

# MITTLER REPORT

# Media 2012

## Media Kit/Editorial Programmes

From Decision Makers for Decision Makers



**Europäische Sicherheit & Technik (ES&T)**

**European Security & Defence (ESD)**

**Defence Technology Reviews (DTR)**

**Security Technology Reviews (STR)**

**MarineForum (MF)**



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## Masthead

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## Europäische Sicherheit & Technik (ES&T)

After the merger of the magazines “Europäische Sicherheit” and “Strategie & Technik” ES&T has emerged as the leading independent monthly for security policy, armed forces, industry, armament and logistics in 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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- Clausewitz-Gesellschaft e.V. / Clausewitz Society
- Deutsche Gesellschaft für Wehrtechnik e.V. (DWT) / German Association of Defence Technology (DWT)
- Fraunhofer-Institut für Naturwissenschaftlich-Technische Trendanalysen (INT) / Fraunhofer Institute for 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 Wehrtechnik und Beschaffung (BWB) / Federal German Office of Defense Technology and Procurement (BWB)
- Dienststellen und Kommandobehörden der Bundeswehr / Command Authorities and Offices of the Bundeswehr

### Editorial Team

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<b>Dr. Peter Boßdorf</b>	Deputy Editor-in-Chief
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<b>Dieter Stockfisch, Capt. (ret)</b>	Naval Forces, Information Technology
<b>Dr. Jan-Philipp Weisswange, LTC (Reserve)</b>	Joint Support Service, Medical Service, Public Security

Volume 1, **frequency:** monthly  
("Europäische Sicherheit": Volume 61; "Strategie & Technik": Volume 55)

## Europäische Sicherheit & Technik (ES&T)

### Circulation and Distribution Analysis

Circulation:	Copies per issue (average):
Print Run:	17.500
Distribution:	15.000
Paid Circulation:	12.500
- Subscriptions:	9.500
- thereof Memberships:	3.500
- Single Copy Sales:	3.000
Free Copies	2.500
Returned Copies:	2.500

### Focus Themes, Bonus Distribution

#### January

Munich Security Conference, DWT Forum „Perspectives of the Defence Industrial Base“

#### March

CeBIT, IWA, Report Issue, Munich Security Conference

#### May

AFCEA Exhibition

#### June

EUROSATORY 2012

#### September

Berlin Air Show (ILA 2012)

#### October

AUSA Annual Meeting, EURONAVAL 2012

#### November

DWT Forum “Cyber Defence”,

#### December

DWT Forum “CBRN Defence”

Focus Issue: “Defence Procurement in Germany”

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2012

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

**January AD: 19/12/11 CD: 21/12/11 PD: 02/01/12**

- **"Munich Security Conference" Issue**
- **Federal Minister of Defence**
- Perspectives in Education and Training
- Strategic Rail Transport
- Protected Wheeled Vehicles of the Bundeswehr
- Crew Protection for Land Vehicles
- Weapon Stations - Current Developments
- New Alignment of the Luftwaffe - Preliminary Results
- New Alignment of the German Navy
- Trends and Developments for the Equipment of Security Forces (MILIPOL 2011)

**February AD: 23/01/12 CD: 24/01/12 PD: 01/02/12**

- **Chief of Staff, German Armed Forces**
- Defence in Austria
- ATALANTA under German Lead - Lessons Learned
- The Future Capability Profile of the Military Intelligence Service
- The New Structure of the German Army
- Direct and Indirect Fire Support in the Infantry
- Protection of Land Forces
- Building and Operation of an Air Field in the Theatre of Operation
- Aircraft of the Bundeswehr's Special Air Mission Wing
- Training of SEK M Boarding Teams
- New Trends in Clothing and Personal Equipment

**March AD: 20/02/12 CD: 22/02/12 PD: 01/03/12**

- **Report Issue on the „Munich Security Conference“**
- **CeBIT and IWA 2012 Issue**
- The Joint Support Service of the Future
- „Kommando Heer“ - the new German Army
- German-Dutch Training Cooperation for the PzH 2000 Self-Propelled Howitzer
- Combat Support on Missions
- Hand Grenades and Ordnance for Current and Future Military Missions
- CH-53 Medium Transport Helicopter
- The Electromagnetic Spectrum as Information Space - Contributions of Modern Air Forces
- TRANSALL C-160 Product Improvement
- Maritime Command Support in the New Bundeswehr
- Continued Development of the Bundeswehr's IT System
- CeBIT Preview

