

Media Kit 2026



Europäische Sicherheit & Technik (ES&T) – Print

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www.esut.de – Digital

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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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53173 Bonn, Germany

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Fax: +49 (0)228-3500871

E-Mail: info@mittler-report.de

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- Deutsche Gesellschaft für Wehrtechnik e.V. (DWT)/
German Association of Defence Technology (DWT)
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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 15

Frequency: monthly

Language: German

Editorial Team

Jürgen Fischer	Editor-in-Chief
Florian Pfitzner	Capital Editor
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
Dipl.-Ing. Michael Horst, Col. (ret)	Army, Joint Support Service, Medical Service, Armament
Stefan Bitterle	Air Force and Space flight
Hans Uwe Mergener, Capt. (Navy, ret)	Naval Forces, Maritime Technology
Burghard Lindhorst	Senior Reporter

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

Circulation	Copies per issue (average)*
Total Circulation:	24,941
• Paid Digital Licences**	6,580
Single Copy Sales PDF Format: (Subscribers, Downloads, iKiosk)	1,661
Print Run:	16,700
thereof Distribution:	13,917
Paid Circulation:	11,567
• Subscriptions:	9,112
• thereof Memberships:	3,246
• Single Copy Sales:	2,455
Free Copies:	2,350

* January to September 2025

** 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

- NATO LCM Conference
- DWT – Prospects for the Defence Industry 2026

February

Four Years of War in Ukraine

- Enforce Tac
- DWT – Compact I

March

Lithuania

- DWT – Applied Research for Defence und Security in Germany
- Xponential Europe

April

Artificial Intelligence

- DWT – Multi Domain Operations III

May

Maritime Topics

- 39. AFCEA Exhibition
- DWT – Energy Supply for the Armed Forces

June

ILA Topics

- DWT – In Dialogue with Military Attachés
- ILA
- Eurosatory

July

NATO Summit

August

German Battle Tanks

September

AI and Hybrid Warfare

- SMM
- 28th DWT Maritime Workshop

October

The changing Role of Medical Services

November

Germany's Response Capacity to War and Crisis

- Euronaval

December

German-American Relations / IT

- 39th SIPO

Editorial Schedule and Dates 2026

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

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

ES&T 01/26 – January

AD/CD: 13/11/25 **PD:** 02:01:26

Bonus Distribution:

NATO LCM Conference (20-21 Jan)
DWT – Prospects for the Defence Industry 2026
(27-28 Jan)

Focus: Collective Security in Europe

- Interview: Bernhard Günther, CEO BWI GmbH
- Coverage of the SIPO-Conference
- Progress with Unmanned Ground Vehicles (UGV)
- China Military Power Report 2025 – Assessment of Developments in Nuclear Weapons and Missiles / New Pentagon Report: China's unchecked March toward Nuclear Superpower Status
- 70 Years of the National People's Army
- Consequences of the War in Ukraine for the European Security Architecture
- Outlook on the Munich Security Conference
- At the Beginning of February 2026, New START, the last classic Nuclear Arms Control Treaty, will expire – "Quo vadis?"
- Drone Warfare in the Ukraine War and what it means for Western Defence

ES&T 02/26 – February

AD/CD: 05/01/26 **PD:** 02/02/26

Bonus Distribution:

Enforce Tac (23-25 Feb)
DWT – Compact I (24 Feb)

Focus: Four Years of War in Ukraine

- Interview: Chairman of the EU Military Committee, General Robert Brieger, or Head of the Munich Security Conference
- Artillery 2030: Increased Range and Precision (e.g., RCH 155, Vulcano)
- Drone Defence Systems (Skynex, High-Energy Laser)
- Four Years of Russia's War against Ukraine
- Company Profile: Zanatta
- Findings, Lessons learned, and Conclusions from the War in Ukraine
- Tehran's Nuclear Option – Incentives, Disincentives, and international Consequences
- After the End of New START: Quo vadis Nuclear Arms Control
- French Local Elections in March 2026

ES&T 03/26 – March

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

Bonus Distribution:

DWT – Applied Research for Defence and Security in Germany (03-05 Mar)
Xponential Europe (24-26 Mar)

Focus: Lithuania

- Interview: Foreign Minister Johann Wadepuhl, Federal Foreign Office/Armin Laschet, Chairman of the Foreign Affairs Committee
- Baltic Air Policing: Sensor and Communication Technology
- Lithuania's Arms Procurement: Anti-tank, Air Defence
- News from Enforce Tac
- Brigade 45
- European Sky Shield Initiative (ESSI)
- Task Force Drone Defence & Civil Defence
- Deep Precision Strike Capabilities: What Effect do they have on Deterrence, Warfare, and "cold" military Competition?

