilhelm Bocklet, Lt.Col. (ret)	Managing Editor
Wolfgang Gelpke, Lt.Col. (ret)	Land Forces
Knut Görsdorf, Capt. (Army, ret)	Copy Editor
Gerhard Heiming, Lt.Col. (ret)	Armament and Industry, Logistics
Ole Henckel	Security Policy
Dipl.-Ing. Michael Horst, Col. (ret)	Army, Joint Support Service, Medical Service, Armament
Dietmar Klos, Col. (ret)	Special Assignments, Army and Armament
Hans Uwe Mergener, Capt. (Navy, ret)	Naval Forces, Maritime Technology

Circulation and Distribution

Circulation	Copies per issue (average)*
Total Circulation:	23,874
• Paid PDF Licences**	6,095
Single Copy Sales PDF Format: (Subscribers, Downloads, iKiosk)	1,583
Print Run:	16,196
thereof Distribution:	13,417
Paid Circulation:	11,130
• Subscriptions:	8,810
• thereof Memberships:	3,159
• Single Copy Sales:	2,320
Free Copies:	2,287
Returned Copies:	2,779

* January to September 2019

** In the scope of a paid subscription the magazine is available in PDF format in the German MoD's Intranet and other institutions where regular multiple readers are informed by the publication.

Focus Themes / Bonus Distribution

January

Collective Security in Europe

- DWT – Prospects for the Defence Industry 2024

February

Export Control / Personal Equipment

- Enforce Tac

March

Defence Procurement in Europe / R&D in Europe

- DWT – Applied Research for Defence and Security in Germany

April

German Foreign Policy / Land Systems

May

Military Cooperation in Eastern Europe

June

European Air Forces

- ILA
- AFCEA
- 33rd International Helicopter Forum

July

The Future of Ukraine

Training and Exercises: German Army

August

Political Developments in the Indo-Pacific Helicopter developments

September

Germany as a Framework Nation

- SMM
- 26th DWT Maritime Workshop

October

Cooperation with Israel

November

Naval Shipbuilding and the New EU Commission/Community Security Policy

December

German-American Relations / IT

- DWT – IT Conference 2024

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

ES&T 01/24 – January

AD: 15/12/23 CD: 19/12/23 PD: 05/01/24

Bonus Distribution: DWT – Prospects for the Defence Industry 2024 (23-24 Jan)

Focus: Collective Security in Europe

- Interview: Minister of State Tobias Lindner, Federal Foreign Office
- What remains of Germany's 'Turning Point'?
- The Consequences of the Ukraine War for Europe's Security Architecture
- Looking ahead to the Munich Security Conference
- Is China Culturally prepared for War with Taiwan?
- What are Russia's Geostrategic Interests?
- The NATO Centre of Excellence for Counter Intelligence in Krakow
- Exercises of the German Army Abroad
- Cooperative Projects of European Air Forces
- Preparation of Airmobile Forces in the Multinational Spectrum
- NATO's Standing Maritime Group 1
- Military Police in Operation in ePLtu Rukla
- Tender for the Destruction of Old Munitions in the North and Baltic Sea
- Division 2025 – Status Update
- The Digital Situational Overview – Personnel Readiness

ES&T 02/24 – February

AD: 16/01/24 CD: 18/01/24 PD: 06/02/24

Bonus Distribution: Enforce Tac (26-28 Feb)

Focus: Export Control / Personal Equipment

- Arms Export Control in the European Context
- New Developments in Dual-Use Goods
- The Territorial Command of the Bundeswehr
- BAKS: Strategic outlook
- An International Comparison of Clothing and Personal Equipment
- Small Arms Projects of the NATO
- The Role of the Reserves in Europe's Armed Forces
- Development of the Eurodrone – Status Update
- Digital Projects within the Framework of the European Defence Fund
- Report on Steadfast Jupiter 23
- Redeployment Minusma
- The Psychotrauma Centre of the Bundeswehr / Post-traumatic Disorder
- Interview with Director-General German Military Aviation Authority, Major General Dr. Kuebart – Current Projects and International Challenges
- Counterterrorism at Sea
- Austria's Security Policy

