



English • € • \$

Rate card no. 15, effective 01 January 2026.

Media Kit 2026



MITTLER
REPORT

European Security & Defence (ESD) – Print

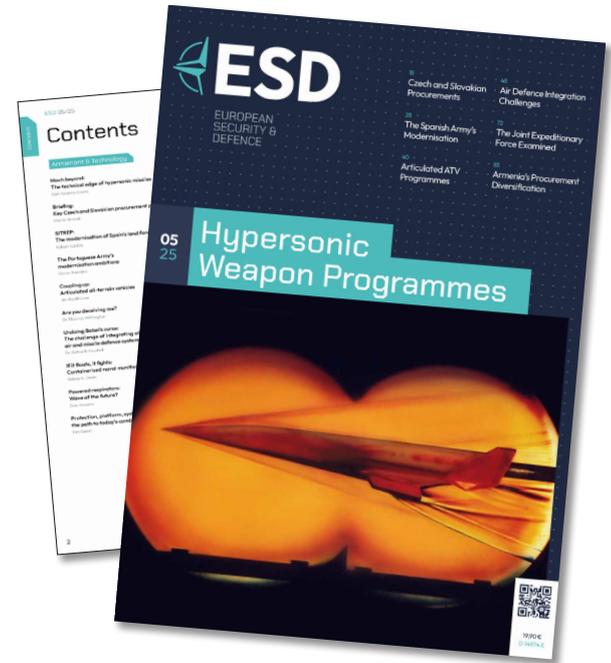
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www.euro-sd.com – Digital

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“**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.

Editor-in-Chief: Mark Cazalet
Email: m.cazalet@mittler-report.de

News Editor: Peter Felstead
Email: p.felstead.extern@mittler-report.de

Publisher: Stephen Barnard
Email: s.barnard.extern@mittler-report.de

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Phone: +49 (0)228-3500870
Fax: +49 (0)228-3500871

Email: info@mittler-report.de

Frequency:

Ten times per year, with a double issue in July/August and December/January

Language: English

Subject Matter & Regional Correspondents

CBRN: Dan Kaszeta

Denmark: J. Bo Leimand

Electronic Warfare: Thomas Withington

Infantry Weapons & Industry: David Saw

Land Warfare: Sam Cranny-Evans

Naval Industry: Conrad Waters

Naval Warfare: Lee Willett

Training & Simulation: Trevor Nash

UK: Tim Guest

Ukraine: Alex Horobets

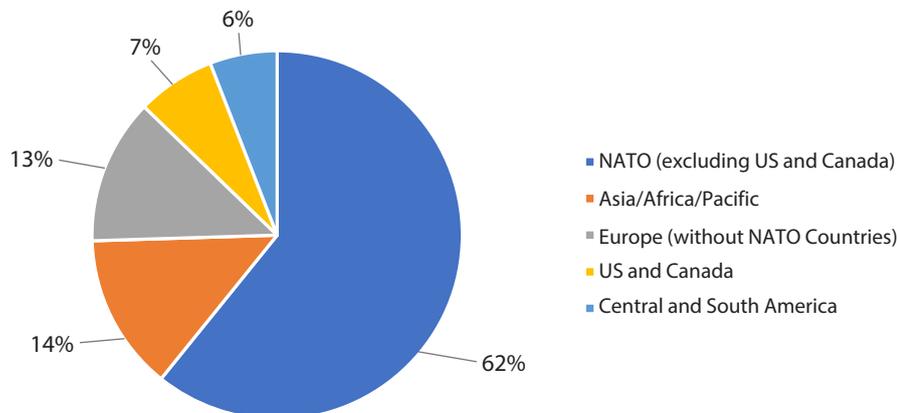
USA: Sidney Dean

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

* Status: February 2024

Readership Profile	
27%	Armed forces: land forces, air forces, naval forces, joint support services
20%	Industry: companies and associations
17%	Multi-national organisations, MoDs and subordinate offices, defence procurement authorities and agencies
15%	Others
9%	Politics: Members of Parliament, delegates of parliamentary committees relevant for defence and armament
7%	Academia, scientific organisations, research institutes
4%	Police and Gendarmerie Forces