Editorial Schedule and Dates 2026

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ES&T 04/26 – April

AD/CD: 03/03/26 PD: 01/04/26

Bonus Distribution:

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

Focus: Export Control

- Interview: Katherina Reiche, Federal Minister for Economic Affairs and Energy
- Export Control for Dual-use Goods (electronics, AI)
- Hypersonic Weapons: Research and Test Facilities in Europe
- Status of the German Government's Procurement of Hypersonic Weapons
- Between Federalism and Defence Capability: Coastal States as Security Policy Actors
- OPLAN DEU: Protection of Bridges, Ports, and Energy Facilities
- Resilience against Cyberattacks in small and medium-sized Enterprises
- Cyber Reserve or Cyber Command? Germany's Search for the right Approach

ES&T 05/26 – May

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

Bonus Distribution:

39th AFCEA Exhibition (12-13 May)

DWT – Energy Supply for the Armed Forces (27-28 May)

Focus: Maritime Topics

- Interview: Commander of the German Contingent at BALTOPS
- Focus on the Port of Hamburg & Supply Routes
- U212CD: Status of Submarine Production in Kiel and Norway
- Maritime Reconnaissance: Drones and Satellites for maritime Target Engagement
- NNbS Variants, GTK Boxer Anti-Aircraft Tank
- The military Potential of other European Countries
- Disinformation Campaigns and Democracies
- The right ELSA Mix: What are the Advantages and Disadvantages of Rockets, Cruise Missiles, and Hypersonic Gliders
- Assessment of Israel's War against the Axis of Resistance

ES&T 06/26 – June

AD/CD: 04/05/26 PD: 01/06/26

Bonus Distribution:

DWT – In Dialogue with Military Attachés (June 2026)

ILA (10-14 June)

Eurosatory (15-19 June)

Focus: ILA Topics

- Interview: Marie-Christiane von Hahn, CEO of the BDLI
- Ariane Deutschland in the Defence Business
- FCAS Demonstrators: Sensor Fusion and AI Integration
- F-35A Lightning II
- ESSI and Arrow 3 Missile Defence Systems – technical Status
- Korsak Reconnaissance Tank – Detection Model
- Algorithms go to War – AI between Opportunity and Risk
- Warfare in the gray Area: Russia, China, and the Art of Deception
- NPT-Review Conference 2026: Stability of the Nuclear Order put to the Test
- The Grand Coalition's Hypersonic Plans put to the Test

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CD: Advertising Copy Deadline

PD: Publication Date

ES&T 07/26 – July

AD/CD: 03/06/26 PD: 01/07/26

Focus: NATO Summit

- Interview: Mark Rutte
- Multinational Standardization in C4ISR Systems
- New Helicopter Programs (Tiger MkIII, H145M with HForce)
- NATO's Deterrence and Defence Capabilities
- Cyberattacks as a Weapon – invisible Front 2026
- Human-machine Teamwork: AI as a Comrade in Combat
- Future of Transatlantic Relations
- The Nuclear Non-Proliferation Treaty after the Review Conference
- NATO Demands

ES&T 08/26 – August

AD/CD: 06/07/26 PD: 03/08/26

Focus: German Battle Tanks

- Interview: Armin Papperger and Jean-Paul Alary
- MGCS: 130 mm Smoothbore Gun and unmanned Turret Solutions
- SSW40 – Squand Support Weapon 40
- Battalion-sized unmanned Ground Vehicles (Mission Enabler UGV)
- The Importance of long-range Precision Fire
- The German Army – prepared for the Future
- Regulate or use AI? Europe's Dilemma
- Deployment of US Weapon Systems (Tomahawk, SM-6, Hypersonic Weapons)

ES&T 09/26 – September

AD/CD: 04/08/26 PD: 01/09/26

Bonus Distribution:

SMM (01-04 Sep)

