

MITTLER REPORT

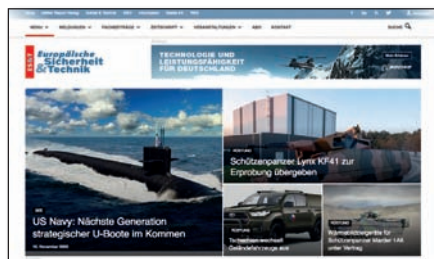
Media 2021

Digital Media Kit

Intelligence for the Intelligent



English

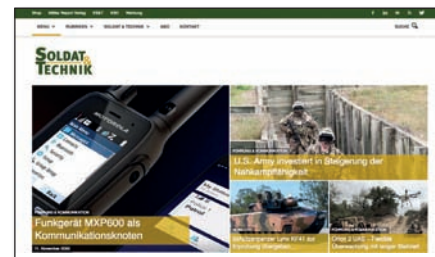
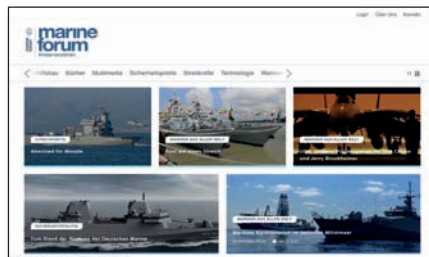
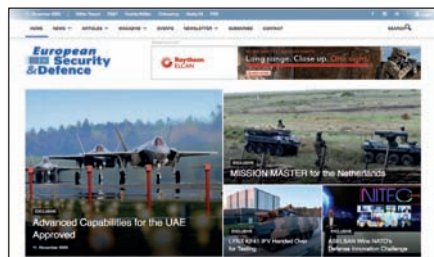


www.euro-sd.com

www.esut.de

www.marineforum.online

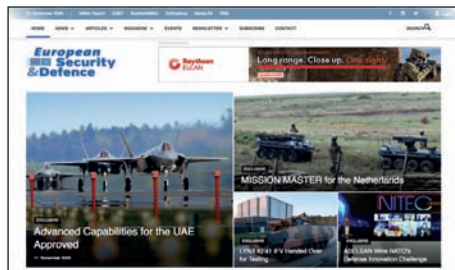
www.soldat-und-technik.de



Contents

www.euro-sd.com	3
Unique visitors, number of clicks, user profiles	
www.esut.de	5
Unique visitors, number of clicks, user profiles	
www.marineforum.online	7
user profiles	
www.soldat-und-technik.de	9
Unique visitors, number of clicks, user profiles	
Points of Contact	12





European Security & Defence (ESD) / Digital

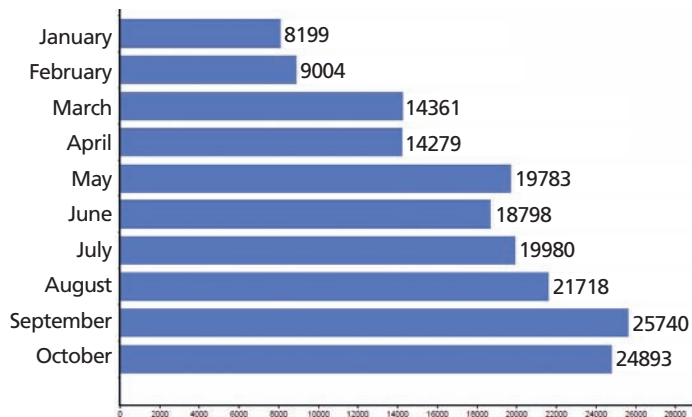
www.euro-sd.com



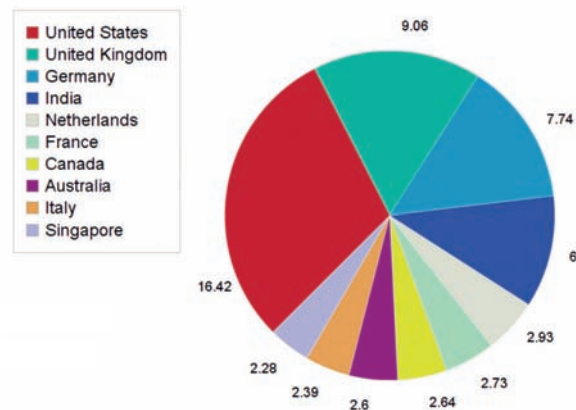
euro-sd.com is the website of the international magazine **EUROPEAN SECURITY & DEFENCE**.