Geographical Distribution:



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 12/25-01/26 – January

AD/CD: 08/12/25 **PD:** 23/12/25

Bonus Distribution:

NATO LCM Conference (20-21 Jan)
International Armoured Vehicles Conference (20-22 Jan)
Surface Warships (21-22 Jan)
Seabed Defence/Naval Tech (03-05 Feb)

Topics include:

- Amphibious armoured Vehicles for Marine Infantry
- Armoured Vehicle Life Cycle Management
- Assessing crewed vs uncrewed Turrets
- Beyond 120mm – New Possibilities for Indirect Fire
- Carmel Programme SITREP
- Comparing different Approaches to Reconnaissance Vehicles
- How much Air Defence do Ground Formations need?
- Hybrid and Battery Electric Vehicle drive Developments
- Is the Future of Engineering Vehicles unmanned?
- Solving the Counter-Mobility Problem of Minefields
- The changing Character of Modern Conflict
- The Possibilities of 3D Printing for Force Sustainment

ESD 02/26 – February

AD/CD: 29/12/25 **PD:** 29/01/26

Bonus Distribution:

World Defense Show (08-12 Feb)
Combat Engineer & Logistics (10-12 Feb)
Enforce Tac (23-25 Feb)

Topics include:

- Assessing the progress of Gulf defence industries
- Breaching defensive lines
- CBRN issues in law enforcement and counterterrorism
- CBRN Protective clothing
- C-UAV Procurement in the Middle East
- Developments in self-propelled mortars
- Examining the viability of railguns
- Market overview: Protected Patrol Vehicles
- Pilot SEAD/DEAD/EW Training
- SCAF: What happens next?
- The challenges of last-mile logistics
- The EU and NATO after one year of Trump
- The future of minefield breaching
- Ukraine's industry after four years of full-scale war
- Managing geopolitics in the Middle East

ESD 03/26 – March

AD/CD: 28.01.26 **PD:** 26/02/26

Bonus Distribution:

Future Soldier Technology (09-11 Mar)
Xponential Europe (24-26 Mar)
Military Flight Training (31 Mar-02 Apr)

Topics include:

- Biomimicry in defence technologies
- Building Europe's, Drone Wall'
- Future Soldier Programmes: SITREP
- Hiding infantry from hostile ISR
- Infantry tactical insights from Ukraine
- Infantry-portable anti-drone options
- Night vision advances
- Smart artillery munitions
- The emerging role of UGVs in the next decade
- The future roles of USVs and UUVs
- The state of AI and automation technologies
- The Use of Head Mounted Displays in the Extended Reality (XR) Environment

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ESD 04/26 – April

AD/CD: 05/03/26 **PD:** 02/04/26

Bonus Distribution:

ITEC (14-16 Apr)

Counter UAS Technology Europe (20-22 Apr)

Future Armoured Vehicles Situational Awareness (22-23 Apr)

DWT – Multi Domain Operations III (28-29 Apr)

Topics include:

- Allied Under Water Battlespace (AUWB)
- Commander Task Force Baltic
- C-UAV simulation and training
- Doing more with less: Sustainable Naval Ops
- How are Russian and Chinese submarines improving?
- How to counter the drone threat to heavy armour
- Low-cost drone detection and interception
- Profiling Russia's reconnaissance UAVs
- Simulating the Naval Combat Information Centre (CIC) Environment
- Submarine rescue developments
- The UK's ambition for a Hybrid Naval Fleet
- UK Defence Capability Plan: Implications for the Naval Sector
- Underwater minesweeping for the digital age
- Western Submarine developments

Combined Issue: ESD 05/26 – May + MDM 01/26

AD/CD: 24/03/26 **PD:** 23/04/26

Bonus Distribution:

39th AFCEA Exhibition (12-13 May)

BSDA (13-15 May)

IDEB (14-16 May)

Future Armoured Vehicles Central and Eastern Europe (18-19 May)

Aerospace & Defense Meetings Sevilla (19-21 May)

Combined Naval Event (19-21 May)

AOC Europe (19-21 May)

Hemus (3-6 June)

Topics include:

- AFV adaptations for Urban and Woodland warfare
- Bulgaria: Toward a modernisation strategy?
- C-390 on the export market
- Cruise missile development: Chasing long range and low cost
- Czech Republic and Slovakia: Force Capability Profile
- Deploying airborne ISR in challenging environments
- Encrypting HF Comms
- High power microwaves vs fibre-optic drones
- How much modernisation potential remains for old AFVs?
- Key Romanian Acquisition Programmes
- MASS soft-kill ship protection
- Novel Electronic Warfare Advances in Ukraine
- Royal Norwegian Navy fleet review
- Russia's Recce-strike, tactical to strategic
- Securing Naval Base energy grids against enemy action
- Self-propelled artillery programmes
- The US Naval Shipbuilding Base: Status Report
- UK Naval Export Revival
- Ukraine's defence-industrial base partnerships
- What is the optimal design for future amphibious ships?



ESD 06/26 – June

AD/CD: 29/04/26 **PD:** x01/06/26

Bonus Distribution:

ILA (10-14 June)

Eurosatory (15-19 June)

Topics include:

- 6x6s vs 8x8s: Finding the balance
- AEW&C Aircraft options for change
- Artillery munitions advances
- Deploying Aerial Assets along NATO's Eastern Flank
- Developments in infantry weapons
- Developments in protected logistics
- Developments in tracked AFVs
- Europe's evolving GBAD architecture
- FC/ASW overview
- Heavy MRLs in support of ground assaults
- Investment in European defence
- Is Europe moving toward greater collaborative procurement?
- Lethal autonomous weapons
- Meeting future SATCOM requirements
- MGCS Progress report
- Military AI: Data storage and cybersecurity
- NATO procurement of maritime uncrewed systems
- Northern European approaches to deter CUI threats
- Operational insights from DEWs
- Operations in EM-contested environments
- Protected Patrol Vehicle Procurements
- Radiation Detection: New Frontiers
- Return of the tank destroyer?
- SIGINT/ELINT Capability proliferation
- Sonar Developments
- Tactical radio overview
- The Bundeswehr's key programmes
- The evolution of remote weapon stations
- The F-35 Block IV upgrade and future role as nuclear carrier
- The Global Tracked IFV Market
- The rise of ground-launched cruise missiles
- The strategic value of hypersonics for middle powers
- Transatlantic Cooperation in Defence Manufacturing

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ESD 07-08/26 – July/August

AD/CD: 11/06/26 **PD:** 09/07/26

Bonus Distribution:

Farnborough Airshow (20-24 July)
DALO Industry Days (August 2026)

Topics include:

- Aerial propulsion advances
- Airborne ISR in the High North
- Developments in air mobility & MMA
- Exercise Red Flag – Live Training for the US and its Allies.
- Flight safety equipment
- GCAP Progress report
- Proteus RWUAS programme update/MATX
- Scandinavian modernisation and procurement efforts
- The changing helicopter market
- The Gen 4.5 aircraft market
- The growing CCA market
- The Royal Canadian Air Force Future Aircrew Training (FACT) programme

ESD 09/26 – September

AD/CD: 23/07/26 **PD:** 20/08/26

Bonus Distribution:

SMM (01-04 Sep)
MSPO (08-11 Sep)
DVD Millbrook (16-17 Sep)
AD2S (22-24 Sep)
28th DWT Maritime Workshop (28-30 Sep)

Topics include:

