



**Hardthöhen-
KURIER**
DAS MAGAZIN FÜR SOLDATEN UND WEHRTECHNIK



English • €

Rate card no. 40, effective 01 January 2026

Media Kit 2026

MITTLER
REPORT



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www.hardthoehenkurier.de – Digital

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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 forces 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 organisations which provide equipment or services to the armed forces and decision makers who are responsible for force protection and national public security.

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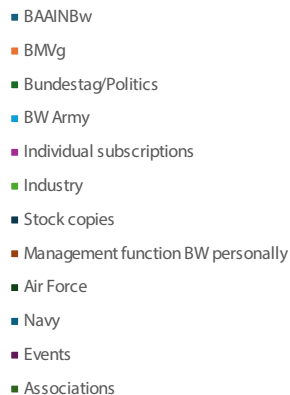
The Hardthöhenkurier informs about the following topics:

- 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 your key marketing platform for reaching procurement managers.

Circulation	
Total Circulation:	6,464
PDF Format:	150
Print Run:	6,314

Recipient Structure Print:



In addition to being distributed at Defence-related conventions and conferences, the Hardthöhenkurier is also delivered to:

- Members of German Bundestag, the political and military Leadership of German Ministry of Defence (Secretary of State for Defence, Under-Secretaries & 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 and
- Subscribers.

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

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

HHK 01/2026 – February

AD/CD: 23/01/26 PD: 20/02/26

Bonus Distribution:

Enforce Tac (23-25 Feb)

DWT – Compact I (24 Feb)

DWT – Applied Research for Defence and Security in Germany (03-05 Mar)

Focus: Training and Simulation

- Infantry/personal equipment/small arms
- Clothing

Further topics include:

German Armed Force

- War Games M&S and CD&E – benefits for military applications
- Small Arms Projects in the German Armed Forces
- R&T – innovation management and challenges
- Procurement in the 2026 Budget
- Simulators (land/air/sea)
- Accommodation during Bundeswehr deployment
- The future soldier system
- Next-generation reconnaissance vehicles

Army

- Target simulation sandscape
- Training in the army
- Army exercises
- Simulators for land systems
- Army combat simulation center
- Puma infantry fighting vehicle – Introduction to simulation-based training
- Infantry school
- Small Arms and anti-tank systems
- Clothing and personal equipment

Air Force

- Simulation in the Air Force
- Exercises in 2025/26 with the participation of the Air Force
- Aviation Law Tasks in the German Armed Forces Aviation Office – challenges in the certification of new Flying Weapon Systems

Navy

- Interactive Defence and Attack System for Submarines (IDAS)
- Simulation in Naval Training

The Bundeswehr Support Command (= *UstgKdo*)

- Simulation and Training in the Support Command
- The BwFuhrparkService GmbH system on the way to combat readiness
- BRBL25 – mobLogTr operations supporting Division 25 in the Baltic States
- The Logistics Battalion in the Combat Training Center
- The training facilities of the Bundeswehr Medical Service
- Use of innovative technologies in the Bundeswehr medical service
- School for CBRN Defence and Statutory Protection Tasks

The Bundeswehr Operational Command (= *OpFüKdo*)

- The Bundeswehr Operational Command

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HHK 02/2026 – April

AD/CD: 01/04/26 PD: 30/04/26

Bonus Distribution:

DWT – multi domain Operations III (28-29 April)

39th AFCEA Exhibition (12-13 May)

DWT – Energy Supply for the Armed Forces (27-28 May)

ILA (10-14 June)

Focus: Air Force/Air Defence

- flight and air Defence
- Ground-based air defence
- The Bundeswehr Operational Command (1 Year)

Further topics include:

Politics

- New Military Service: the first volunteers and future plans

German Armed Force

- Hypersonic Weapons
- Air Defence
- The Role of Industry in the Supply of Materials
- News from Eurofighter
- The Army Combat Training Center
- Modernisation of the existing fleet (Eurofighter, Tornado and A400M)
- Close and immediate area protection
- Patriot
- The IRIS-T Family
- ARROW

Army

- Combat readiness of the Land Forces
- The “new” Army Air Defence Force
- Conceptual Planning for the Deployment and Defence against Drones
- New Generation Reconnaissance Vehicle
- One Year of Homeland Security in the Army

Air Force

- Ground-based air defence
- Todendorf training center, IRIS-T SLM
- The German Federal Armed Forces Aviation Office
- Responsibility in the Air Dimension

