



marine  
forum

# marine forum

#meerverstehen

## Media Kit 2026

English • € • \$

Rate card no. 15, effective 01 January 2026



MITTLER  
REPORT

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# MF: Product Information, Circulation and Distribution

**marineforum** is the only trade journal in Germany that combines defence topics such as the German Navy, navies from around the world, maritime security, and geopolitical aspects with topics such as shipping, maritime technologies, and shipbuilding. Stories about the sea and historical reports round out the portfolio. Authors include experts, scientists, navigators, and officers from the German Navy. Readers include specialists and experts from the German Armed Forces, industry, ministries, and maritime associations, as well as international subscribers, country representatives, and attachés.

**marineforum.online** contains articles from marineforum as well as additional content on international maritime events and current topics. This reaches around 3 million maritime enthusiasts every month, including via social media such as Instagram, Facebook, and LinkedIn.

## Publisher:

Deutsches Maritimes Institut e.V.

## Publishing House:

Mittler Report Verlag GmbH  
 Beethovenallee 21  
 53173 Bonn, Germany

Phone: +49 (0)228-3500870

Fax: +49 (0)228-3500871

E-Mail: info@mittler-report.de

## Editor-in-Chief:

Capt. (ret) Holger Schlüter

## Frequency:

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

**Language:** German

Circulation	Copies per issue (average)
<b>Total Circulation:</b>	<b>13,536</b>
thereof	
<b>Print Run:</b>	<b>8,265</b>
<b>PDF total:</b>	<b>5,271</b>
thereof	
Licences Intranet German MoD:	4,071
Licences Intranet Navy Command:	1,200

## Distribution:

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

10% Others Europe

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

# Editorial Schedule and Dates 2026

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

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

## 1-2/2026 – January/February

**AD/CD: 08/12/25 PD: 12/01/26**

### Bonus Distribution:

NATO LCM Conference (20-21 Jan)

Enforce Tac (23-25 Feb)

### Topics include:

- German Navy 2025 Projects
- Defence Budget and Navy
- Remediation of Contaminated Sites in the Baltic Sea
- South American Navies
- German-Swedish Naval Cooperation
- 3D Printing as an Operational Capability
- Market Trends for Propulsion Concepts
- Significance of USV for Future Deployment Concepts

## 03/2026 – March

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

### Topics include:

- Tugboat 722 – What’s next?
- Deployment Devices / Periscopes
- Multi-Purpose Vessel “Naumann Arche”
- HiTata Report
- African Navies
- Reorientation of Officer Training
- Which Countries are Trendsetters in Naval Shipbuilding?

## 04/2026 – April

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

### Topics include:

- The Reorganization of Naval Schools
- Experience with the Warnow Shipyard/Naval Arsenal
- Refit F123
- Naval non-commissioned Officer School
- Recruitment
- Swedish Navy Cooperation

## 05/2026 – May

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

### Topics include:

- Artillery Calibers in the Navy
- Houseboats – underestimated Appeal
- Naval Shipping Control
- MBV 707 Progress
- Drones K 130 New Beginning
- P9 Poseidon
- The Naval Operations School

## 06/2026 – June

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

### Topics include:

- European Frigate Planning
- Environmental Protection in the Navy
- Illegal Fishing: a Problem for Africa and South America
- Report on the Marine Battalion

## 7-8/2026 – July/August

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

### Topics include:

- Quo vadis Mine Detection
- Navy Special Forces Command
- F127 Planning
- Tender Planning NTV 130
- PTSD – An Issue in the Navy?
- Arctic Operations Room

# Editorial Schedule and Dates 2026

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## 09/2026 – September

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

### Bonus Distribution:

SMM (01-04 Sep)

28<sup>th</sup> DWT Maritime Workshop (28-30 Sep)

### Topics include:

- Logistics Navy
- Naval Arsenal from the Perspective of the Navy
- WTD 71 – Center of Excellence for Drones
- DGzRS Training Ship
- Development Status of Minesweepers

## 10/2026 – October

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

### Topics include:

- Protection of critical maritime Infrastructure
- Progress on the Neptun Tanker Shipyard
- MFlg RESET Drones
- Aircraft Carriers
- Financing Models for Defence Projects

## 11/2026 – November

**AD/CD: 06/10/26 PD: 03/11/26**

### Bonus Distribution:

Euronaval (03-06 Nov)

### Topics include:

- Testing of Torpedo MU90
- Military Research Vessel
- German Measuring Vessels AGI
- 28<sup>th</sup> DWT Maritime Workshop

## 12/2026 – December

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

### Bonus Distribution:

39<sup>th</sup> SIPO (10-11 Dec)

### Topics include:

- Bremerhaven Tactical Center
- New ShipMedInst
- Development F127
- International Planning Cancellations
- The Meteorological Service
- The Medical Service
- Maritime Authorities (WSD, Customs, etc.)