- Digital Situation Reports
- K2 and K9 for Poland
- Evaluation of the Russian
- T-14 Armata MBT

ES&T 03/24 – March

AD: 12/02/24 CD: 14/02/24 PD: 01/03/24

Bonus Distribution: DWT – Applied Research for Defence and Security in Germany (19-21 Mar)

Focus: Defence Procurement in Europe / R&D in Europe

- Interview: UKR Ambassador O. Makeiev
- Military Research and Development in Europe – Status Update
- War of attrition and no end in sight. What happens next in Ukraine?
- The Security Situation in North Africa
- Dual-use goods: New developments.
- Reporting MSC
- Interview with Ambassador Rainer Rudolph, MSC
- Young Ambassadors
- Realignment of the Austrian Armed Forces
- Training of Ukrainian personnel in Germany
- Software Defined Defence

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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- European Sky Shield Initiative (ESSI) – The Next Steps
- International Trends in CBRN Protection
- Germany as a Logistical Hub for NATO
- Protection of Critical Underwater Infrastructure in Europe
- Role of the Joint Support Service as an Enabler for Exercises
- Military Psychology

ES&T 04/24 – April

AD: 18/03/24 CD: 21/03/24 PD: 03/04/24

Focus: German Foreign Policy / Land Systems

- Interview: Michael Roth, Chairman of the Committee on Foreign Affairs
- The Security Situation in North Africa
- New developments in dual-use goods
- Conscription / General compulsory service
- Interview with Major General Wolf-Jürgen Stahl, President of the Federal Academy for Security Policy
- The new profile of the Committee on Foreign Affairs
- What has the National Security Strategy achieved?
- Climate change and its impact on security policy

Programme Subject to Modification

- The Threat of International Terrorism
- Situation in the Middle East
- France as a stabilizing factor in North Africa
- 75 Years of NATO
- In interview: General Guglielmo Luigi Miglietta, Commander Allied Joint Force Brunssum
- HERON TP - Certification
- The Czech Armed Forces as a partner of the German Bundeswehr
- The Army's participation in the Rapid Reaction Corps France DtA HQ NRDC-FRA Lille
- Prospects for the Franco-German Brigade
- Cooperation with the Finnish Army
- Army training support in Mongolia
- Legal developments for the use of drones
- Binational transport exercise "Safety Transport 2024"
- Joint Strike Missile from Kongsberg
- In interview: Jiry Sedivy, CEO of the European Defense Agency (EDA)
- Interview with Oliver Burkhard, CEO of tkMS

ES&T 05/24 – May

AD: 15/04/24 CD: 22/04/24 PD: 03/05/24

Focus: Military Cooperation in Eastern Europe

- Taiwan's defense policy under the new government
- In interview: Joachim Sucker, Director OCCAR Jürgen-Joachim von Sandrart, Commanding General of the Multinational Corps Northeast in Szczecin
- The NATO Command Southeast – Status Update
- Positions of top EU candidates on European defense
- International Trends in Simulation and Training
- The Danish Armed Forces
- The Two European Nuclear Powers in Comparison
- The Future of the Visegrad States
- Identifying disinformation campaigns using the example of the European elections
- Deductions EU election for MilPlanning in the EU
- 75 years of Constitution of the Federal Republic of Germany
- NATO's Regional Defence Plans: Eastern Flank
- Digitalisation of the Bundeswehr Logistics Command
- Report: Preparation Division 2025

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

- Training of Ukrainian personnel in Germany
- „Operational Architecture Command and Control Capability Bundeswehr“ - BwConsulting
- Status quo: GTK Boxer
- The Norwegian-German Submarine U212CD – Status Update

ES&T 06/24 – June

AD: 15/05/24 CD: 17/05/24 PD: 03/06/24

Bonus Distribution: ILA (5-9 Jun) / AFCEA (26-27 Jun) / 33rd International Helicopter Forum (26-27 Jun)