- Are mass armoured assaults still possible?
- BGOAA programme update
- Cold Weather Warfare
- Defending NATO's Eastern Flank
- European artillery ammunition production update
- Examining Poland's IAMD Architecture
- Market Overview: European Frigates
- Modern fire control systems for AFVs
- Navigation without GNSS
- Poland's domestic drone industry
- Polish Air Force programmes
- Project Grayburn Update
- Replacing the UK's Land Rovers
- Russian tactical nuclear doctrine
- The British Army's IFV requirement

ESD 10/26 – October

AD/CD: 03/09/26 **PD:** 01/10/26

Bonus Distribution:

International Dismounted Soldier Conference (October 2026)
AUSA (12-14 Oct)
Future Forces (21-23 Oct)
GSOE (20-22 Oct)
SOFEX (27-29 Oct)

Topics include:

- Armoured vehicles based on commercial chassis
- Assessing the state of the US Army's Air Defence
- C4ISR software for dismounts
- IFPC HEL Developments
- Key USA CBRN development programmes
- Military integration of AI
- Modern assault rifle options
- Portable thermal imaging for dismounts
- Quadrapedal UGV Developments
- Rotary-Wing Pilot Training Options – Platforms, Virtual Environments and Programmes
- Shotguns: Making a comeback?
- Synthetic opiates – CBRN threat or hype?
- The role of tanks through three major wars
- TITAN: Networking the US Army's MDTFs
- US Deep fires capabilities

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ESD 11/26 – November

AD/CD: 24/09/26 **PD:** 22/10/26

Bonus Distribution:

International Fighter Conference (November 2026)

Euronaval (03-06 Nov)

39th SIPO (10-11 Dec)

Topics include:

- Anti-ship munitions
- German Naval procurements: SITREP
- New developments in air-to-air missiles
- Nordic Naval procurement
- Portuguese Navy maritime uncrewed system developments
- Quantum technologies and their ramifications for maritime combat
- Resupplying amphibious forces in a contested environment
- Sustaining high-tempo aerial operations
- The challenges of Arctic operations
- The CMRE's role in driving maritime capability
- The fighter aircraft market in Europe
- The Maritime Patrol Aircraft market expands
- The rise of the arsenal ship?
- The US Navy's Naval Air Warfare Center Training Systems Division (NAWCTSD)
- UK carrier strike capability: What's next?

ESD 12/26-01/27 – December/January

AD/CD: 19/11/26 **PD:** 17/12/26

Bonus Distribution:

NATO LCM Conference (January 2027)

IAV – International Armoured Vehicles (January 2027)

Topics include:

- AI and predictive maintenance
- Commonality as a path to improved life cycle maintenance
- Global IFV programme overview
- Medium-calibre cannon and munition developments
- Strategic mobility for Europe
- The 4x4 AFV market overview
- The British Armed Forces one year on from Defence Investment Plan
- The CAVS model: The future of European procurement?
- The challenges of developing AFV passive protection against drones
- The expansion of the active protection system market
- The Life Cycle Dilemma in a Disruptive Tech Landscape
- The UK's Simulation and Training Industry
- UK MoD Reform: Progress thus far
- Unmanned turret developments

Size	Printing area in mm	Trim in mm*	Price in €, 4c • ESD	Price in US\$, 4c • ESD
2/1 page	376 x 248	420 x 297	14,500	17,000
1/1 page	176 x 257	210 x 297	7,850	9,100
2/3 vertical	115 x 257	135 x 297	6,150	7,100
2/3 horizontal	176 x 170	210 x 190		
Juniorpage	148 x 210		5,600	6,600
1/2 vertical	85 x 257	106 x 297	4,200	4,900
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	3,350	3,950
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126	97 x 143	2,450	2,850
1/4 horizontal	176 x 60	208 x 84		

Cover positions

Inside front			8,600	10,100
Inside back			8,500	9,900
Outside back			9,500	11,000

Marketing Report

per 1/1 page		210 x 297	7,400	8,600
per 1/1 following page		210 x 297	3,700	4,300

All prices are net prices and exclude statutory VAT.