Size	Printing area in mm	Trim in mm*	Price in €, 4c • MF	Price in US\$, 4c • MF
2/1 page			8,500	16,100
1/1 page	176 x 257	210 x 297	4,700	8,100
2/3 vertical	115 x 257	135 x 297	4,000	6,200
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	3,250	4,650
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,650	3,200
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126		2,100	2,550
1/4 horizontal	176 x 60			

## Cover positions

Inside front			5,200	8,950
Inside back			4,900	8,800
Outside back			6,300	9,050

## Marketing Report

per 1/1 page		210 x 297	4,550	5,700
per 1/1 following page		210 x 297	2,300	2,800

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

## Technical Details

**Magazine size:** 210 mm width, 297 mm height

**Binding method:** Saddle Stitch (MF)

**Printing method:** Offset

**Copy material:** Digital advertising copy as print-  
optimised PDF.  
Other file formats on request.

**General Conditions:** File size corresponds to ad size, CMYK-  
colour definition, non standard colours  
upon consultation. Submit reference  
hard copy if possible, for colour print,  
colour proof or draft print-out.

**Advertising copy submission by email:**

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

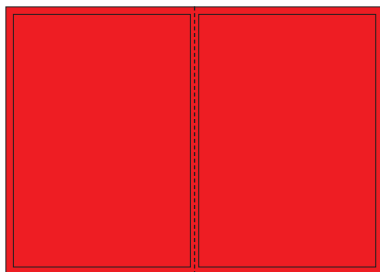
Trimming edge for bleed advertisements:

**add 3 mm on each side**

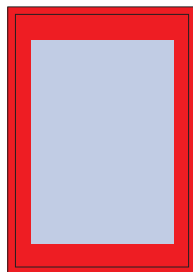
**S:** Printing Area

**A:** Trim Sizes

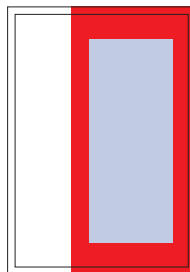
**Sizes:** Width by Height in mm



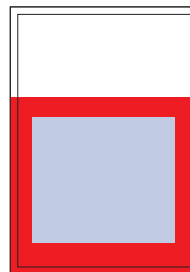
2/1 page  
A: 420 x 297 mm



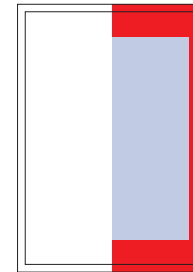
1/1 page  
S: 176 x 257 mm  
A: 210 x 297 mm



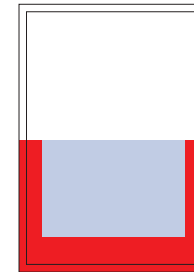
2/3 page vertical  
S: 115 x 257 mm  
A: 135 x 297 mm



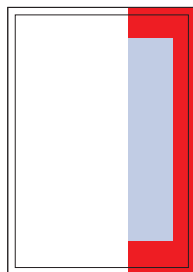
2/3 page horizontal  
S: 176 x 170 mm  
A: 210 x 190 mm



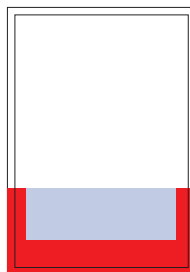
1/2 page vertical  
S: 85 x 257 mm  
A: 106 x 297 mm



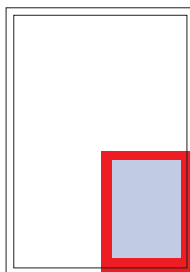
1/2 page horizontal  
S: 176 x 126 mm  
A: 210 x 150 mm



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

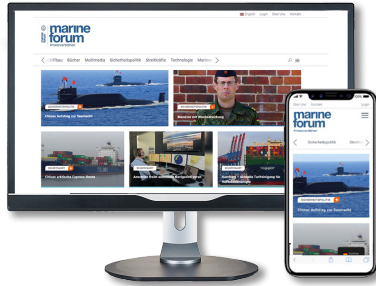


1/4 page vertical  
S: 85 x 126 mm



1/4 page horizontal  
S: 176 x 60 mm





Under the responsibility of the German Maritime Institute (DMI), **marineforum.online** is the German-language platform for maritime news from the areas of security policy, technology and armed forces. The website complements and assesses the topics dealt with in MarineForum, the trade magazine published ten times a year, providing information updates on a daily basis.

The unique interaction of the two publication channels contributes with expertise and discourse to the shaping of opinion among politicians, the armed forces and the maritime industry.

