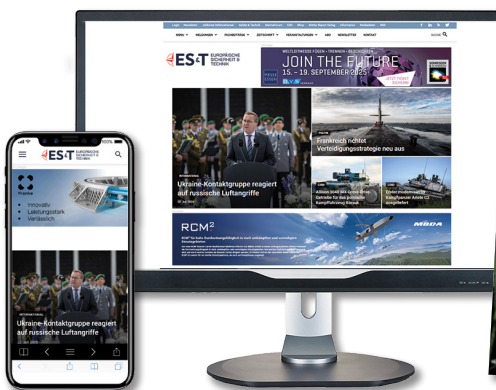


Media Kit 2027

English • € • \$

Rate card no. 16, effective 01 January 2027

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REPORT



Europäische Sicherheit & Technik (ES&T) – Print

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www.esut.de – Digital

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

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Bundeswehr Command and General Staff College (FüAK)
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Volume 16

Frequency: monthly

Editorial Team

Jürgen Fischer	Editor-in-Chief
Florian Pfitzner	Capital Editor
Christian Kanig	Managing Editor
Gerhard Heiming, Lt.Col. (ret)	Armament and Industry, Logistics
Dipl.-Ing. Michael Horst, Col. (ret)	Land Forces, 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:	26,221
• Paid Digital Licences**	6,909
Single Copy Sales PDF Format: (Subscribers, Downloads, iKiosk)	1,777
Print Run:	17,535
thereof Distribution:	14,613
Paid Circulation:	12,145
• Subscriptions:	9,568
• thereof Memberships:	3,408
• Single Copy Sales:	2,578
Free Copies:	2,400

* January to September 2026

** 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.

Bonus Distribution

January

- NATO LCM Conference
- DWT – Perspektiven der Verteidigungswirtschaft 2027

February

March

- Enforce Tac
- XPONENTIAL Europe 2027
- DSEI Germany

April

May

- 40th AFCEA Fachausstellung

June

- Paris Air Show

July

August

September

- 29th DWT-Marineworkshop
- BWI Industry Dates 2027

October

November

- International Fighter Conference

December

- DWT Cyber Defence Conference
- 40th SIPO

Editorial Schedule and Dates 2027

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 01/27 – January

AD/CD: 08/12/26 PD: 02/01/27

Bonus Distribution:

NATO LCM Conference (tba)

- First Review Conference of the Treaty on the Prohibition of Nuclear Weapons in December 2026 and the State of Nuclear Disarmament
- Techno-Oligarchism
- One Year of the Space Security Strategy
- The United States after Two Years of Trump's Foreign Policy
- Manoeuvre Follows Fire – The Renaissance of Artillery
- NATO Regional Plans in Implementation – “From Paper to Brigade”
- The German Navy after the End of the F126 Programme – A New Fleet Architecture: What Remains of the Navy 2035+ Vision?
- The US Air Force's Nuclear-Capable AGM-181 Air-Launched Cruise Missile
- The Invisible Reserve
- Machines Alone Do Not Make a Defence Supplier
- COGNEX-EU

ES&T 02/27 – February

AD/CD: 12/01/27 PD: 01/02/27

Bonus Distribution:

Enforce Tac (01-03 Mar)

- Preview: Munich Security Conference (MSC)
- The Trump Administration's Mini Nuclear Posture Review
- Turkey–Israel Relations
- Ukraine's Strike Campaign and Its Strategic Impact
- Poland's Plans for Military Modernisation
- ASPIDES Ahead of the Next Decision
- Tomahawk Block VVa/Vb
- Combat Operations without GPS
- Drone/EW Kill Chains and Low-Level Air Defence
- Growth Requires Knowledge
- Defence Technologies from Bosch

ES&T 03/27 – March

AD/CD: 12/02/27 PD: 01/03/27

- Report on the Munich Security Conference (MSC)
- China's Nuclear and Conventional Capabilities in Light of the China Military Power Report
- China's Blue-Water Strategy 2.0
- Asia
- Iran and Its Military Capabilities
- Digitisation of the German Army – Initial Experiences from the Field
- From U212CD to an International Submarine Family
- Operation Inherent Resolve and the Development of Syrian Security Structures
- From the “Helicopter Domain” to Drone Dominance: Lessons from the Vietnam War for the Use of Unmanned Systems in Ukraine
- Abrams M1E3 – An Interim Report
- Preview / Announcement: Enforce Tac
- The Second Front of Defence – Who Controls the Digital Blueprints?