**April AD: 21/03/12 CD: 23/03/12 PD: 02/04/12**

- **Chief of Staff, Medical Service**
- National Mission Control

- Logistics in the Joint Support Service of the Future
- Command Support in the Joint Support Service
- Simulator Based Driver Training for DINGO
- The Training Command and the Training Facilities of the German Army
- Alternative Propulsion Technologies and Energy Supply Systems
- The Technical School of the Army - New Structures, New Objectives
- Deployment of Unmanned Aircraft in the Theatre of Operation
- Air Defence 2020+
- Air Transport
- Propulsion Concepts for Naval Surface Vessels
- Satellite Navigation with GALILEO

**May AD: 23/04/12 CD: 24/04/12 PD: 02/05/12**

- **AFCEA 2012 Exhibition Issue**
- Intelligence & Reconnaissance
- Current Developments in the Sector of Small Arms Light Weapons
- Materiel Maintenance Model 2013+
- MELLs - First Operational Results
- Cooperation of the Army and the Joint Support Service During Deployment
- C<sup>3</sup>I System of the Army - Status Report
- Domestic and International Armoured Vehicle Programmes
- Continued Development of the EUROFIGHTER
- Frigate Class 125 Status Report
- The Naval Operations Room of the Future
- Vehicle Integration of the Joint Software Defined Radio (SVFuA)
- Afghanistan Mission Network
- Cyber Security

**June AD: 21/05/12 CD: 23/05/12 PD: 01/06/12**

- **EUROSATORY 2012 Issue**
- **Chief of Staff, German Army**
- CIMIC as Part of the Federal Security Concept
- Mobile Logistics Forces in the New Structure
- Knowledge Management on Missions
- Hardening of Unprotected Container Systems
- The Mechanised Division (MechDiv)
- The Rapid Forces Division (DivSchnKr)
- The Indirect Fire Training Segment (STF)
- MLRS (MARS II Status Report)
- Fire Support for ISAF Missions
- GIADS III (German Improved Air Defence System)
- Bundeswehr Concept: Conceptual Implications for the German Navy
- Class U216 Submarine Design
- UAS for Public Security Organisations

# Editorial Programme Europäische Sicherheit & Technik (ES&T) 2012

## July AD: 21/06/12 CD: 22/06/12 PD: 02/07/12

- **NATO Secretary General**
- Industrial Support in the Theatre of Operation
- Strategic Reconnaissance Command
- Non-Lethal Weapons as Part of the Army's Weapons Inventory
- IdZ ES - First Operational Results
- Ballistic Protection for Land Vehicles
- Armament Programmes of the German Army
- Weapons of the German Army
- MBT Construction in China
- Continued Development of the Luftwaffe's Cooperative Facilities
- Multi Role Combat Ship Class 180 (MKS 180)
- User-Friendly Design of Naval Command and Weapon Control Systems
- Detection and Engagement of Underwater Targets
- C<sup>3</sup>I Systems of the Bundeswehr - Status and Perspectives

## August AD: 23/07/12 CD: 24/07/12 PD: 01/08/12

- **Chief of Staff, Joint Support Service**
- Defence in Switzerland
- Fight against Pirates at the Horn of Africa
- The SKB Command - the C<sup>2</sup> Organisation of the Joint Support Service
- Accommodation on Missions
- 3 Years of MILENG COE Operations
- Protection Systems for Land Vehicles
- Fuel Cell Systems
- MANTIS Close-in Air Defence System
- ILA 2012 (Berlin Air Show) Preview
- From Maritime Patrol Aircraft (MPA) to MMA (Multi Mission Aircraft)
- The Changed Mission Profile for Naval Helicopters
- IT Security Awareness and Cyber Defence