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale.

Important Information

Frequency discounts:

- 3 ads and more 5%
- 5 ads and more 10%

additional frequencies available on request, without further discounts

Marketing Report (MR):

Please send material to the publisher **no later than the advertising reservation deadline (AD)**.

Size MR:

approx. 4.000 characters (incl. blank spaces) and a high-resolution picture

Submission of advertising materials:

anzeigen@mittler-report.de

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

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:

anzeigen@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.

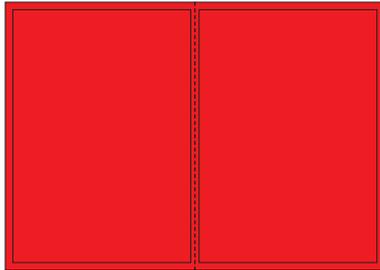
Further colour options on request.

Advertising Sizes Details

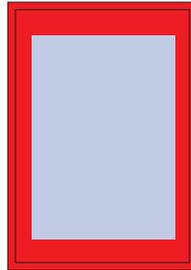
Trimming edge for bleed advertisements:
add 3 mm on each side

S: Printing Area
A: Trim Sizes

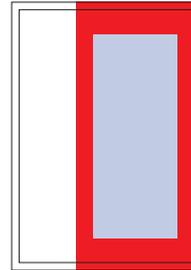
Sizes: Width by Height in mm



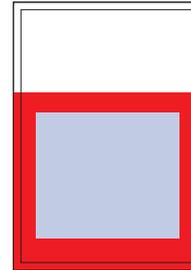
2/1 page
 S: 376 x 248 mm
 A: 420 x 297 mm



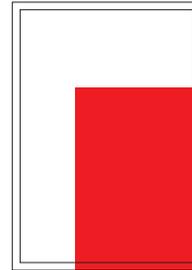
1/1 page
 S: 176 x 257 mm
 A: 210 x 297 mm



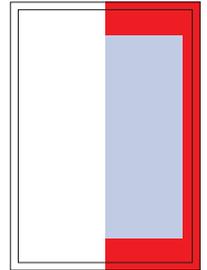
2/3 page vertical
 S: 115 x 257 mm
 A: 135 x 297 mm



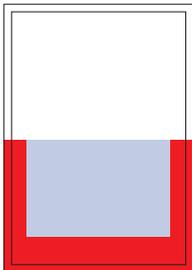
2/3 page horizontal
 S: 176 x 170 mm
 A: 210 x 190 mm



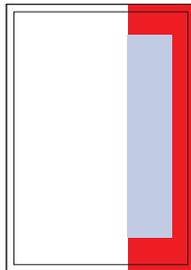
Junior Page
 S: 148 x 210 mm



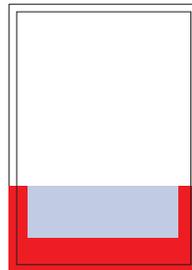
1/2 page vertical
 S: 85 x 257 mm
 A: 106 x 297 mm



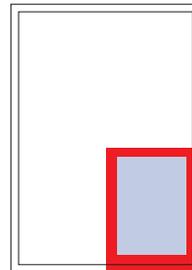
1/2 page horizontal
 S: 176 x 126 mm
 A: 210 x 150 mm



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



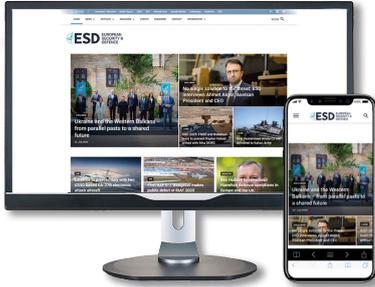
1/3 page horizontal
 S: 176 x 80 mm
 A: 210 x 99 mm



1/4 page vertical
 S: 85 x 126 mm
 A: 97 x 143 mm



1/4 page horizontal
 S: 176 x 60 mm
 A: 208 x 84 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.