Focus: European Air Forces

- What has the National Security Strategy achieved?
- Interview with Chief of the German Air Force, GenLt Ingo Gerhartz
- Young Security Conference 24/25.5. in Munich
- European Union Mission in Armenia
- Guest contribution by Sara Nanni, B90/Greens: The European pillar of NATO
- Liebenberg Conference GSP May 6-8, 2024
- Deductions from the EU election for military planning in the EU ; Lt Gen Alexander Sollfrank,

Commander MN KdoOpFü

- SIPRI: How does the Stockholm Institute get its data?
- 50 years of the NATO School Oberammergau - NATO yesterday, today, tomorrow
- Veterans’ Day of the German Armed Forces (15.6.)
- Air Force Exercise 2024: Pacific Skies
- Lessons learned from the German/French operation C-130
- Cooperation and comparison of jet training in Europe
- NATO Flight Training Europe (NFTE)
- Mil. capabilities of the EU and structure of the Mil. leadership and the development of the Rapid Deployment Capacity
- Black Sea Defence and Security
- The PUMA infantry fighting vehicle in action in Slovakia
- Ballistic Missile Defense from Sea
- MBDA - Missile hub for Europe
- In interview: Dr. Michael Schöllhorn, CEO Airbus Defense and Space
- MGCS

ES&T 07/24 – July

AD: 14/06/24 CD: 19/06/24 PD: 05/07/24

Focus: The Future of Ukraine / Training and Exercises: German Army

- Ukraine and its integration into the EU
- What are the options for Russia - resource state or dictatorship?
- Turkey as a security partner of the EU
- NATO summit - 75 years
- Guest article by Sara Nanni, B90/Greens: The European pillar of NATO
- Burden-sharing in the NATO
- Further support for the Ukraine
- Interview with Oliver Dörre (CEO Hensoldt)
- The situation in the Western Balkans (Kosovo and Bosnia)
- Federal Association for Security Policy at Universities (BSH)
- Military aspects of the new central airport in Warsaw
- The UAE: from „little Sparta“ to a regional power with global ambitions!
- GAZA - is Israel risking an endless war?
- NATO Insights
- German Armed Forces in Lithuania
- Interview with the new Lithuanian Minister of

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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- Defense
 - The security situation in the Baltic States
 - The Danish Armed Forces
 - EUMAM: Training of the Ukrainian Forces
 - Interview with GM Andreas Marlow
 - Mobile rescue center (ILA report)
 - Transporting wounded (ILA report)
 - Operational Architecture of the Bundeswehr
 - Status of the establishment of NATO Command South-East
 - Personal equipment procurement
 - Interview with RL'in Pol II 3 Klabundt: Support for the Ukraine
 - Possibilities of the upgrading initiative
 - Interview DSACEUR: NATO Eastern Flank Regional Defense Plans
 - Streamlining the CPM process - from recognized claim to delivery
 - DCC PESCO Brussels; interview with Colonel Opolony
 - The best defense is a good offense - does this also apply to IT security?
 - Mountain infantry cooperative training (NOR, SVK, AUT)
 - European's Reserve
 - Prospects for foreign missions of the

- Bundeswehr
 - Developments in helicopters
 - HK421 machine gun
 - Defense and sustainability
 - New developments in dual-use goods
 - Interview President UniBw M Prof. Kern
 - Training cooperation between industry and troops
 - Guest contribution by
 - CEO of CAE from Stollberg

ES&T 08/24 – August

AD: 15/07/24 CD: 19/07/24 PD: 05/08/24

Focus: Political Developments in the Indo-Pacific and Helicopter developments

- West Africa and ECOWAS in an existential crisis
- Evacuation of civilians in crisis and war
- Military Police for Europe - The multinational MP company in support of the European BattleGroup
- Sustainability in the armed forces; climate protection and energy self-sufficiency
- Transporting wounded with the „Grille“ (ILA report)
- Interview with BMVG Pol II 3 Support for the UKR: Possibilities of the training initiative
- Military reserves in the European Union
- Report: Pacific Skies
- LEOBEN: The number of Leopard 2 user states continues to grow
- The European Main Ground Combat System armaments project
- G39 and further developments of the HK433/437 family
- Impact of climate change on the sonar capabilities of submarines
- Eurosatory Report
- Medium support helicopters
- Rotary wings - developments and market trends