It offers, supported by a global network of correspondents, news from politics, the armed forces, government organisations, industry, associations and scientific institutions, thus providing a meaningful and constantly updated complement to the expert articles published in print. Our online information service is currently free of charge, and the same applies to the e-paper version of the journal, which is also offered on the website.

Unique visitors 2020



Geographical Breakdown, Top Ten (by percentage)



euro-sd.com / Digital Advertising

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: waldemar.geiger@mittler-report.de
Technical details:	JPEG, GIF, HTML5 or 3 rd Party Tag. File size: 512 Kb max.

Sponsored Content / Marketing Reports

Present your content in an editorial format on www.euro-sd.com. Draw extra attention to your expert information to reinforce your classical advertising message.

How it Works

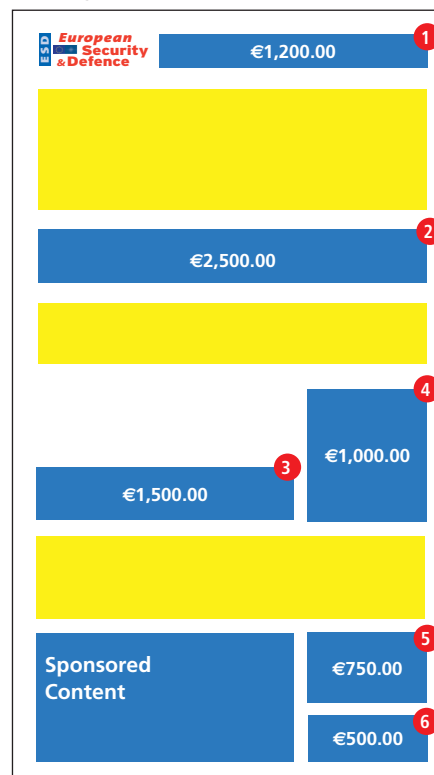
You provide the contents (text + images + video). We take care of the implementation. You will be provided your own online news post with teaser and photo on the homepage (www.euro-sd.com) and below each news item in the "News" section. A link directs visitors to the landing page with your article. This page is provided for the duration of either two weeks or one month, following which your content still remains accessible on the site via the link.

Post (home page) and content (landing page) are designated "Sponsored Content".

Term	2 weeks	1 month
	€1,750.00	€2,500.00
Special rates:	€1,000.00	€1,500.00

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of **EUROPEAN SECURITY & DEFENCE**.)

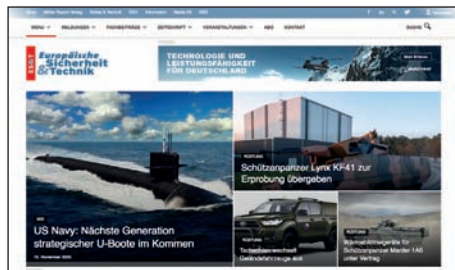
Start page



- 1 **Leaderboard**
728 x 150 Pixel
- 2 **Wide Banner**
1.068 x 200 Pixel
- 3 **Full Size Banner**
696 x 250 Pixel
- 4 **Large Rectangle**
325 x 500 Pixel
- 5 **Medium Rectangle**
325 x 300 Pixel
- 6 **Small Rectangle**
325 x 200 Pixel

