



Hardthöhen-KURIER

DAS MAGAZIN FÜR SOLDATEN UND WEHRTECHNIK



English • €

Media Kit 2025

MITTLER
REPORT



Contents

Hardthöhenkurier (HHK) – Print

HHK: Product Information	3
Circulation and Distribution	4
Editorial Schedule and Dates 2025	5
Advertising Sizes and Rates (€)	11
Technical Details	12
Advertising Sizes Details	11

www.hardthoehenkurier.de – Digital

www.hardthoehenkurier.de: Product Information	14
Digital Advertising: Sizes and Rates (€)	15

General Information

Points of Contact	16
Terms of Business	17



Hardthöhenkurier is a leading military magazine presenting current information and reports, finding itself as a connecting tool of the German Bundeswehr to the politics, defence industry and economy since 1984. It focuses on all developments concerning the Bundeswehr, reports on foreign missions as well as on current security policy and military issues in Germany, Europe and the world. In addition to Bundeswehr issues, the specialist editors and experts report on all the protagonists and security foci involved in Germany's public security.

Hardthöhenkurier is an accepted and highly honoured partner to the Leadership of German Ministry of Defence, politics, armed forces and of the readers of the magazine within and outside of German Bundeswehr. Because of this, the magazine is an important and efficient platform for companies and organizations which provide equipment or services to the armed forces and decision makers who are responsible for force protection and national public security.

Editor-in-Chief: Michael Horst, Col. (ret)

Deputy Editor-in-Chief: Stefan Axel Boes

Published by

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

Volume 41

Frequency: 6 times a year plus special issues

Language: German

The Hardthöhenkurier informs about the following topics:

- Bundeswehr, current operations
- Global security policy developments and their implications for the Bundeswehr
- Current procurement projects and the Procurement and in-service process in the Bundeswehr
- News from NATO Armed Forces, Defence Technology and Defence Industry
- On all subjects of information technology, digitalization and cyberspace
- Research and Technology
- New and further development of defence material
- Simulation and Training

The Hardthöhenkurier is distributed to:

- Members of German Bundestag, the political and military Leadership of German Ministry of Defence (Secretary of Defence, Undersecretaries and General Staff Officers),
- all German and foreign Defence Attaché Staffs,
- the soldiers of the Bundeswehr up to unit level stationed in and outside of Germany and in operations abroad,
- press offices of German Bundeswehr,
- procurement offices of the Bundeswehr,
- NATO HQ's and NATO procurement agencies,
- the German members of the EU Parliament as well as important EU institutions,
- professional institutions and interest associations,
- the UN Authorities in Germany,
- subscribers.

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 01/2025 – February

AD: 30/01/25 **CD:** 03/02/25 **PD:** 20/02/25

Bonus Distribution:

- 20-21 Jan DWT/SWG: Prospects for the Defense Industry in 2025
- 24-26 Feb EnforceTac
- 27 Feb-02Mar IWA Outdoor Classics
- 20 Mar AFCEA Bonn: Software Defined Defense – BMVg in follow-up dialog with industry
- 25-26 Mar DWT/SWG: Unmanned Systems X
- 29-30 Apr FKH: FKH Spring Symposium at the DEU/FRA Research Institute Saint-Louis

Focus: Reconnaissance and Infantry / Personal Equipment / Small Arms

Topics:

VIP Interviews

- Brigadier General Kay Brinkmann, CoS Eurocorps
- Former GM Wolfgang Köpke, President FKH
- Brigadier General Michael Matz, Commander of the Infantry School and General of the Infantry
- Brigadier General Marco Eggert, Commander Brigade 21
- Brigadier General Peter Richert, Reconnaissance and Effects Command
- Executive Vice President Patria Global Division

German Armed Forces

- Reconnaissance in space - Satellite programs for the Bundeswehr
- Small arms for the Bundeswehr - status and planning
- Next-generation reconnaissance vehicle - project status

- Material support for Ukraine - status and planning
- German Heron TP - equipment, armament and future operational area
- Underwater reconnaissance drone - status of the project
- The IdZ system - further development of the system components
- Reconnaissance capabilities for the Bundeswehr - plans and concepts
- Small arms projects in the Bundeswehr (troops and special forces)