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

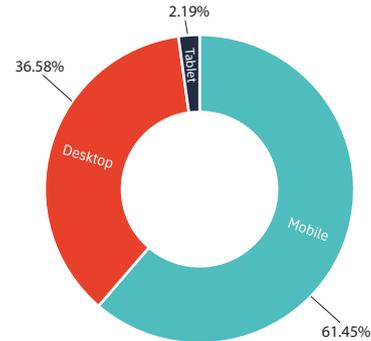
User Numbers

Active Users	257,109
Visits	977,843
Page Views	859,917

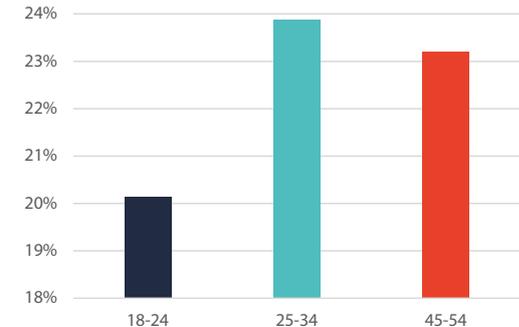
User Return Rate

daily	4.40%
weekly	17.00%
monthly	26.00%

User Distribution by Platform



Largest User Groups by Age



Average interaction time by user: 2m18s | Average interaction time by visit: 36s

Source: Google Analytics, time period: 01/08/2024-01/08/2025

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.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 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”.

Sponsored Content	Duration	Price in €	Price in US\$
	1 month	3,000	3,500

Start page

The diagram illustrates the layout of a start page with various advertising positions. The positions are numbered 1 through 6, corresponding to the list on the right. The rates for each position are as follows:

- 1:** € 1,400 / US\$ 1,700
- 2:** € 3,000 / US\$ 3,500
- 3:** € 1,800 / US\$ 2,100
- 4:** € 1,200 / US\$ 1,400
- 5:** € 900 / US\$ 1,100
- 6:** € 600 / US\$ 700