28th DWT Maritime Workshop (28-30 Sept)

Focus: AI and Hybrid Warfare

- Satellite Communications for the German Armed Forces (COMSATBw Successor)
- AI-supported Real-time Situation Assessment
- German Armed Forces Structure
- Hybrid Warfare – Effectiveness and Protection
- Deep Strike Capabilities and their Effects
- Blackout 2026 – Scenarios for Emergencies

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AD: Advertising Reservation Deadline
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PD: Publication Date

ES&T 10/26 – October

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

Focus: The changing Role of Medical Services

- Interview: Dr. Peter Zimmermann
- Logistics: Autonomous Trucks and military Supply Chain Software
- Cyber Defence Technologies: Next-Generation Firewalls, Quantum Encryption
- From Hacking to Blockade – Cyber Operations and Warfare
- Strategic Sovereignty in the Age of Digitalization
- Attacks on Control Centers – Germany's Vulnerability
- Parliamentary Elections (Riksdag) 13/09/2026 – Relevance to Security Policy
- US Midterm Elections November 2026

ES&T 11/26 – November

AD/CD: 05/10/26 PD: 02/11/26

Bonus Distribution:

Euronaval (03-06 Nov)

Focus: Germany's Response Capacity to War and Crisis

- Interview: Martin Schelleis, Johanniter
- European Frigate Projects (F126, FREMM Evolution)
- New Sensor Technology and Weapon Integration for Anti-ship Missiles (NSM, RBS15)
- Large Equipment Planning for the German Armed Forces
- 2027 Budget
- Hybrid Attacks against Democracy and Infrastructure
- Total Defence – a whole-of-society Approach
- Resilience as a new Form of National Defence

ES&T 12/26 – December

AD/CD: 03/11/26 PD: 01/12/26

Bonus Distribution:

39th SIPO (10-11 Dec)

Focus: German-American Relations / IT

- Interview: Alan Meltzer, Chargé d'Affaires at the United States Embassy in Germany
- IT Modernization BWI: Cloud Services, Zero-Trust Architectures
- Satellite Reconnaissance: SARah, Copernicus, Private Providers
- Financing in the German Armed Forces
- Migration, Energy, Cyber: Hybrid Weapons against Europe
- Invisible War: Convergence of Cyber, Hybrid, and AI
- Europe 2030: Security Policy in the Age of AI

Size	Printing area in mm	Trim in mm*	Price in €, 4c • ES&T	Price in US\$, 4c • ES&T
2/1 page	376 x 248	420 x 297	13,600	16,000
1/1 page	176 x 257	210 x 297	6,900	8,000
2/3 vertical	115 x 257	135 x 297	5,250	6,200
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	3,950	4,600
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,700	3,200
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126	97 x 143	2,150	2,550
1/4 horizontal	176 x 60	208 x 84		

Cover positions

Inside front			7,650	9,200
Inside back			7,400	8,800
Outside back			7,700	9,100

Marketing Report

per 1/1 page		210 x 297	6,800	7,900
per 1/1 following page		210 x 297	3,600	3,900

All rates + VAT, where applicable

* 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**.

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:

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

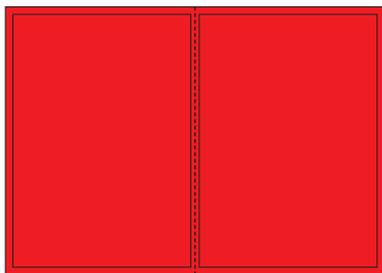
Trimming edge for bleed advertisements:

add 3 mm on each side

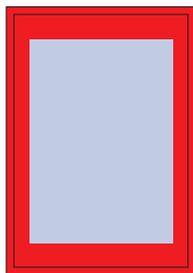
S: Printing Area

A: Trim Sizes

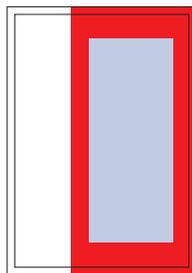
Sizes: Width by Height in mm



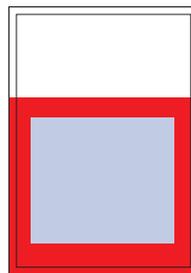
2/1 page
S: 376 x 248 mm
A: 420 x 297 mm