Europäische Sicherheit & Technik (ES&T) / Digital

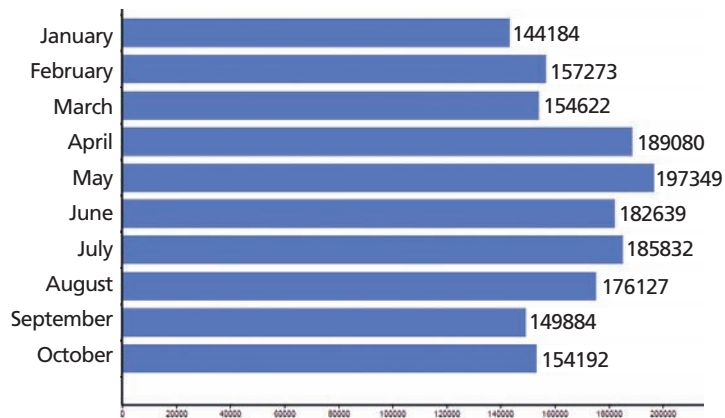
www.esut.de



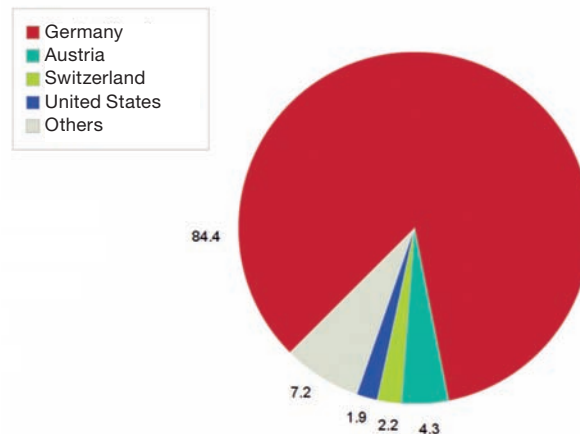
The website **www.esut.de** is the digital counterpart to the Europäische Sicherheit & Technik magazine in print and offers daily updated news on security policy, the armed forces and defence technology. Since its launch in December 2018, **www.esut.de** has established itself as the leading online medium on security policy and defence technology issues in Germany.

The portal offers readers from public administration, industry, politics and the armed forces a combination of freely accessible news and paid specialist articles and analyses from the fields of security policy, the armed forces, defence technology and the defence industry.

Unique visitors 2020



Geographical Breakdown (percentage figures)



Banner displays

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How it Works

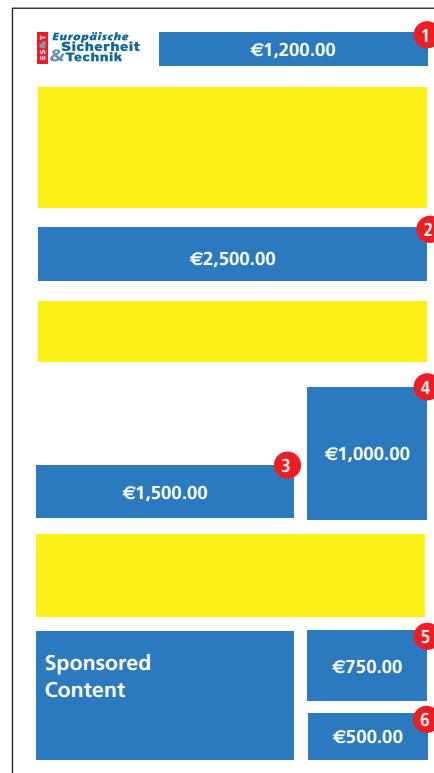
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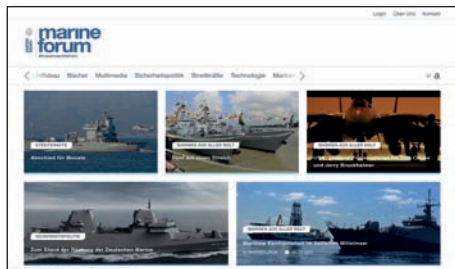
Term	2 weeks	1 month
	€1,750.00	€2,500.00
Special rates:	€1,000.00	€1,500.00

(Special rates apply to the parallel publication of the Marketing Report in the concurrent print edition of Europäische Sicherheit & Technik)

Start page



- 1 Leaderboard**
728 x 150 Pixel
- 2 Wide Banner**
1.068 x 200 Pixel
- 3 Full Size Banner**
696 x 250 Pixel
- 4 Large Rectangle**
325 x 500 Pixel
- 5 Medium Rectangle**
325 x 300 Pixel
- 6 Small Rectangle**
325 x 200 Pixel



MarineForum Online

www.marineforum.online



Under the responsibility of the German Maritime Institute (DMI), **MarineForum Online** is the German-language platform for maritime news from the areas of security policy, technology and armed forces. The website complements and assesses the topics dealt with in MarineForum, the trade magazine published ten times a year, providing information updates on a daily basis. The unique interaction of the two publication channels contributes with expertise and discourse to the shaping of opinion among politicians, the armed forces and the maritime industry.