## September AD: 21/08/12 CD: 23/08/12 PD: 03/09/12

- **Berlin Air Show Issue (ILA 2012)**
- **Chief of Staff, German Air Force**
- Mobile Command Support Forces of the Joint Support Service - Materiel Issues
- Armament Management and Operation in the Joint Support Service of the Future
- Cooperative Ventures of the Bundeswehr and Industry - Status Report
- The Brigades, Regiments and Battalions of the German Army
- UH TIGER / NH 90 Mission Preparation
- The German Air Defence Architecture from an Economical/Technical Perspective
- EUROHAWK - Fule Scale Demonstrator (FSD)
- Simulators in the Navy

- Continued Development of Conventional Submarines
- SEK M Mine and Combat Diver Training for ISAF
- Afghanistan Mission Network
- 40th Anniversary of the Federal Police's GSG 9 Division

## October AD: 19/09/12 CD: 21/09/12 PD: 01/10/12

- **AUSA Annual Meeting Issue**
- **Chief of Staff, German Navy**
- Technology-Based Training and Education in the Bundeswehr
- Blast- and Splinter Threats Caused by IEDs
- Night Vision Technology
- Training of the Army's Logistic Forces
- The Engineer Troops of the Army
- Route Clearance System Deployed in Afghanistan
- The Army's Reconnaissance Troops
- EURO HAWK FSD Flight Operations with Reconnaissance Wing 51
- Mission Principles of the Navy
- Third Task Group Support Ship (EGV)
- Deployment of SEA KING Mk 41 / EGV as Part of ATALANTA
- Rollout of SASPF for Combat Aircraft

## November AD: 22/10/12 CD: 23/10/12 PD: 02/11/12

- **DWT-Forum „Cyber Defence“ Distribution Issue**
- **New Management Structure for the Bundeswehr's IT/Communication Element**
- Strategic Mobility as Part of the Bundeswehr's Logistic System
- Network Centric Operations - Initial Capabilities
- Conceptual Framework for the Management of Mental Stress
- The New Army Air Corps
- The Role of the Army in Procurement Planning
- ELROB 2012 Report
- CSAR - Combat Search and Rescue
- NORTHERN COASTS 2012
- Reform of Naval Reconnaissance
- Participation of the Bundeswehr in HH Satellite Missions with Military Payloads
- Perspectives of Military IT Systems

## December AD: 20/11/12 CD: 22/11/12 PD: 03/12/12

- **Focus Issue: „Defence Procurement in Germany“** (Traditional "BWB Issue")
- **DWT Forum CBRN Defence Distribution Issue**
- The Army's C<sup>3</sup>I System on Missions - Experiences
- 8 Years of EUROFIGHTER Operations in the German Air Force
- New Naval Air Wing 3 (after Relocation of MFG 5)
- New Naval Logistics



## European Security and Defence (ESD)

“European Security and Defence” (ESD), the international sister magazine of „Europäische Sicherheit und Technik“ addresses an international readership in more than 100 countries with aspects of German and European security and defence policy, the Bundeswehr, armament/procurement and industry. As an unbiased periodical 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 and acknowledged scientific institutions. ESD is published quarterly in English.

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Supported by the ES&T Editorial Team

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Algeria	Botswana	Denmark	Honduras	Kirghizia	Mauretania	Pakistan	Senegal	Thailand	Venezuela
Argentina	Brazil	Ecuador	Hungary	Korea (ROK)	Mexico	Panama	Serbia	The Netherlands	Vietnam
Armenia	Brunei	Egypt	India	Kuwait	Moldova	Paraguay	Singapore	Tunisia	Yemen
Australia	Bulgaria	El Salvador	Indonesia	Latvia	Mongolia	Peru	Slovakia	Turkey	Zimbabwe
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Belize	Colombia	Ghana	Japan	Macedonia	Nicaragua	Russian Federation	Switzerland		
Benin		Great Britain	Jordan	Malaysia	Nigeria		Syria		

### Institutions:

NATO Headquarters  
European Parliament  
European Commission

European Union, Military Committee  
Western European Union, Press Office Paris  
EUROMIL

Balticum Defence College  
George C. Marshall Center  
EU, Institute for Security Studies, Paris

To a significant extent the distribution of ESD is carried out by the German Ministry of Defence to a dedicated readership of decision makers in politics and the military worldwide.