Navy

- Missile and dorne defence for Maritime Systems
- The Naval Aviation Command

The Cyber and Information Domain Service

- Insights from modern Warfare for the Digitalisation of the German Armed Forces
- German Armed Forces Information Technology Services Command (= KdoIT-SBw)

The Bundeswehr Support Command (UstgKdo)

- Interview with the Deputy Commander of UstgKdo and Commander of the Bundeswehr Medical Service
- Patient Transport by land, air and sea
- LogSysBw on the Way to National and Collective Defence
- Stationary logistics facilities
- CBRN protection for flying systems

Editorial Schedule and Dates 2026

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HHK 03/2026 – June

AD/CD: 28/05/26 PD: 26/06/26

Focus: Leadership Domain

- Air Mobility
- Digital SK/CyberSi/Space
- Communication
- Electronic Warfare

including AFCEA Special Section

Further topics include:

Politics

- NATO Summit in Turkey?

German Armed Force

- Digitalisation of the German Armed Forces
- Multi-domain operations and software-defined defence
- Project “Command Posts for Ground Operations”
- Electromagnetic weapon systems
- Further Development of the Battle Management System
- D-LBO
- TaWAN, Communications Technology, and Carrier Vehicles
- WTD 81
- New Armoured Transport Vehicle
- News from WiWEB
- Protected command and control vehicles (GFF) and transport vehicles (GTF)
- Tiger combat helicopter
- Airborne Platform
- Air-mobile weapon carrier
- The light Combat Helicopter (ES 145)

Army

- The Domain of Leadership
- Multinationality in the Army
- The air mobility of the Army
- The air mobility Training and Exercise Center
- The International Helicopter Training Center
- The new Caracal Airborne Platform
- System Center for Digitalisation Dimension Land
- The 1st Armoured Division

Air Force

- Digitalisation and use of AI in the Air Force
- Leadership capabilities and AI in the Air Force

Navy

- Digitalisation
- Integration of the navy into MDO (Multi Domain Operations)

The Cyber and Information Domain Service

- The Cyber and Information Domain Service

The Bundeswehr Support Command

- Tactical command of operations by the Support Command
- Command capability of the mobile Units of the Support Command in collective defence
- The Electronic health record
- Digitalisation in the Medical Service
- MedEvacMedical Mission
- Digitalisation and use of AI in CBRN reconnaissance and evaluation
- The CBRN defence regiment 1 in Strausberg

The Bundeswehr Operational Command

- Operations in Command from a single source
- Cooperation with the Federal Ministry of Defence, State Commands, and Federal Authorities

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HHK 04/2026 – August

AD/CD: 31/07/26 PD: 28/08/26

Bonus Distribution:

SMM (01-04 Sep)

28th DWT Maritime Workshop (28-30 Sep)

Focus: Support Domain

- UAbtUstg (BMVg)/UstgKdoBw
- EinsUstg (San/FJg/CBRN/Log)
- Pi (explosive ordnance disposal/removal)

Further topics include:

Politics

- One Year of Peace Process in Ukraine?

German Armed Force

- The Bundeswehr Support Command (UstgKdo) in a new structure
- Explosive ordnance disposal/removal
- Endurance of the Land Forces in collective defence
- Equipment projects for the Medium Forces of the Army

Army

- The domain of support
- Clothing and personal equipment
- The Army Logistics Corps
- Drone defence
- The Explosive Ordnance Disposal School
- Conduct After Capture (CAC) – Training at the Special Operations Training Center

Air Force

- STH CH-47F
- The Franco-German Air Transport Squadron (Évreux)
- A400M
- The Air Force's Weapons System Logistics
- Modernization of the existing Fleet
- Continuing airworthiness management organisation (CAMO Bw)
- Military aviation and renewable energies

Navy

- Navy support forces
- Medium support unit (MUSe)

The Cyber and Information Domain Service

- Combat cloud
- Powerful and robust satellite communication of the Cyber and Information Domain Service
- Fusion Cell (Situation Display in electronic Space)

The Bundeswehr Support Command (UstgKdo)

- Maximum Increase in Operational Readiness through increased Material Operational Capability, Full Equipment and Digitization
- The Kdo SanEinsUstg
- CBRN support in collective defence
- Mobile logistics forces in transition
- Strengthening logistical sustainability

The Bundeswehr Operational Command (OpFüKdo)

- The Central Role of OpFüKdo in collective defence
- Further development of Germany as a hub

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HHK 05/2026 – October

AD/CD: 24/09/26 **PD:** 23/10/26

Bonus Distribution:

Euronaval (03-06 Nov)

39th SIPO (10-11 Dec)