German Army

- Reconnaissance domain - status including material planning / projects
- Status of the D-LBO armaments program from the perspective of the Army as the main user - current situation and developments
- Digitalization Dimension Land system center "from - via - to"
- Brigade 21 - the first "Medium Forces" brigade
- Telecommunications reconnaissance - current status, further development and requirements
- New generation reconnaissance vehicle - Army requirements
- Infantry school - capabilities, further development and requirements

German Airforce

- The reconnaissance capability of the Lw - status and requirements
- FCAS - status and plans

German Navy

- Naval reconnaissance assets - status, capabilities and requirements (including Poseidon P-8a, reconnaissance drones)
- Bundeswehr naval infantry - mission, experience and capabilities
- Seabed warfare - protection of critical maritime infrastructure

The Cyber and Information Domain Service

- The Reconnaissance and Effects Command - structure, capabilities (satellite-based imaging reconnaissance, telecommunications and electronic reconnaissance and electronic warfare) and further development
- EloKa in the LV/BV - status, current capabilities and further development

UstgKdo (San/ABC/FJg/Log)

- Redeployment MINUSMA
- Division 2025 - Bundeswehr logistics force in transition
- The electronic patient file - status and plans
- Multinational Medical Coordination Center - structure, tasks and experiences
- The institutes of the Medical Academy - Institute of Radiobiology and Institute of Radiology
- The future capability profile (LV/BV and IKM) of the medical service - capabilities and requirements

Operational Command of the Bundeswehr

(OpFüKdoBw)

- Structure and distribution of tasks

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 02/2025 – April

AD: 04/04/25 **CD: 07/04/25** **PD: 30/04/25**

Bonus Distribution:

29-30 Apr FKH: FKH Spring Symposium at the DEU/FRA
Research Institute Saint-Louis

27-28 May AFCEA Convention

Focus: Airmobile Land Forces Germany/ Netherlands

Topics:

VIP Interviews

- Lieutenant General Lutz Kohlhaus, Deputy Insp Lw
- Lieutenant General Gerald Funke,
Commander of the Bundeswehr Support Command
- Major General Dirk Faust, Kdr DSK
- Brigadier General Dr. Volker Bauersachs,
Kdr Helicopter Center
- Brigadier General Frank Grandia,
Kdr 11th Luftmobile Brigade
- Brigadier General Alexander Krone Kdr KSK
- Dr. Christian Marwitz, CDO BWI

German Armed Forces

- Rotary-wing aircraft for the Bw - status of the projects
- Airborne platform - project status
- Airmobile weapon carrier - status and planning
- Tiger combat helicopter - status and planning
- Protected fire support vehicles (GFF) and transport
- Vehicles (GTF) - needs, status, requirements, scheduling
- MGCS - status and planning from the
DEU/FRA project group
- R&T - innovation management and challenges

German Army

- The STF forces of the 10th PzDiv establish
operational readiness
- Parachute systems in the army - experiences and
requirements
- Multinationality in the Army - the Netherlands as an
integral part of the German Army
- The DSK - mission, capabilities, WE and requirements
- Specialized forces of the Army with EBG - capabilities,
further development and requirements
- The Special Forces Command - capabilities, WE and
requirements
- The Army's air mobility
- The Air Mobility Training and Exercise Center
(Ausb/ÜbZLbwglk)

German Air Force

- STH CH-47F - Status, training and military requirements
- A400M - Operational experience, training and
requirements

Navy

- Underwater naval warfare - capabilities and
requirements
- U 212CD - status and requirements
- Combat swimmers - special forces of the navy with
special capabilities

The Cyber and Information Domain Service

- Cloud - Status and update - Supply for the digital
battlefield: "Tailored" to the benefit
- IT-Zg MilEvakOp Wesel - structure, mission and
capabilities
- Military AI in weapon systems - further lessons from the
Ukraine war

UstgKdo (San/ABC/FJg/Log)

- The support area - mission, structure and challenges
- Digitization of land-based operations in the logistics of
the UstgBer
- NBC AbwUstg for light and airmobile forces - current
status and future plans
- Bundeswehr hospitals - mission-relevant core
competencies for care, capabilities and further
development
- Gun-mounted and unprotected medical vehicles
(wheeled and tracked) - status, planning and
requirements
- Bundeswehr rotorcraft in MedEvacMedical operations -
experiences and requirements

Operational Command of the Bundeswehr (OpFüKdoBw)