## European Security and Defence (ESD)

### Editorial Programme 2012

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

#### 1/2012 (March)

**AD: 23/02/12 CD: 27/02/12 PD: 08/03/12**

- Remarks by Dr. Thomas de Maizière, German Minister of Defence
- Name Article: Chief of Staff, Bundeswehr
- ATALANTA under German Command - Lessons Learned
- Protected Wheeled Vehicles of the Bundeswehr
- Laser Weapons
- Weapon Stations for Land Vehicles - Current Developments
- IdZ ES Weaponry and Personal Equipment
- ADLER Product Improvement
- Aircraft of the Bundeswehr's Special Air Mission Wing
- Multi-Role Combat Ship Class 180 (MKS 180): The BWB Perspective

#### 2/2012 (June)

**AD: 24/05/12 CD: 29/05/12 PD : 11/06/12**

- Focus Issue: Defence Procurement in Germany (Traditional "BWB Issue")
- EUROSATORY 2012 Issue

#### 3/2012 (September)

**AD: 24/08/12 CD: 27/08/12 PD: 10/09/12**

- Berlin Air Show Issue (ILA 2012)
- NATO Secretary General
- Chief of Staff, German Army
- Chief of Staff, Medical Service of the Bundeswehr
- The Joint Support Service of the Future
- Kommando Heer - the New German Army

- Procurement Programmes of the German Army
- Combat Support on Missions
- The German Army's Technical School - New Structure, New Objectives
- Alternative Propulsion Technologies and Energy Supply Systems
- UAV on Missions
- Continued Development of the EUROFIGHTER
- Multi-Role Combat Ship Class 180 (MKS 180): The Perspective of the German Navy
- Afghanistan Mission Network

#### 4/2012 (December)

**AD: 16/11/12 CD: 20/11/12 PD: 03/12/12**

- Chief of Staff, German Air Force
- Chief of Staff, German Navy
- Accommodation on Missions
- Protection Systems for Land Vehicles
- The German Army's Engineer Troops
- The New Army Air Corps
- Night Vision Technologies
- EUROHAWK - Full Scale Demonstrator (FSD)
- The German Air Defence Architecture
- CSAR - Combat Search & Rescue
- 3rd Task Force Supply Ship (EGV)
- German Naval Exports
- Perspectives of Military IT



## Defence Technology Reviews

Defence Technology Reviews are published in close cooperation with the divisions of the FMoD, offices and the command authorities of the Bundeswehr/NATO, as well as in cooperation with the defence industry. Within the Bundeswehr these reports are used as a special source of dedicated information. They reach decision makers and their assistants, including the relevant parliamentary committees. Besides they serve as documentations of the continued development of the Bundeswehr.

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- Bundeswehr
- Diplomatic Service
- Science and Education
- Media
- International Institutions and Organisations

### Distribution

- Subscribers
- Bookstores
- Dedicated mailing lists
- Internet

### Advertising Administration:

see page 3

## Editorial Programme Defence Technology Reviews 2012

- **April**      **Joint Support Service of the Future (German)**  
 With some 70,000 male and female soldiers as well as civilian employees the Joint Support Service (JSS) is the second-largest organisational element of the German Bundeswehr. As a partner of the Army, the Air Force, the Navy and the Medical Service, the JSS is a comprehensive service provider for the forces at home and during deployment. Under the current Bundeswehr reform scheme new so-called Capability Commands are to contribute to further optimisation of the JSS' mission alignment.
- **May**        **IT Report 2012 (German)**  
 As a matter of tradition the annual **IT Report**, the publication of which always coincides with the AFCEA Exhibition in Bonn, reflects the current status of information and communication technology for the armed forces in dedicated articles by experts and decision makers from public administration, the armed forces, scientific organisations and industry. Besides, current programmes and requirements are addressed in topical contributions.
- **May**        **German Army Armament (English)**  
 EUROSATORY, the largest international exhibition of systems, equipment and capabilities for land forces held every other year in Paris represents an extremely suitable occasion to increase the international visibility of dedicated German technology and capabilities by means of this Defence Technology Review. Authors from politics, the Defence Ministry and its subordinate office structure, the armed forces, scientific organisations and industry contribute to this publication.