Focus: Expansion of the German Armed Forces

- Combat Domain
- Special Forces/Specialized Forces
- Laser Weapon Systems for the German Armed Forces
- Protection Systems
- Mine warfare

Further topics include:

Politics

- German-Israeli Security for the German Navy's 124 Frigates

German Armed Force

- Growth of the German Armed Forces
- Land mobility strategy
- The Common Indirect Fire System (CIFS)
- Laser weapon projects in the German Armed Forces
- Threat analysis/protection concept and future operating environment
- WTD 52
- The Leopard 2 Battle Tank
- The Leopard 2 A8 Battle Tank
- Mortars – Future Short-Range Indirect Fire System
- WIS (Institute for Protection Technologies)
- The Puma Infantry Fighting Vehicle
- Protection Systems for Land Platforms
- The MGCS Project from the Perspective of the Requirements Manager

- Development of the Battle Tank Fleet – Leopard 2 A7/A8, AX, EDF Tanks, harmonisation of LEOBEN Users, Impact on Logistics
- Bridge systems on wheeled vehicle carriers amphibious M3 Successor project
- Status of Ozelot
- Mine warfare
- Procurement for Special and Specialized Forces

Army

- The Domain of Combat
- Combat Readiness of the Land Forces
- The Rapid Forces Division
- Parachute systems in the Army
- The Special Forces Command
- AGF 2 – The new reconnaissance and combat vehicle for special forces
- “Medium Forces” Brigade 21
- Modern bridge systems for the army
- The artillery system and the importance of fire support in modern combat
- Modern artillery systems
- The Leopard 2 A7A1 battle tank

Air Force

- Growth of the Air Force
- F-35 Lightning II
- Safety in military flight operations

Navy

- Growth of the Navy
- The Sea Battalion
- Seabed warfare – protection of critical maritime infrastructure
- Combat swimmers – Special forces of the navy with

special capabilities

- Mine warfare and defence
- Protection systems for maritime platforms above water
- Laser weapons of the Navy

The Cyber and Information Domain Service

- The Cyber and Information Domain Service deployment
- Electronic Warfare (EW) in the Cyber and Information Domain Service
- Cyber Operations Center (Reconnaissance/Effects)

The Bundeswehr Support Command (UstgKdo)

- Medical Support for special forces/specialised forces
- Protection of Mobile Medical Facilities
- Competence Center for Medical CBRN Protection
- Protection during combat under CBRN threat
- ABCAbwUstg for light and air-mobile forces

The Bundeswehr Operational Command (OpFüKdo)

- Planning, Command, and Deployment of the Bundeswehr special forces
- The C-IED/UxS Center

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HHK 06/2026 – December

AD/CD: 09/11/26 **PD:** 18/12/26

Bonus Distribution at various German industry-defence events - including the **22nd NATO-LCM Conference**.

Focus: Unmanned autonomous systems of all armed forces

- Current armament projects
- Explosive Ordnance Disposal/Removal
- Drone Warfare and Protection

Further topics include:

Politics

- Results of the Midterm Elections in the US

NATO/International

- New Command Post Concept 2025/Command Post 2025

German Armed Force

- Autonomous systems in the German Armed Forces (Land/Air/Sea)
- WiWEB Drone Innovation Lab
- Projects for explosive ordnance disposal and removal

Army

- Equipment planning for the German Army
- Unmanned systems (UxS) and loitering munitions in the German Army
- Explosive ordnance disposal/removal
- Tank Brigade 45
- The battle tank system of the future (MARTE, MGCS)

Air Force

- HERON TP
- Unmanned systems of the Air Force
- Drones in European/German Airspace

Navy

- Unmanned systems in Naval warfare
- Optimisation of Armament Processes

The Cyber and Information Domain Service

- Equipment and technology in the CIR
- UAVs in the CIR

The Bundeswehr Support Command (UstgKdo)

- Unmanned Systems in the UstgKdo
- Tactical Drone Deployment in the Support Area for Collective Defence
- Germany in overall defence from the perspective of the Medical Service of the Bundeswehr
- Equipment Planning in the UstgKdo
- Unmanned systems in the capability Profile of the Medical Service of the Bundeswehr
- Unmanned Systems in the capability Profile of the CBRN Forces of the Operational Command

The Bundeswehr Operational Command (OpFüKdo)

- Exercise planning – national and international
- New Command Post concept 2026/Command Post 2026

Size	Trim in mm*	Price in €, 4c • HHK
2/1 page (Full-page Spread)	420 x 297	9,000
1/1 page	210 x 297	4,750
1/2 vertical	105 x 297	2,800
1/2 horizontal	210 x 150	
1/3 vertical	72 x 297	1,800
1/3 horizontal	210 x 88	
1/4 vertical	115 x 150	1,600
1/4 horizontal	210 x 75	

Cover positions

Inside front		5,550
Inside back		5,400
Outside back		6,300

Marketing Report

per page	210 x 297	4,500
per following page	210 x 297	2,300

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

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

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale.