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 04/27 – April

AD/CD: 12/02/27 PD: 01/04/27

- The Nuclear Arms Race
- India's Rise: AMCA/Tejas Mk2, MQ-9B & P-75I
- 70 Years of Conscription in the German Armed Forces
- The Baltic States and Their Defence Initiatives
- The Russian Navy in 2027
- Military Fitness – Current Status
- AI on the Battlefield Vehicle – When Computing Power Becomes Ammunition
- Rearmament Is Not a Light Switch

ES&T 05/27 – May

AD/CD: 14/04/27 PD: 03/05/27

Bonus Distribution:

40th AFCEA Exhibition (25-26 May)

- The Risks of a Large German DPS Arsenal
- How the Gulf States Are Adapting Their Economies
- Repair Rather Than Replace – The Return of Maintenance to the Battlefield
- Army Air Defence – The New Branch Takes Shape
- F128 Under Construction – Can the Fast-Track Procurement Model Deliver?
- AGM-181 – Update on the Pre-Series Decision (Milestone C)
- New Technologies Meet Old Laws
- The KRITIS Umbrella Act and Its Impact on Defence Companies and Their Suppliers

ES&T 06/27 – June

AD/CD: 13/05/27 PD: 01/06/27

- A DPS Doctrine for Germany? Requirements and Options
- From Protest to Terrorism – The Shah's Visit, the Student Movement and Radicalisation
- High North 2027: NATO in the Arctic
- Polish-British Defence and Security Cooperation
- Puma Infantry Fighting Vehicle – Current Status from the Field
- The Eastern Mediterranean after UNIFIL
- New Domains of Hybrid Warfare – How Hybrid Warfare Will Shape Future Multi-Domain Operations and the Role of Innere Führung
- Collaborative Combat Aircraft – CCA Increment 2
- The Invisible Bottleneck – Why Spare Parts Determine Combat Capability

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 07/27 – July

AD/CD: 11/06/27 **PD:** 01/07/27

- NATO Summit in Tirana, Albania
- Germany's New DPS Partnerships after Three Years of ELSA Cooperation
- Infrastructure and Resilience – The Field Camp under Pressure
- The Allied Reaction Force (ARF) – NATO's Spearhead
- Europe's Major Army Programmes Caught between Competing Priorities
- When the War in the Pacific Turned – 85 Years of the Battles of the Coral Sea and Midway: An Analysis
- The Unmanned Navy – UAS, USV and UUV
- Conventional Prompt Strike (CPS) – First Test Launch
- Cyberattacks on the Security and Defence Industry
- The Mission Is There – But No One Is Allowed to Work on It

ES&T 08/27 – August

AD/CD: 14/07/27 **PD:** 02/08/27

- Results of the NATO Summit in Tirana, Albania
- No Use of Nuclear Weapons since Nagasaki – What Do We Know about the Reasons and What Does the Future Hold?
- France's Power Projection 2030+
- Brigade Lithuania – The Large Formation Goes Digital
- F127 – Germany's Future Naval Air Defence
- The Soldier as a Sensor
- When Knowledge Leaves the Company

ES&T 09/27 – September

AD/CD: 12/08/27 **PD:** 01/09/27

Bonus Distribution:

29th DWT Maritime Workshop (27-29 Sept)

- Escalation Risks from Missile Tests
- The Battle for Resupply
- The US Multi-Domain Task Force – A Reference Model for a European Formation
- NATO Major Exercise – Lessons Learned by the Army
- Naval Shipbuilding in Germany – Can Germany Build Its New Fleet on Time?
- U.S. Air Force Long Range Weapon (AFLRW)
- A26 Programme – Poland's New Frigate
- The Battle for Resupply

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 10/27 – October

AD/CD: 14/09/27 PD: 04/10/27

- Nuclear Programmes on the Threshold of Nuclear-Weapons State Status
- 50 Years of the German Autumn – How the Rule of Law Stood Up to Terrorism
- A European Nuclear Strategy – Opportunities and Limitations
- Italy's Modernisation towards a "Mediterranean Hub"
- Army Air Defence – Skyraider in Service
- Cables, Pipelines, Shadow Fleet
- European Robotics Hackathon
- The Unknown Adversary – Why Military Testing Needs New Threat Models
- Operational Readiness Does Not End with Delivery

ES&T 11/27 – November

AD/CD: 13/10/26 PD: 02/11/27

- Defence Budget 2028
- El Alamein – Warfare at the Limits of Logistics
- Protecting Critical Undersea Infrastructure – Focus: EU Action Plan for Submarine Cables
- New Polish SIGINT Ships
- Brigade Lithuania – On the Road to Full Operational Readiness
- The Human Factor – Why Modern Warfare Requires More Than Technology
- When the Authorities Lack the Expertise

ES&T 12/27 – December

AD/CD: 11/11/27 PD: 01/12/27

Bonus Distribution:

40th SIPO (tba)

- Military Mobility – Roads Become the Battlefield
- The German Navy in 2028 – Review and Outlook

Advertising Sizes and Rates (€ • \$)

Rate card no. 16, effective 01 January 2027

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	13,900	16,500
1/1 page	176 x 257	210 x 297	7,000	8,200
2/3 vertical	115 x 257	135 x 297	5,350	6,400
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	4,050	4,700
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,750	3,300
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126	97 x 143	2,200	2,600
1/4 horizontal	176 x 60	208 x 84		

Cover positions

Inside front			7,800	9,400
Inside back			7,500	8,900
Outside back			7,800	9,200

Marketing Report

per 1/1 page		210 x 297	8,000	8,000
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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**.