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

- Tiger, what's next without MK III?
- MUM-T/drones: what does Airbus Helicopters have in its portfolio?
- MUM-T/drones: VSR 700
- Army aviators: recruitment for the aviation service
- Fujian aircraft carrier of the VVR Navy only unit of type 003
- Sea Tiger demonstrates operational capability in Nordholz
- International helicopter development
- Research with added value for all dimensions - MissionLab
- HK421 machine gun
- In conversation: Joachim Sucker, Director of OCCAR
- New developments in dual-use goods
- The challenge of supplying commodities to Germany

ES&T 09/24 – September

AD: 16/08/24 CD: 20/08/24 PD: 03/09/24

Bonus Distribution: SMM (3-6 Sep) / 26th DWT Maritime Workshop (23-25 Sep)

Focus: Germany as a Framework Nation

- Multinational Corps North-East (MCNE) 25th Anniversary

Exclusive Interviews:

- Lt Gen von Sandrat, Commander, MCNE
- Maj Gen Marlow, Special Training / ST-C Commander
- Adm Sir Blount KCB OBE, DSACEUR Commander, NATO Eastern Flank Defence
- Col Beeck, Digital CO, Army
- OCCAR Director, Joachim Sucker

Expert Insights:

- Is Germany Strategically Capable in a Changing Era?
- Civilian Evacuations
- Civil-Mil Disaster Cooperation
- International Drone Defence Comparisons
- PESCO LogHub Network Ops
- EUMAM: Ukraine Training
- Army Digitisation Division 2025

- Digital Battlefield Challenges
- Frequency Leaps & Threats
- German Defence Industry's European Role
- Machine Guns: Current Developments

Editorial Schedule and Dates 2024

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

ES&T 10/24 – October

AD: 18/09/24 CD: 23/09/24 PD: 04/10/24

Focus: Cooperation with Israel

- In conversation: The Israeli Defense Minister
- Israel's political situation after the Abraham Accords
- Interview with the German Ambassador to Israel Steffen Seibert
- In conversation: High Representative for Foreign Affairs and Security Policy of the European Union
- The reform of European cyber defense
- Changing world order
- The Australian armed forces
- FNC and multinationality - CBRN defense
- Prospects for the German-Franco Brigade
- Military cooperation with Israel from a different perspective
- Cooperation between the Bundeswehr and the IDF
- German-Israeli cooperation in military policing
- International legal framework for the use of AI
- Security and IT - A Status Report
- Current developments in shoulder-launched weapons

ES&T 11/24 – November

AD: 16/10/24 CD: 21/10/24 PD: 05/11/24

Focus: Naval Shipbuilding and the New EU Commission/Community Security Policy

- The EU as a Security Policy Actor
- EU Security Policy Instruments and Their Implementation
- Status of European Support Programmes in the Naval Sector
- European Naval Shipbuilding in 2024
- The Spanish Armed Forces
- Combined Joint Operations from the Sea (CJOS COE) in Norfolk
- NATO's Regional Defence Plans: Southern Flank
- Secure Energy Supply as an Anchor of Stability for the EU
- The Consequences of Flight and Displacement for Europe's Security Architecture
- The Center for Intelligence and Security Studies in Munich

ES&T 12/24 – December

AD: 15/11/24 CD: 19/11/24 PD: 03/12/24

Bonus Distribution: DWT – IT Conference 2024 (10-11 Dec)