- Planning and deployment of special forces of the
Bundeswehr
- Cooperation with state commands and federal
authorities - current status and challenges

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 03/2025 – June

AD: 30/05/25 **CD: 02/06/25** **PD: 26/06/25**

Bonus Distribution:

24-26 Jun NATO-Gipfel Den Haag

Focus:UstgKdoBw/Abt Eins/Ustg SK

Topics:

VIP Interviews

- Surgeon General Nicole Schilling, Head of the Operational Readiness and Support Division at the BMVg
- Vice Admiral Frank Lenski, Commander of the Fleet and Support Forces and Deputy to the Chief of Naval Operations
- Lieutenant General Bernd Schütt, Commander of the Operational Command of the Bundeswehr
Frank Leidenberger, CEO BWI

Politics

- “New military service” - one year later

German Armed Forces

- News from the WIWeB - e.g. 5 FTD multiturn printing WTD 41 - Tasks and news
- Equipment projects for the army's medium forces Armored transport vehicles - project status
- Boxer family - increasing capabilities, project status and planning, retrofitting Boxer A2
- Mine warfare - a new challenge in the LV/BV
- Systems and obsolescence elimination (mine laying and mine clearance)
- Explosive ordnance clearance and disposal projects - status and planning
- Ustg (San/FJg/ABC defense/log) - status and planning
- Explosive ordnance defense/removal - planning and basics

German Army

Programme Subject to Modification

- Division 2025 - status and plans for personnel and material
- PzBrig 45 - Situation and work of the deployment staff
- Explosive ordnance disposal school - structure, tasks and capabilities
The International Helicopter Training Center - mission, structure and further development
- Equipment planning of the German Army
- The Army Air Defense Force - status and initial plans

Air Force

- Air Force weapon system logistics - capabilities for the operation of air force weapon systems
- C-130J - capabilities, operational experience and training
- Modernization of the existing fleet (Eurofighter, Tornado and A400M tanker)

German Navy

- Naval support forces - capabilities, projects and requirements
- Mine warfare and defense - status, capabilities and requirements

The Cyber and Information Domain Service

- Fusion-Cell (situation display in electronic space) - contribution to Division 2025
- Gamechanger: satellite communication - the role of SatCom on the digital battlefield
- The SARah satellites in action - three years in service

UstgKdo (San/ABC/FJg/Log)

- Germany in the overall defense from the perspective of the ZSanDstBw - necessity for new/adapted principles
- The Central Medical Service of the Bw - Cooperation in LogSysBw
- ZSanDstBw - Planning to increase cold-start capability and resilience

Operational Command of the Bundeswehr (OpFüKdoBw)

- Assignment and performance of tasks in peace/crisis/war

AFCEA Convention – Special Issue

AD: 16/06/25 **CD: 18/06/25** **PD: 07/07/25**

- 27/28 May 2025: AFCEA Convention

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 04/2025 – August

AD: 05/08/25 **CD: 08/08/25** **PD: 28/08/25**

Bonus Distribution:

- 11 Sep AFCEA: 17. Koblenzer IT-Tagung
- 2-3 Sep DWT/SGW: BWI Industry Days
- 22-24 Sep Marineworkshop
- 24-25 Sep FKH: FKH-Symposium mit AHEntwg

Focus: CIT/TSK CIR/ Space/ Personnel Topics:

VIP Interviews

- Lieutenant General Michael Vetter, Head of the Cyber and Information Technology (CIT) Department and Chief Information Officer (CIO) at the BMVg
- Vice Admiral Dr. Thomas Daum, Inspector of Cyber and Information Space
- Major General Heico Hübner, Kdr 1.PzDiv
- Colonel Olaf Tuneke, Head of the Artillery School and General of the Artillery Force
- Colonel Stephan Kurjahn, General of the Army Logistics Forces
- CEO RENK Group
- CEO Kärcher

German Armed Forces

- WTD 81 - Tasks and news
- ARROW - Status of the project
- Close and short-range protection
- Status of the NNbS/Skyranger projects on Boxer- Patriot - planning for modernization and new sensors
- D-LBO view of the demand deck - status and challenges
- Further development of the battle management system