## Defence Technology Reviews



• **September Clothing and Personal Equipment (German)**

Technologies like the ones currently being implemented in the scope of international “Soldier System” programmes impressively underline the optimisation potential for the equipment and weaponry of the individual soldier, especially infantry forces. Clothing and personal equipment is to support and improve operations in several capability categories, including protection, effect, command and control, survivability and staying power as well as reconnaissance and intelligence.

• **September Protected Vehicles (German)**

As a result from the changed conditions that apply for out-of-area deployments of the Bundeswehr and the adapted requirements for mobility and protection, the German industry and their partners have achieved a globally leading position in the segment of protected vehicles. Programmes like BOXER, PUMA, GFF and GTF as well as the current technology projects for stand-off land vehicle protection systems are considered to be future-oriented and trend-setting.



• **October Tasks and Structures of the German Army (German)**

In the scope of the Bundeswehr reform one of the objectives for the land forces is the formation of the “Army Command” (Kommando Heer), in the structure of which the brigades, regiments and battalions of the German Army will become subject to manpower reductions. In parallel, however, equipment and materiel is to be modernised and optimised with regard to higher mission effectiveness. This Report addresses the status of the implementation and the perspectives.

• **IV. Quarter Tasks and Capabilities of the Luftwaffe (German Air Force – German)**

Apart from the capabilities required for national protection, like air- and space surveillance, air space control, command and control of missions, air defence and air lift, deployments outside the borders of Germany demand from the Luftwaffe additional capabilities including highly intensive combat, stabilisation operations, observer missions as well as consulting service, support and humanitarian aid. With the implementation of the “Luftwaffe 2020” conceptual approach this range of requirements is to be considered.



• **December Logistic Support on Missions (German)**

The Bundeswehr’s duties abroad have brought along significantly increased requirements for transport and relocation capabilities, material management as well as the operation of field camps and mission infrastructures. As a result, the forces are increasingly involved in cooperative schemes, in the scope of which industrial partners are assigned responsibility for crucial tasks. This Report, which is published in cooperation with the German Ministry of Defence, informs about principles, structures, experiences, programmes and plans.



## Security Technology Reviews

In accordance with the „Networked Security“ principle this new series of national security brochures complements the publishing house’s scope of capabilities. The issues focus on public security institutions and the technologies used by and in support of them.

Security Technology Reviews are published in German.

**Publisher:** Mittler Report Verlag GmbH · Hochkreuzallee 1 · D-53175 Bonn, Germany  
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**Frequency:** 2 issues per year

**Circulation:** 5,000 – 7,000

**Advertising Administration:** see page 3

### Target Groups:

- Public security authorities and organisations (BOS)
- Political/parliamentary sector
- Security technology industry and service companies/associations
- Private operators of critical infrastructures
- Armed forces
- Media and think tanks
- National and international strategic community

### Distribution

- Subscribers
- Bookstores
- Dedicated mailing lists
- Internet

### Themes 2012

#### • February Secure Communication and Protection of IT Infrastructures

The effective operation and cooperation of security forces at federal-, state- and municipal levels can no longer be carried out without the support of modern information and communication technologies. As a result, the protection of IT infrastructures used in support of these missions is persistently gaining in importance. Authors from politics, public administration, science and industry draw a current picture of the threat scenario and introduce technical and process-oriented solutions.

#### • August Civil Protection

For public offices and organisations with security duties the border-crossing and meanwhile global dimension of international terrorism brings along demands, the scope of which requires new conceptual approaches, structures and capabilities. In the area of disaster management, too, there is still imminent need for action with regard to the cooperation of federal and national forces. A status report and look to the future.

# Advertising Sizes and Rates

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Size	Printing are in mm	Bleed in mm*	Price in € b/w	2-c**)	3-c**)	4-c**)
2/1 page			7.600,-	8.360,-	9.120,-	9.880,-
1/1 page	176 x 257	210 x 297	4.000,-	4.400,-	4.800,-	5.200,-
2/3 vertical	115 x 257	135 x 257	2.950,-	3.234,-	3.518,-	3.800,-
2/3 horizontal	176 x 170	210 x 190				
1/2 vertical	85 x 257	106 x 297	2.200,-	2.420,-	2.640,-	2.860,-
1/2 horizontal	176 x 126	210 x 150				
1/3 vertical	176 x 80	210 x 99	1.470,-	1.630,-	1.790,-	1.950,-
1/3 horizontal	55 x 257	72 x 297				
1/4 vertical	85 x 126		1.200,-	1.325,-	1.450,-	1.575,-
1/4 horizontal	176 x 60					

## Cover positions

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Outside back						5.600,-

All rates + VAT, where applicable

\* Add 3 mm trimming edge on each side

\*\* Applies for colours according to European scale. Surcharge for special colours: € 1060.