Magazine size:	210 mm width, 297 mm height
Binding method:	Perfect bound
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 to be presented at 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 printout.

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.

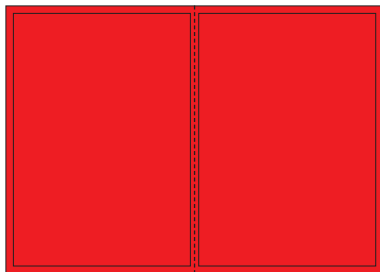
Advertising Sizes Details

Trimming edge for bleed advertisements:

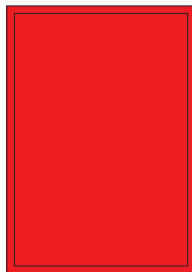
add 3 mm on each side

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.**

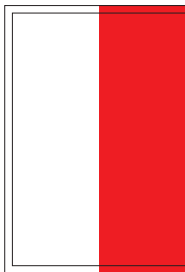
Formate: Width by height in mm



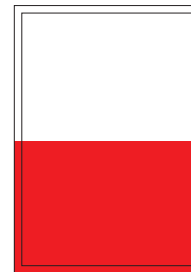
2/1 page (Full-page Spread)
420 x 297 mm



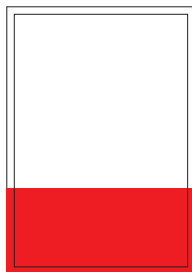
1/1 page
210 x 297 mm



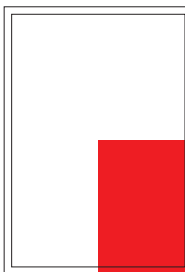
1/2 page vertical
105 x 297 mm



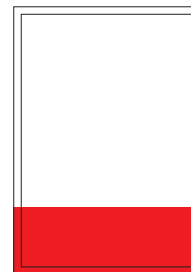
1/2 page horizontal
210 x 132 mm



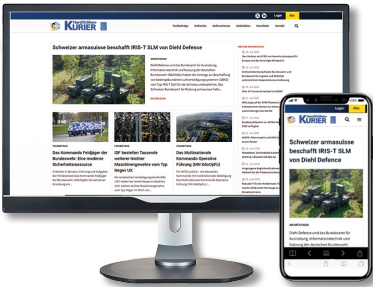
1/3 page vertical
210 x 88 mm



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.

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

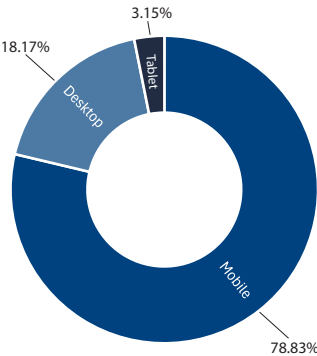
User Numbers

Active Users	46,045
Visits	70,393
Page Views	105,273

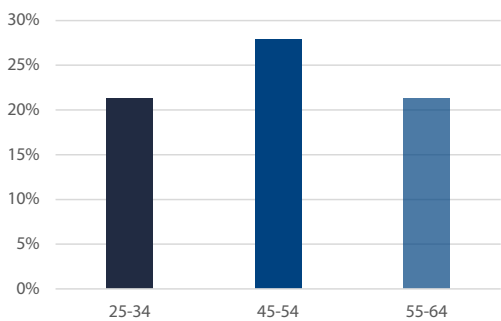
User Return Rate

daily	0.40%
weekly	0.60%
monthly	74.20%

User Distribution by Platform



Largest User Groups by Age



Average interaction time by user: 1m04s | Average interaction time by visit: 42s

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

Digital Advertising: Sizes and Rates (€)

Banner displays

Term:	1 month
Rotation:	During peak periods up to three different banners may be rotated on a single position.
File submission:	At least three working days prior to publication, by email to: t.liebe@mittler-report.de
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 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 one month, following which your content still remains accessible on the site via the link.

Your article will be marked as "Sponsored Content" on both the homepage and the subpage.

Sponsored Content	Duration	Price in €
	1 month	2,100

Start page



To ensure optimal display across all devices, please provide your banners in the two specified sizes.

- 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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