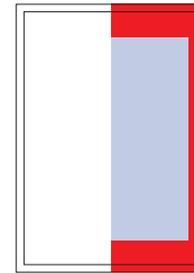
1/1 page
S: 176 x 257 mm
A: 210 x 297 mm



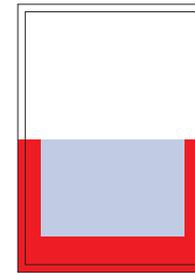
2/3 page vertical
S: 115 x 257 mm
A: 135 x 297 mm



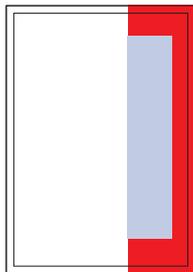
2/3 page horizontal
S: 176 x 170 mm
A: 210 x 190 mm



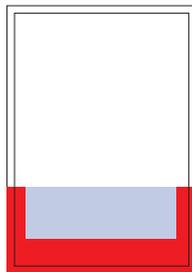
1/2 page vertical
S: 85 x 257 mm
A: 106 x 297 mm



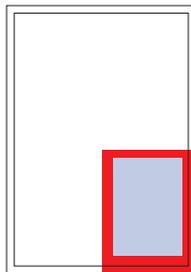
1/2 page horizontal
S: 176 x 126 mm
A: 210 x 150 mm



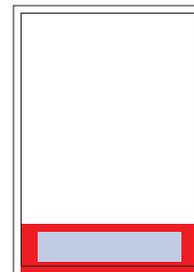
1/3 page vertical
S: 55 x 257 mm
A: 72 x 297 mm



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



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.

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

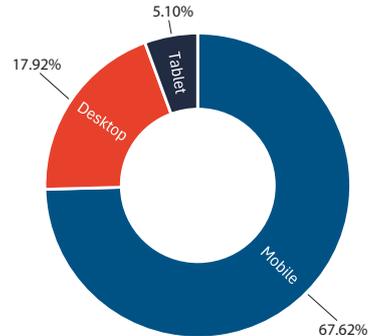
User Numbers

Active Users	4,644,083
Visits	10,567,429
Page Views	14,711,346

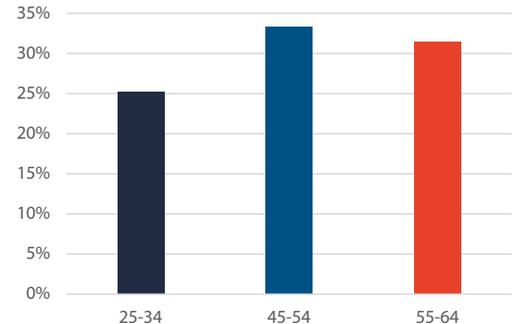
User Return Rate

daily	6.30%
weekly	19.00%
monthly	33.00%

User Distribution by Platform



Largest User Groups by Age



Average interaction time by user: 1m30s | Average interaction time by visit: 39s

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.esut.de. Draw extra attention to your expert information to reinforce your classical advertising message.

How it Works

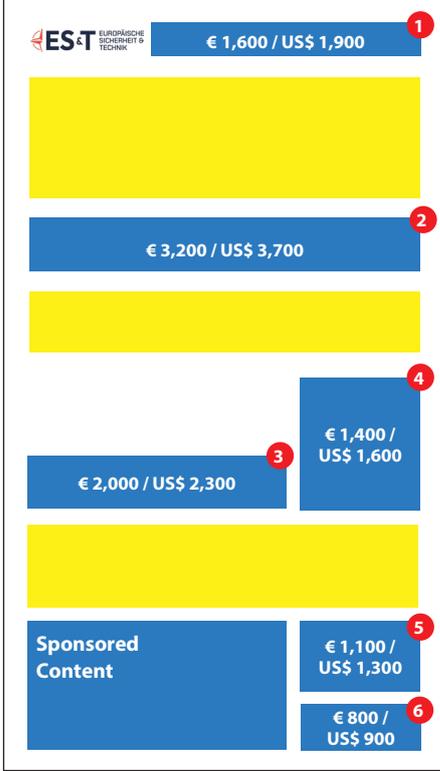
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage (www.esut.de) and below each news item in the "News" section.

A link directs visitors to the landing page with your article. This page is provided for the duration of 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	3,200	3,700

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

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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