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

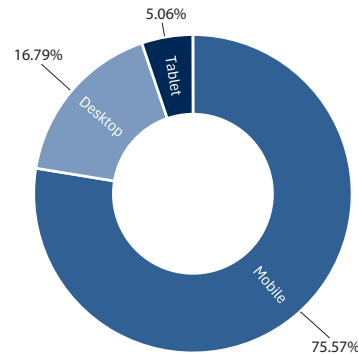
## User Numbers

Active Users	921,125
Visits	1,613,577
Page Views	2,079,869

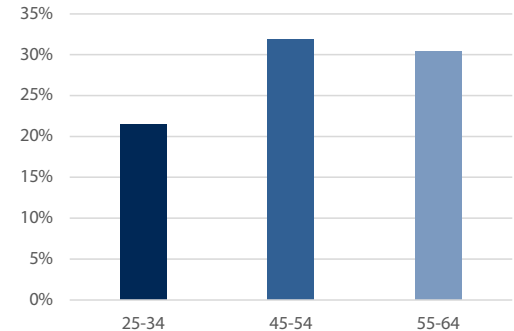
## User Return Rate

daily	2.80%
weekly	5.00%
monthly	56.90%

## User Distribution by Platform



## Largest User Groups by Age



**Average interaction time by user: 1m29s | Average interaction time by visit: 51s**

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

# Digital Advertising: Sizes and Rates (€ • \$)

## Banner displays

- Term:** 1 month
- Rotation:** During peak periods up to three different banners may be rotated on a single position.
- File submission:** At least three working days prior to publication, by email to: [t.liebe@mittler-report.de](mailto:t.liebe@mittler-report.de)
- Technical details:** JPEG, TIF or GIF, File size: 512 kB max.

## Sponsored Content / Marketing Report

Present your content in an editorial format on [www.marineforum.online](http://www.marineforum.online). Draw extra attention to your expert information to reinforce your classical advertising message.

### How it Works

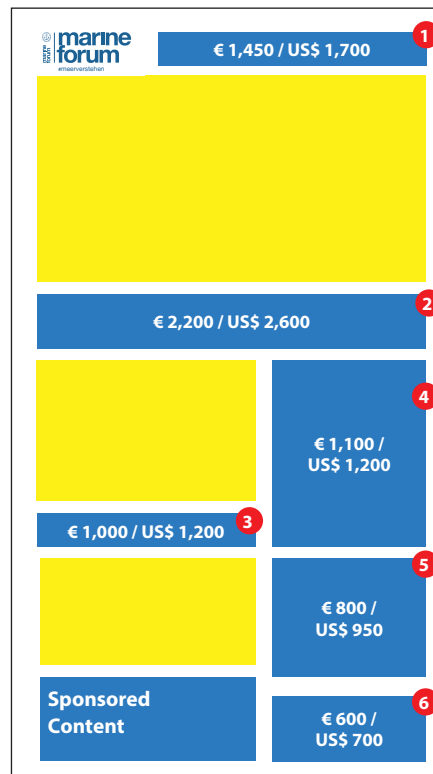
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage ([www.marineforum.online](http://www.marineforum.online)) and below each news item in the "News" section.

A link directs visitors to the landing page with your article. This page is provided for the duration of 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	1,800	2,140

## Start page



The screenshot shows a desktop view of the marine forum homepage. The layout includes a top navigation bar with the logo and a search bar. Below the navigation, there are several advertising spots: a large yellow banner at the top (1), a blue banner below it (2), a yellow banner on the left (3), a blue banner on the right (4), a yellow banner below the left one (5), and a blue banner below the right one (6). The prices for each spot are listed in the callouts: 1 (€ 1,450 / US\$ 1,700), 2 (€ 2,200 / US\$ 2,600), 3 (€ 1,000 / US\$ 1,200), 4 (€ 1,100 / US\$ 1,200), 5 (€ 800 / US\$ 950), and 6 (€ 600 / US\$ 700). The bottom of the page features a 'Sponsored Content' section.

**For optimal display on all devices, please send us your banners in the two different sizes mentioned.**

- 1 Leaderboard**  
Desktop/Tablet: 728 x 93 Pixel  
Mobile Devices: 400 x 200 Pixel
- 2 Wide Banner**  
Desktop/Tablet: 1.068 x 200 Pixel  
Mobile Devices: 400 x 400 Pixel
- 3 Full Size Banner**  
Desktop/Tablet: 696 x 90 Pixel  
Mobile Devices: 400 x 300 Pixel
- 4 Large Rectangle**  
325 x 500 Pixel
- 5 Medium Rectangle**  
325 x 250 Pixel
- 6 Small Rectangle**  
325 x 125 Pixel

# Points of Contact

## Managing Director



**Peter Tamm**

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

## Advertising Sales



**Michael Menzer**

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**Head of Sales**



**Stephen Barnard**

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s.barnard.extern@mittler-report.de



**Stephen Elliott**

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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

# Terms of Business

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

# MITTLER

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# REPORT

A Company of TAMMMEDIA

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[www.defencecareer.de](http://www.defencecareer.de)

[www.esut.de](http://www.esut.de)

[www.euro-sd.com](http://www.euro-sd.com)

[www.hardthoehenkurier.de](http://www.hardthoehenkurier.de)

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

[www.soldat-und-technik.de](http://www.soldat-und-technik.de)

[www.magazine-the-european.com](http://www.magazine-the-european.com)