- Modernization of the existing fleet (Eurofighter, Tornado and A400M tanker)
- Artillery systems in the future medium-range indirect fire system (ZukSysIndF)
- Status quo (MARS II, PzH2000, RCH, qFlgAbw equipment) Projects for NBC defense and protection - status quo
- M3 amphibious successor project (DEU/GBR) - status quo Bridge systems on wheeled vehicle carriers
- Project outline functional container & sample container IT workstation - project status
- Multi Domain Operations (MDO) and Software Defined Defense - status and planning
- Ground-based air defense - status and basics
- The Common Indirect Fire System, CIFS

German Army

- Army personnel - situation and demands on personnel recruitment
- Structural adjustments of the army for tactical command capability in the land dimension
- The artillery system and the importance of fire support in modern combat - current status, capabilities, new tasks, Weapon systems
- Modern ArtSys - weapon systems and requirements for artillery ammunition of the future
- Blocking and inhibiting movements (mine warfare) - core capabilities in the LV/BV
- Modern bridge systems for the army (mobile and fixed bridges, further development Amphibious bridge system) - Requirements and further development
- Threat from the air - anti-aircraft/air defense capabilities for land forces
- Support domain (Focus: EinsUstg) - status including material planning / projects
- The army logistics force - status, capabilities and further development

German Air Force

- Ground-based air defense - status, requirements and outlook
- The Arrow missile defense system - status, introduction, development and requirements
- Command and control capability/digitalization and AI in air defence - status and requirements
- Space Command - status and capabilities

German Navy

- Missile and drone defense of maritime systems - experiences and planning
- Digitalization in the TSK Navy

The Cyber and Information Domain Service

- The TSK CIR / Kdo CIR - experiences, future challenges and requirements
- CIR 2.0 project - status and WE
- Role of the reserve and the cyber reserve in the CIR
- Real support services of the CIR - armed forces in MDO operations

UstgKdo (San/ABC/Fjg/Log)

- Tactical drone deployment in the UstgBer LV/BV
- The UstgKr in the communications and information network, D-LBO, Command posts
- The special pioneers in LV/BV - deployment, systems, further development
- AirMedEvac - functionalities and capabilities of a "flying intensive care unit"
- Institute for Preventive Medicine of the German Armed Forces
- Specialist competence center IT SanDstBw - tasks and capabilities
- Digitization in the SanDstBw - reality and requirements

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 05/2025 – October

AD: 26/09/25 **CD:** 01/10/25 **PD:** 23/10/25

7- 9 Oct it-sa

5- 6 Nov FKH: Herbstsymposium FKH bei Rhode & Schwarz in München

Further development of land combat systems /

MGCS - Laser weapon systems for

Bw protection systems

Topics:

VIP Interviews

- Lieutenant General Gert Friedrich Nultsch, BMVg Planning Division
- Lieutenant General Ingo Gerhartz, Chief of Staff of the German Air Force
- Lieutenant General Alexander Sollfrank, Commanding General Operational Command of the Bundeswehr
- Major General Wolfgang Gäbelein, Head of the Bundeswehr Planning Office
- Lieutenant General Alfons Mais, Inspector of the Army
- Brigadier General Frank Pieper, Chief Digital Officer of the German Army for land-based operations
- Lieutenant General Thorsten Poschwatt, Kdr CAOC (Combined Air Operation Center)
- Colonel Andreas Kubitz, Kdr Cyber Security Center
- Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support Head of Directorate Combat (K)
- CEO HENSOLDT
- CEO KNDS (Germany)

German Armed Forces

- KPz Leopard 2 A7/A8, AX, EDF tanks, retrofit plan, harmonization,
- LEOBEN users, effects on logistics

Programme Subject to Modification

- The Leopard 2 A8 main battle tank - current status and new capabilities
- The MGCS project from the perspective of the requirement deck - status and planning
- Protection systems for land platforms - status and developments
- Wehrwissenschaftliches Institut für Schutztechnologien (WIS) - Tasks and current developments
- WTD 52 - Tasks and current developments
- KPz Leopard 2 project TROPHY
- Maritime Airborne Warfare System (MAWS) - Status of the program
- The Interactive Defense and Attack System for Submarines (IDAS) missile system - status of the project
- Endurance of the land forces in LV/BV
- Command posts for land-based operations project - status and planning
- Laser weapon projects in the Bundeswehr - status and planning
- Threat analysis/protection concept and future operating environment - status and planning