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

Managing Director



Peter Tamm

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

Advertising Sales



Michael Menzer

Phone: +49 (0) 228 3500-866
m.menzer@mittler-report.de

Head of Sales



Stephen Barnard

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



Stephen Elliott

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



Adrian Kunze

Phone: +49 (0)228-35008-67
a.kunze@mittler-report.de

Publishing Director



Sylvia Fuhlich

Phone: +49 (0)40-707080-250
s.fuhlich@mittler-report.de

Marketing



Thomas Liebe

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

Service



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



Markus Wenzel

Phone: +49 (0)40-707080 -226
m.wenzel@mittler-report.de

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

1. An advertising order for one or several advertisements, inserts or supplements shall be subject to the General Terms and Conditions of the publication contract and shall thus be considered to be an advertising legal entity.
2. Advertising orders shall be satisfied within a period of one year following placement of an order. For combined advertisements, inserts and supplements, the basic rate shall be charged to each respective client.
3. Discounts, as specified in the advertising rate card, shall apply only within one year after the appearance of the first advertisement.
4. The client shall be entitled to increase the quantity of advertisements specified in the contract within the contractual period of the order.
5. If an order cannot be satisfied due to circumstances beyond the control of the publishing house, the client shall pay the difference between the granted and the appropriate discounted fee to the publishing house. This clause is made without prejudice to any further legal obligations. Such payment shall not be due, if the contract cannot be carried out by the publishing house due to force majeure.
6. In calculating the price of an order, text line millimetres shall be converted into advertisement space millimetres.
7. On the alteration of the advertising rates, new conditions shall enter into force immediately, unless the client and the publishing house agree otherwise.
8. Unless given as a precondition for the placement of an order, the publishing house shall not guarantee advertisements, supplements or inserts appearing at certain places of the magazine.
9. The publication of advertisements in the journalistic text portion shall be billed at the text portion rate. Text portion advertisements are defined as advertisements, which border on at least three sides with the text and not on other advertisements.
10. Advertisements, which cannot be recognised as such by their design, shall be visibly marked with the word "advertisement" by the publishing house.
11. With the acceptance and examination of advertisement texts and illustrations, the publishing house shall exercise reasonable care as is customary in business. It shall not, however, be held liable for misleading information or deception provided by the client. The client is solely responsible for the legality of the advertisement, the supplement or the insert.
12. The publishing house reserves the right to reject advertising orders – or individual telephone calls constituting a contract – if the contents, the origin, or the technical form, following objective principles of the publishing house, do not comply with laws or official regulations or if the publishing is not considered just and reasonable by the publishing house.
13. Orders for supplements and inserts shall not be considered binding for the publishing house before the submission of an advertisement sample. The publishing house shall not accept supplements or inserts, which lead the reader to believe that, due to the format or layout, the supplement or insert is a component of the magazine. Supplements and inserts, which contain external advertisements, shall not be accepted.
14. Proofs shall only be supplied on explicit request. The exclusive responsibility for the correctness of the proofs returned to the publishing house shall rest with the client. If the proofs do not arrive at the publishing house before the appointed date, permission for the printing shall be considered as having been given.
15. The client is responsible for the timely submission of the advertising text and for the proper printing of documents for the supplement or inserts. The publishing house shall request immediate replacement for visibly unsuitable or damaged printed documents. When advertisement orders or alterations are forwarded by telephone, as well as in the case of errors due to illegible writing, the publishing house shall not be held responsible for the corrected rendition. If the publishing house is not able to immediately recognize deficiencies in submitted documents, but then subsequently finds them during the printing process, the publisher shall not be held liable. This clause applies also to incorrect repeat advertisements, if the client does not point out the mistake before the printing of the next advertisement.
16. The publishing house shall guarantee the technically perfect rendition of the advertisement. In case of an illegible, faulty or incomplete printout of the advertisement the client may claim a payment reduction or a repeat printout, but only to the extent, that the objective of the advertisement was impaired. The publishing house will not accept any further liability beyond this clause. Complaints in respect of this clause are to be filed – except for non-obvious deficiencies – within four weeks after receipt of billing and voucher.
17. Payments shall be strictly met within 14 days starting from invoice date. In the case of a payment delay, the publishing house shall be entitled to charge the default client interest of at least 2 % above the respective basic interest rate of the European Central Bank. In the case of payment delay the publishing house shall be entitled to postpone further processing of the client's current order until payment is made and shall be entitled to demand pre-payment for remaining orders.
18. On request the publishing house shall supply a voucher copy of the advertisement with the billing. Depending upon the kind and scope of the order, advertisement detail clips, voucher pages or complete magazine copies shall be supplied.
19. Costs in respect of preparation of ordered printing documents as well as of changes demanded by the client, or for which he is responsible shall be borne by the client.
20. A decrease of circulation shall only affect the contract if the circulation declines more than 20 %. Further claims for compensation shall not be admissible if the publishing house informed the client about the decline of circulation such that the client was able to cancel the order before its appearance.
21. In the event of box number advertisements, the publishing house shall exercise reasonable care for the safe custody and timely forwarding of responses. Registered letters and express letters in response to box number advertisement shall only be forwarded by regular mail. The publishing house reserves the right to open incoming mail for inspection purposes in order to eliminate the misuse of the box number service. The publishing house shall not be obligated to forward offers of market targeting or product placement.
22. The publishing house shall return printing documents to the client only on special request. Unless otherwise agreed, the obligatory period of retention shall end 3 months after expiration of the contract.
23. Place of performance and legal venue is Bonn.

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A Company of TAMMMEDIA

Mittler Report Verlag GmbH

Beethovenallee 21

53173 Bonn, Germany

Phone: +49 (0)228-35008-70

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

E-Mail: info@mittler-report.de

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