

10 26



ESD

EUROPEAN SECURITY & DEFENCE

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



This picture is AI-generated.

Topics include:

- Country Focus - Hungary
- Directed Energy Protection for Ground Forces
- Firepower for Special Forces
- Integrated Soldier Systems
- International Acquisitions of American Land Systems
- Modern Assault Rifle Options
- Portable Thermal Imaging
- Power Supply for Mobile Formations - Batteries and Beyond
- Shotguns: Making a Comeback
- Small Arms Optics
- Tri-service Lessons Learned: Gaza
- The Czech Defence Industry: an Update
- US CBRN Development and Acquisition Programmes
- US Deep Fires Capabilities

BONUS DISTRIBUTION

- **Future Forces** (21-23 October)
- **GSOFF** (20-22 October)
- **SOFEX** (27-29 October)

ESD Online: www.euro-sd.com - International News, Reports, Analysis and Comments

Programme Subject to Modification; *AD: Advertising Reservation Deadline, CD: Advertising Copy Deadline, PD: Publication Date

MITTLER

REPORT

MITTLER REPORT VERLAG GMBH

Beethovenallee 21 • 53173 Bonn • Germany

Phone: +49 (0)228-35008-70 • Fax: +49 (0)228-35008-71

info@mittler-report.de • www.mittler-report.de • www.euro-sd.com

Advertising Sizes and Rates & Profile

Advertising Sizes and Rates

Rate card no. 15, effective 01 Jan - 31 Dec 2026

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. Surcharge for special colours: € 1,100 / US\$ 1,422

Important Information

Frequency discounts:

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

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:

anzeigen@mittler-report.de

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
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
15% Others

ESD online: International News, Reports, Analysis and Comments

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, GIF, HTML5 or 3rd Party Tag. File size: 512 kB max.

Sponsored Content / Marketing Reports

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.

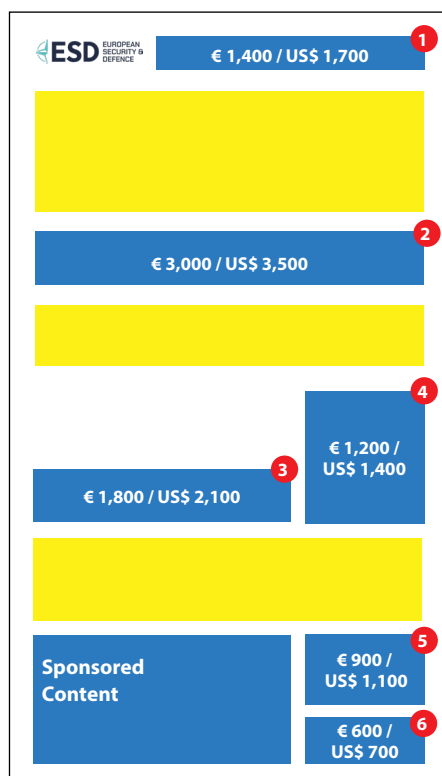
How it works

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 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 1 month
€ 3,000 / 3,500

Banner Sizes and Rates:



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

- 1 Leaderboard: € 1,400 / US\$ 1,700**
Desktop/Tablet: 728 x 150 Pixel
Mobile Geräte: 400 x 200 Pixel
- 2 Wide Banner: € 3,000 / US\$ 3,500**
Desktop/Tablet: 1.068 x 200 Pixel
Mobile Geräte: 400 x 400 Pixel
- 3 Full Size Banner: € 1,800 / US\$ 2,100**
Desktop/Tablet: 696 x 250 Pixel
Mobile Geräte: 400 x 300 Pixel
- 4 Large Rectangle: € 1,150 / US\$ 1,270**
325 x 500 Pixel
- 5 Medium Rectangle: € 900 / US\$ 1,100**
325 x 300 Pixel
- 6 Small Rectangle: € 600 / US\$ 700**
325 x 200 Pixel

All prices are net prices and exclude statutory VAT.