<b>Frequency discounts:</b>	3 ads and more	3%
	6 ads and more	5%
	9 ads and more	12%
	12 ads and more	15%

**Marketing Reports:** € 3500 per page. Details on request

## Technical Details

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Europäische Sicherheit & Technik · European Security and Defence · Defence Technology Review · Security Technology Reviews

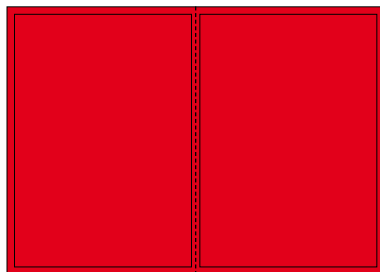
Trimming edge for bleed advertisements:

add 3 mm on each side

S: Printing Area

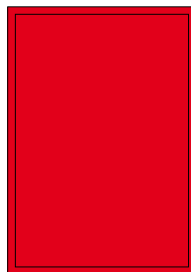
A: Bleed Sizes

Sizes: Width by Height in mm



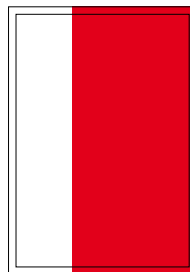
2/1 page

S: 420 x 297 mm  
A: 420 x 297 mm



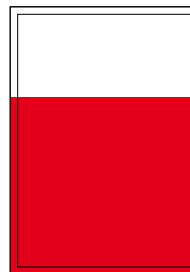
1/1 page

S: 176 x 257 mm  
A: 210 x 297 mm



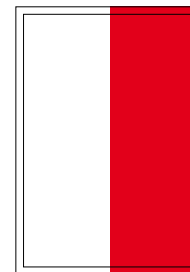
2/3 page vertical

S: 115 x 257 mm  
A: 135 x 297 mm



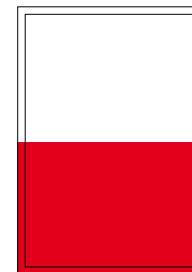
2/3 page horizontal

S: 176 x 170 mm  
A: 210 x 190 mm



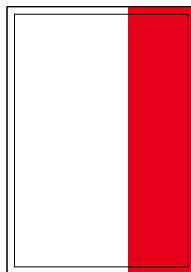
1/2 page vertical

S: 85 x 257 mm  
A: 106 x 297 mm



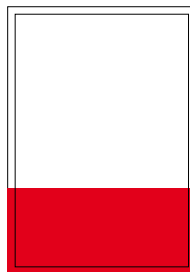
1/2 page horizontal

S: 176 x 126 mm  
A: 210 x 150 mm



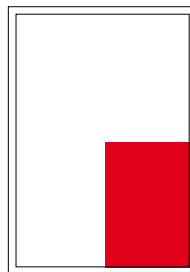
1/3 page vertical

S: 55 x 257 mm  
A: 72 x 297 mm



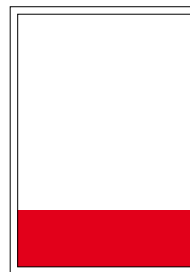
1/3 page horizontal

S: 176 x 80 mm  
A: 210 x 99 mm



1/4 page vertical

S: 85 x 126 mm



1/4 page horizontal

S: 176 x 60 mm

# Classified Ads and Vacancies, Inserts, Supplements

Europäische Sicherheit & Technik · European Security and Defence · Defence Technology Review · Security Technology Reviews

## Classified Ads/Job Ads

Rates (no discounts applicable)

Per mm (1 column, 42 mm width) 3.59 €

Per mm (1 column, 55 mm width) 4.78 €

Box charge 13.50 €

Rates do not include VAT

## Special Inserts

**Bound-in** supplement inserts are commercial prints bound in the magazine

**Rates:** (Per 1000 copies, no discounts applicable)

Four pages inserts 525.00 €

Eight pages inserts 690.00 €

Inserts must be formatted to magazine size with 3 mm trimming edge added. Please forward untrimmed, folded and wetted sheet; min/max weight on enquiry.