German Army

- Land combat - WE of the domain effect
- The Army in Multi-Domain Operations (MDO) - status and planning
- Conceptual planning for deployment and defense and drones - developments and requirements of the Army
- Drone defense - evaluation of the Ukraine war
- Artificial intelligence on the battlefield - results and requirements for increasing capabilities in land-based operations

German Air Force

- JAPCC (Joint Air Power Competence Centre) - structure, missions and current status
- Movement and close air support of infantry and SF with helicopters (HSG 64)

Navy

- Protection systems for maritime platforms above water - current experience and capabilities
- Interactive Defense and Attack System for Submarines (IDAS) - Requirements and planning of the future user
- Naval laser weapons - current status and planning

The Cyber and Information Domain Service

- Protection of IT systems and services in the field
- Cyber Security Center, structure, capabilities and further development

Ustg (San/ABC/FJg/Log)

- Military fire protection - status, further development and projects
- Protection of properties, facilities and critical infrastructure
- Future IT support for the Bundeswehr's logistical service provision
- Status and challenges in the UstgBer
- Equipment planning for the Bundeswehr's SanDst helicopters (HSG 64)

Editorial Schedule and Dates 2025

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

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

HHK 06/2025 – December

AD: 18/11/25 **CD:** 21/11/25 **PD:** 12/12/25

Bonus Distribution:

9-10 Dec DWT/SGW: Cyber Defence Conference 2025

Focus: Unmanned autonomous systems of all branches of the armed forces Navy - Electromagnetic weapon systems

Topics:

VIP Interviews

- Federal Office of Bundeswehr Equipment, Information Technology and In-Service Support Head of Directorate Directorate Sea

Politics

- 70 years of the Bundeswehr

NATO/International

- New Command Post Concept 2025 / Command Post 2025 (MN KdoOpFü)

German Armed Forces

- Status of frigate F125
- Status of U212CD
- Status of the standardization of the naval FüWES
- Autonomous systems in the Bundeswehr - planning and concepts
- Standing working group on clothing - status and planning
- Electromagnetic active systems - status and planning

German Army

- Unmanned systems in the German Army - conceptual requirements, status and requirements
- Telemaintenance - Support for complex damage to weapon systems

German Air Force

- HERON TP - status, capabilities and requirements
- Unmanned systems in the air force - deployment, status, planning and requirements

German Navy

- German Navy, target vision: Course 2035+ - status, capabilities and requirements for the LV/BV
- Unmanned systems in naval warfare - systems in use and future capabilities/requirements

The Cyber and Information Domain Service

- Unmanned autonomous systems in the TSK CIR - state of play, capabilities and requirements

Ustg (San/ABC/FJg/Log)

- Autonomous systems in the UstgBer - status and requirements
- Marine Emergency Rescue Center (MERZ) - status, experiences and new requirements
- Unmanned systems in the SanDstBw capability profile - requirements and planning

OpFüKdo

- Exercise planning - national and international

Size	Trim in mm*	Price in €, 4c • HHK
2/1 page (Panorama page)	420 x 297	8.760,-
1/1 page	210 x 297	4.610,-
1/2 vertical	105 x 297	2.700,-
1/2 horizontal	210 x 132	
1/3 vertical	72 x 297	1.740,-
1/3 horizontal	210 x 88	
1/4 vertical	115 x 132	1.540,-
1/4 horizontal	210 x 75	

Cover positions

Outside front (Cover)		7.090,-
Inside front		5.390,-
Inside back		5.270,-
Outside back		6.130,-

Marketing Report

per 1/1 page	210 x 297	2,180,-
--------------	-----------	---------

All rates + VAT, where applicable; agency discount: 15 %

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale. Surcharge for special colours: € 1,100

Important Information

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

For **more formats, flyers or supplements** and prices, please contact us.

Delivery of supplements not later than the advertising deadline to:

Mittler Report Verlag GmbH
Beethovenallee 21
53173 Bonn, Germany

Please see p. 16 for your **points of contact** on all questions **regarding advertising.**

Technical Details

Magazine size:	210 mm width, 297 mm height
Binding method:	Perfect bound (HHK)
Type area:	183 x 258 mm
Printing method:	Sheet feed 100 Grid
Copy material:	Digital advertising copy as PDF/X-4:2007 (print-optimised), EPS (with embedded fonts), 300 dpi tiff or jpg. Other file formats on request. If any open data are used, please enclose all used text and pictures. Each picture data has to be saved in CMYK-modus and should have a resolution of 300 dpi at a minimum, if the picture size is wished to be presented by 100%.
Colourformat:	ISO Coated v2 300 (ECI)
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.