Focus: German-American Relations / IT

- Cold War 2.0 and the New Importance of the US for Europe
- Military Engagement of US Forces in Europe
- The IT Projects of the Bundeswehr in International Comparison
- The Role of the Private Sector in the Digitalisation of Armed Forces
- European Foreign and Security Policy Facing New Challenges
- Finland's Armed Forces After NATO Accession
- The Impact of Climate Change on Military Operations
- Cooperation between German Military Police and US Military Police

Advertising Sizes and Rates (€ • \$)

Rate card no. 13, effective 01 January 2024

Size	Printing area in mm	Trim in mm*	Price in €, 4c • ES&T	Price in US\$, 4c • ES&T
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

Marketing Report

per 1/1 page		210 x 297	4,550	5,530
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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:

- 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 high-resolution picture

Submission of advertising materials:

r.herrmanns@mittler-report.de

Please see p. 16 for your **points of contact** on all questions **regarding advertising.**

Technical Details

Magazine size: 210 mm width, 297 mm height

Binding method: Adhesive (ES&T)

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:

r.herrmanns@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.

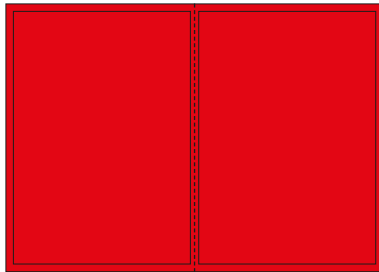
Advertising Sizes Details

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

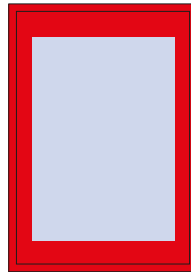
S: Printing Area

A: Trim Sizes

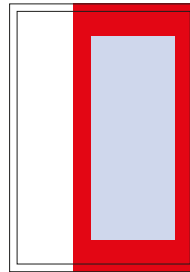
Sizes: Width by Height in mm



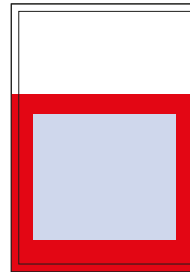
2/1 page
A: 420 x 297 mm



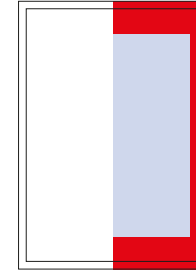
1/1 page
S: 176 x 248 mm
A: 210 x 297 mm



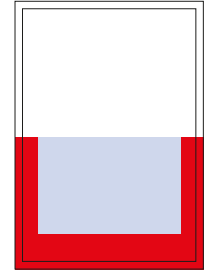
2/3 page vertical
S: 115 x 257 mm
A: 135 x 297 mm



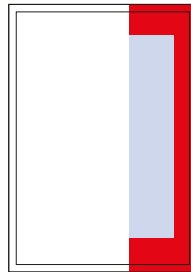
2/3 page horizontal
S: 176 x 170 mm
A: 210 x 190 mm



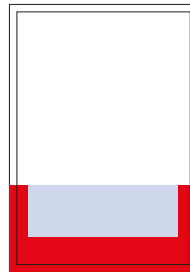
1/2 page vertical
S: 85 x 257 mm
A: 106 x 297 mm



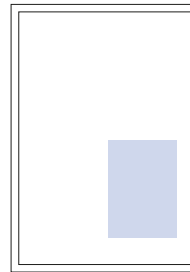
1/2 page horizontal
S: 176 x 126 mm
A: 210 x 150 mm



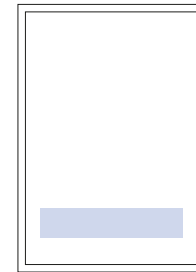
1/3 page vertical
S: 55 x 257 mm
A: 72 x 297 mm