Tagging: Inserts which are not recognisable as advertisements must be marked with the word "Advertisement" (min. 8 pts, majuscules)

**Loose supplement** inserts are loose prints added to the magazine.

**Insert rates:** (Per 1,000 copies, no discounts applicable)

up to 25 grams weight per copy 240.00 €

higher weights available on request

Formats:

Minimum 105 x 148 mm

Maximum 205 x 295 mm

Split edition portions available on request

The order is not binding before submission of a preliminary print-out sample.

Number of supplements to be forwarded (inclusive allowance) and due date of material available on request.

Insert stickers will be stuck to the basic insert in such a way that they can be detached and used without difficulty.

## Insert sticker rates:

(Per 1000 thousand copies, no discounts applicable)

Postcard/Empty envelopes 95.00 €

Other insert stickers (e.g. samples) available on request

Prices can increase if the sticker results in increased processing effort or extra cost.

Number of the supplements to be forwarded and due date of material available on request .

The order is not binding before submission of a preliminary print-out sample.

Insert minimum: 1/1 side b/w; billing according to price list

All prices for special inserts do not include VAT.

Additional postage for mailing (supplements, stickers, inserts) will be charged to the client. For postage neither commission nor discount can be given.



## MarineForum

“MarineForum”, published on behalf of the German Naval Officers Association and the German Naval Institute, is Germany’s leading specialist periodical on naval and maritime affairs and addresses Germany’s entire naval community in politics, defence and industry. “MarineForum” is published ten times per year.

**Publisher:** Deutsches Maritimes Institut e.V.  
**Publishing House:** Mittler Report Verlag GmbH · Hochkreuzallee 1 · D-53175 Bonn, Germany  
 Phone: +49 (0)228-30789-0 · Fax: +49 (0)228-30789-15 · e-mail: info@mittler-report.de

### Editorial Team:

RADM (ret) Jürgen Kratzmann Editor-in-Chief  
 Cdr (ret) Holger Hoffmann Deputy Editor-in-Chief

**Circulation:** 8,440

### Distribution:

**Europe** Albania, Austria, Belgium, Bulgaria, Croatia, Estonia, Finland, France, Denmark, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Russian Federation/CIS, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom

**North-America** Canada, U.S.A.

**Central America** Honduras, Mexico, Nicaragua, Panama

**South-America** Argentina, Bolivia, Brazil, Chile, Colombia, Paraguay, Peru, Uruguay, Venezuela, Australia

**Asia** Egypt, China (PRC), India, Indonesia, Iran, Japan, Kuwait, Malaysia, Oman, Philippines, Pakistan, Saudi Arabia, Thailand, United Arab Emirates

**Africa** Nigeria, South Afrika

**Technical Details:** see page 14



## MarineForum

### Editorial Programme 2012

**AD:** Advertising Reservation Deadline

**CD:** Advertising Copy Deadline

**PD:** Publication Date

#### 1-2/2012 Jan/Feb

**AD: 22/11/2011 CD: 02/12/2011 PD: 30/12/2011**

- Class 216 Submarine - Cutting-Edge Technology for long Mission Profiles

#### 03/2012 March

**AD: 31/01/2012 CD: 10/02/2012 PD: 01/03/2012**

- Name Article, Chief of Staff, German Navy
- Training and Training Support

#### 04/2012 April

**AD: 28/02/2012 CD: 09/03/2012 PD: 30/03/2012**

- FAP 123 - Frigate Class F123 Capability Upgrade
- Offshore Patrol Vessels

#### 05/2012 Mai/May

**AD: 03/04/2012 CD: 13/04/2012 PD: 30/04/2012**

- The Naval Aviators
- Unmanned Systems in the Navy

#### 06/2012 June

**AD: 30/04/2012 CD: 11/05/2012 PD: 01/06/2012**

- Joint Support Ship
- Royal Canadian Navy

#### 7-8/2012 July/August

**AD: 29/05/2012 CD: 08/06/2012 PD: 29/06/2012**

- Naval Missile Weaponry
- Missile Defence (TBMD)