Please see p. 16 for your **points of contact** on all questions **regarding advertising**.

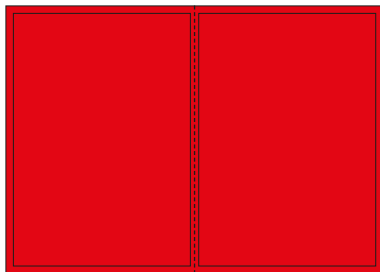
Advertising Sizes Details

Trimming edge for bleed advertisements:

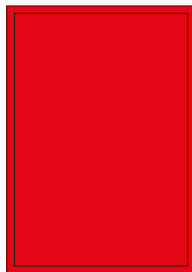
add 3 mm on each side

Due to technical reasons, it is necessary to ensure a special inner distance between text, logos and the trimming in case of adverts placed on tight pages of the magazine: **top, right side and the bottom at least 5 mm, left side 10 mm.**

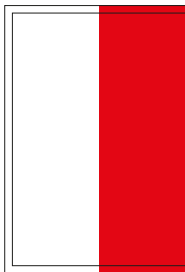
Formate: Width by Height in mm



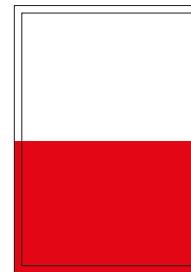
2/1 page (Panorama page)
420 x 297 mm



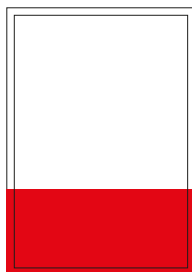
1/1 page
210 x 297 mm



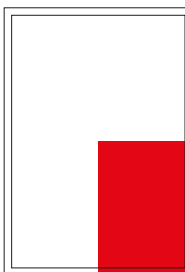
1/2 Spage vertical
105 x 297 mm



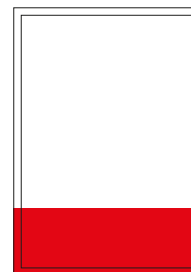
1/2 page horizontal
210 x 132 mm



1/3 page vertical
210 x 88 mm



1/4 page vertical
115 x 132 mm



1/4 page horizontal
210 x 75 mm



On **www.hardthoehenkurier.de** you can present your defence and security products, new technologies as well as services in an effective and targeted way by placing banners, company profiles, hyperlinks and embedded video clips.

With **www.hardthoehenkurier.de** you are always optimally oriented towards your customers and remain visible to your target group.

Banners: Strategically located banner positions are available on the homepage. Depending on the request, we may have to place the banners next to each other. The rotation is limited to two banners. Banner spaces are allocated on a first-come, first-served basis.

Volume Discount: Please ask for a volume discount if you purchase advertisements and a banner format.

Please see page 13 for more information on banner sizes and rates.

Please see p. 16 for your **points of contact** on all questions **regarding advertising.**

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.hardthoehenkurier.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.hardthoehenkurier.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 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	2 weeks	1 month
	€ 1,420	€ 2,030

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

All prices plus statutory VAT

Managing Director



Peter Tamm

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

Advertising Sales



Michael Menzer

Phone: +49 (0) 228 3500-866
m.menzer@mittler-report.de



Stephen Barnard

Phone: +49 (0)228-35008-86
s.barnard@mittler-report.de



Stephen Elliott

Phone: +49 (0)228-35008-72
s.elliott@mittler-report.de



Susanne Sinß

Phone: +49 (0)40-707080-310
s.sinss@hansa-online.de

Head of Sales

Publishing Director



Sylvia Fuhlich

Phone: +49-40-707080-250
s.fuhlich@koehler-mittler.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

REPORT

A Company of TAMMMEDIA

Mittler Report Verlag GmbH

Beethovenallee 21

D-53173 Bonn

Tel.: +49 (0)228-35008-70

Fax: +49 (0)228-35008-71

E-Mail: info@mittler-report.de

www.mittler-report.de

www.esut.de

www.euro-sd.com

www.hardthoehenkurier.de

www.marineforum.online

www.soldat-und-technik.de

www.magazine-the-european.com