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

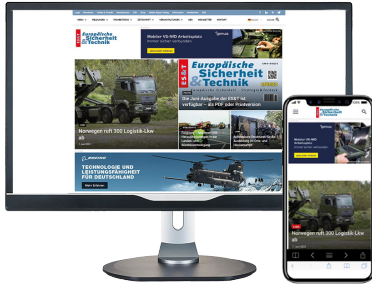


1/4 page vertical
S: 85 x 126 mm



1/4 page horizontal
S: 176 x 60 mm

www.esut.de: Product Information



The website **www.esut.de** is the digital counterpart to the Europäische Sicherheit & Technik magazine in print and offers daily updated news on security policy, the armed forces and defence technology. Since its launch in December 2018, **www.esut.de** has established itself as the leading online medium on security policy and defence technology issues in Germany. The portal offers readers from public administration, industry, politics and the armed forces a combination of freely accessible news and paid specialist articles and analyses from the fields of security policy, the armed forces, defence technology and the defence industry.

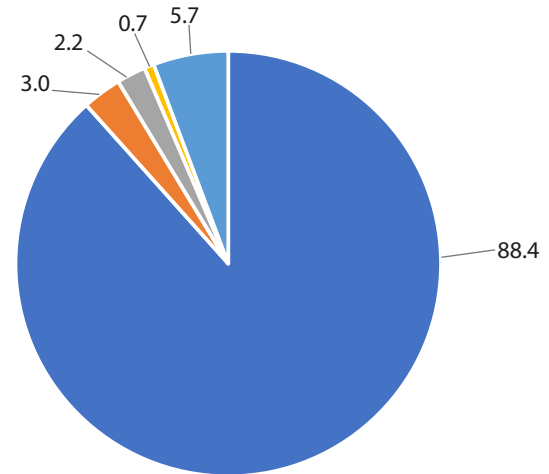
User Numbers

Users: 2,855,624
Visits: 8,831,515
Pageviews: 13,131,582

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

Therefore, **www.esut.de** reaches an average of **240,000 users**, **750,000 visits** and **1.1 mil. pageviews** per month.

Geographical Breakdown (percentage):



■ Germany ■ Austria ■ Switzerland ■ France ■ Others

Please see p. 16 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
- Technical details:** JPEG, TIF or GIF, File size: 512 kB max.

Sponsored Content / Marketing Report

Present your content in an editorial format on www.esut.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.esut.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
	€ 1,970 / US\$ 2,140	€ 2,800 / US\$ 3,210
Special rates	€ 1,120 / US\$ 1,280	€ 1,690 / US\$ 2,140

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of Europäische Sicherheit & Technik.)

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

Managing Director



Peter Tamm

Phone: +49 (0)228-35008-70
info@mittler-report.de

Advertising Sales, Marketing & Business Development

Headquarters Bonn



Achim Abele

Phone: +49 (0)228-25900-347
a.abele@mittler-report.de



Stephen Barnard

Phone: +49 (0)228-35008-86
s.barnard@mittler-report.de



Stephen Elliott

Phone: +49 (0)228-35008-72
s.elliott@mittler-report.de



Markus Neubauer

Phone: +49 (0)228-35008-84
M.Neubauer@mittler-report.de

Office Hamburg



Susanne Sinß

Phone: +49 (0)40-707080-310
s.sinss@hansa-online.de

Marketing Director

Marketing



Thomas Liebe

Phone: +49 (0)228-25900-350
t.liebe@mittler-report.de

Backoffice



Florian Bahr

Phone +49 (0)228-35008-82
f.bahr@mittler-report.de



Karin Helmerath

Phone: +49 (0)228-25900-344
k.helmerath@mittler-report.de



Renate Herrmanns

Phone: +49 (0)228-35008-80
r.herrmanns@mittler-report.de

Head of Back Office

Submission of advertising materials: r.herrmanns@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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REPORT

A Company of TAMMMEDIA

Mittler Report Verlag GmbH
Beethovenallee 21
D-53173 Bonn

Tel.: +49 (0)228-35008-70

Fax: +49 (0)228-35008-71

E-Mail: info@mittler-report.de

www.mittler-report.de

www.esut.de

www.euro-sd.com

www.hardthoehenkurier.de

www.marineforum.online

www.soldat-und-technik.de

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