#### 09/2012 September

**AD: 31/07/2012 CD: 10/08/2012 PD: 31/08/2012**

- "Shipbuilding, Machinery & Marine Technology" (SMM) Issue
- Logistic Support of Naval Ships at Sea

#### 10/2012 October

**AD: 28/08/2012 CD: 07/09/2012 PD: 01/10/2012**

- EURONAVAL 2012 Issue
- Export of German Naval Technology

#### 11/2012 November

**AD: 01/10/2012 CD: 12/10/2012 PD: 31/10/2012**

- Multi Role Combat Ship Class 180 (MKS 180)

#### 12/2012 December

**AD: 30/10/2012 CD: 09/11/2012 PD: 30/11/2012**

- Hardware Re-Generation F124
- The Arctic Sea - Requirements for Ice Classes

## Advertising Sizes and Rates – MarineForum

Rate Card No. 41, effective 01 January 2012

Size	Printing are in mm	Bleed in mm*	Price in € b/w	2-c**)	3-c**)	4-c**)
2/1 page		420 x 297	5.600,-	5.900,-	6.200,-	6.500,-
1/1 page	184 x 264	210 x 297	2.800,-	3.100,-	3.400,-	3.700,-
2/3 vertical 2/3 horizontal	121 x 264 184 x 170	134 x 297 210 x 190	2.300,-	2.570,-	2.850,-	3.100,-
1/2 vertical 1/2 horizontal	92 x 264 184 x 134	105 x 297 210 x 150	1.800,-	2.050,-	2.300,-	2.500,-
1/3 vertical 1/3 horizontal	58 x 264 184 x 85	71 x 297 210 x 99	1.450,-	1.650,-	1.850,-	2.050,-
1/4 vertical 1/4 horizontal	92 x 134 184 x 67		1.100,-	1.270,-	1.440,-	1.600,-

### Cover position

Inside front						4.000,-
Outside back						4.000,-

All rates + VAT, where applicable

\* Add 3 mm trimming edge on each side

\*\* Applies for colours according to European scale. Surcharge for special colours: € 1060.

### Frequency discounts:

3 ads and more	5%
6 ads and more	10%
10 ads and more	15%

**Inbound inserts:** for each insert DIN A3 sized (bleed)  
426 x 303 mm €4000

### Loose Supplements:

up to 25g, per thousand € 400 (+ postage)

**Marketing Reports:** € 3500 per page. Details on request.

[www.esut.de](http://www.esut.de)  
[www.european-security-and-defence.com](http://www.european-security-and-defence.com)



<b>Product</b>	<b>Size / Volume</b>	<b>Price</b>
<b>Banner</b>	468 x 60 pixels, horizontal at the upper margin of editorial content displays (incl. home page, "Current Issue"), link to advertiser's website included	2000 / 6 months
<b>Button</b>	125 x 125 pixels, at the right hand margin of editorial content displays (incl. home page, "Current Issue"), possibly alternating with other buttons. Link to advertiser's website included	600 / 3 months

Other running terms and special ad designs available on special request

All rates + VAT (where applicable).

## Your Points of Contact

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### Director of Marketing:



**Jürgen Hensel**

Phone: +49 (0)228-30789-16

e-mail: juergen.hensel@mittler-report.de

### Advertising Administration:



**Hanna Fronert**

Phone: +49 (0)228-30789-11

e-mail: hanna.fronert@mittler-report.de



**Sabine Rump**

Phone: +49 (0)228-3680400

e-mail: sabine.rump@mittler-report.de

### Advertising Representative:



**Dipl.-Betw. Uwe Nemeyer**

opti | project

Gesellschaft für Messe-, Medien- und

Eventplanung GmbH

Von-Imhoff-Weg 5

D-53359 Rheinbach, Germany

Phone: +49 (0)2226-909637

Fax: +49 (0)2226-909653

e-Mail: uwenemeyer@optiproject.de

www.optiproject.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 decep-

tion 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, does 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.