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

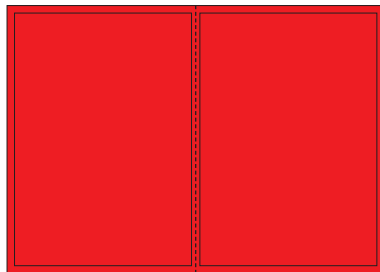
Trimming edge for bleed advertisements:

add 3 mm on each side

S: Printing Area

A: Trim Sizes

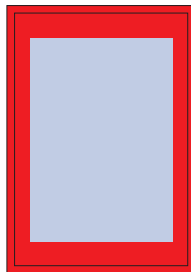
Sizes: Width by Height in mm



2/1 page

S: 376 x 248 mm

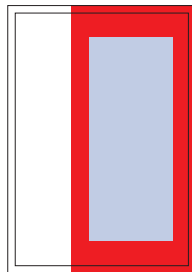
A: 420 x 297 mm



1/1 page

S: 176 x 257 mm

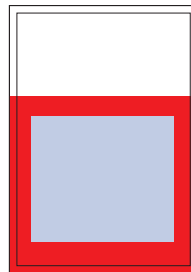
A: 210 x 297 mm



2/3 page vertical

S: 115 x 257 mm

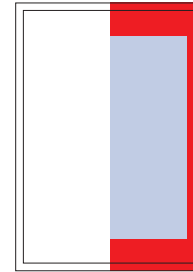
A: 135 x 297 mm



2/3 page horizontal

S: 176 x 170 mm

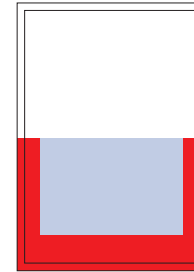
A: 210 x 190 mm



1/2 page vertical

S: 85 x 257 mm

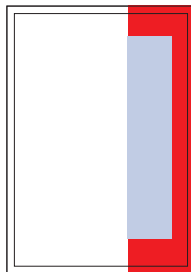
A: 106 x 297 mm



1/2 page horizontal

S: 176 x 126 mm

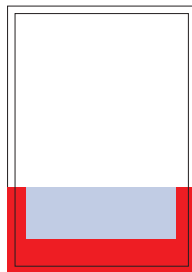
A: 210 x 150 mm



1/3 page vertical

S: 55 x 257 mm

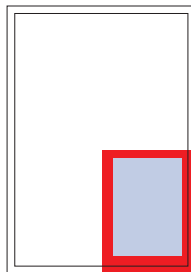
A: 72 x 297 mm



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**.

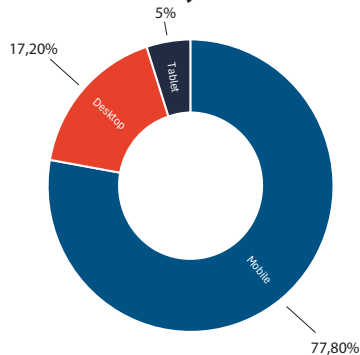
User Numbers

Active Users	5,600,000
Visits	12,000,000
Page Views	15,297,144

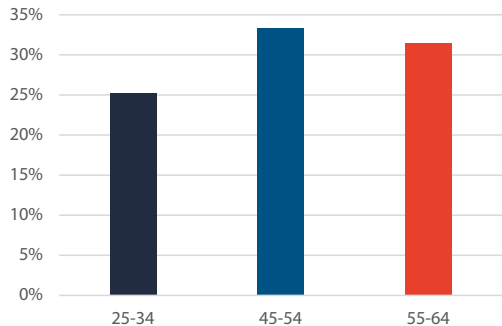
User Return Rate

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: 15/09/2025-14/09/2026

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

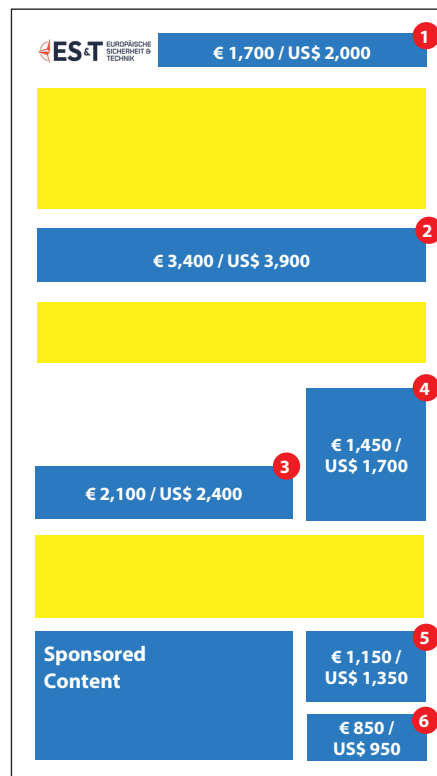
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage (www.esut.de) and below each news item in the "News" section.

A link directs visitors to the landing page with your article. This page is provided for the duration of 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	3,300	3,800

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

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Submit ad materials to: 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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