MarineForum Online – Sponsorship Packages

Admiral

- 12x Banner Ad (any size)
- 8x Sponsored Content
- 1x Company Portrait

Enhance your company's visibility on MarineForum Online as an **Admiral Sponsor for 12 months.**

€15,000*

Captain

- 8x Banner Ad (any size)
- 5x Sponsored Content
- 1x Company Portrait

Enhance your company's visibility on MarineForum Online as a **Captain Sponsor for 12 months.**

€10,000*

Lieutenant Commander

- 5x Banner Ad (any size)
- 3x Sponsored Content

Enhance your company's visibility on MarineForum Online as a **Lieutenant Commander Sponsor for 12 months.**

€6,000*

* No agency commissions are applicable to sponsorship packages. All prices plus statutory VAT.

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Present your content in an editorial format on www.marineforum.online. Draw extra attention to your expert information to reinforce your classical advertising message.

How it Works

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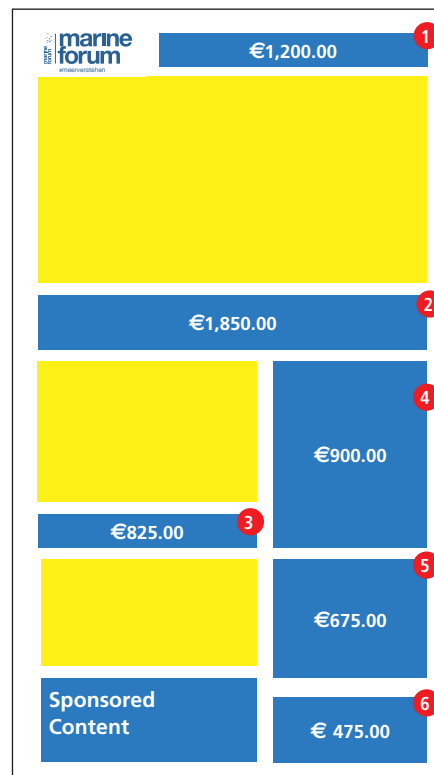
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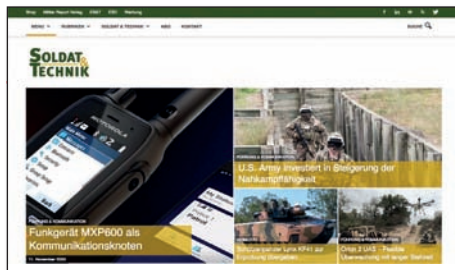
MarineForum – Combined Offer Print/Digital

For your booking in the print issue of MarineForum, we apply a discount of 25% on any additional online format (banner advertisements and sponsored content).

Start page



- 1 Leaderboard**
728 x 93 Pixel
- 2 Wide Banner**
1.068 x 200 Pixel
- 3 Full Size Banner**
696 x 90 Pixel
- 4 Large Rectangle**
325 x 500 Pixel
- 5 Medium Rectangle**
325 x 250 Pixel
- 6 Small Rectangle**
325 x 125 Pixel



Soldat & Technik (S&T) / Digital

www.soldat-und-technik.de

SOLDAT & TECHNIK

SI VIS PACEM, PARA BELLUM

Since its launch in August 2020, **www.soldat-und-technik.de** has established itself as one of the leading specialist information portals for defence technology and defence policy topics in the German-speaking world. Within eight weeks of its launch, **www.soldat-und-technik.de** had amassed a growing readership of 80,000 unique users.

www.soldat-und-technik.de is a German-language online information platform with an international focus on topics related to infantry operations. The service is dedicated to infantrymen or dismounted single combat riflemen and their weaponry, equipment, training and employment.

www.soldat-und-technik.de provides expert information and news on:

- Infantry forces of all services including amphibious forces and armoured infantry
- Special forces
- Dismounted reconnaissance, including observation and designation resources
- Weaponry, including small arms, long guns, portable mortar and anti-tank weapons, ammunition, training
- Clothing and personal equipment: current and future
- Optics/optronics and signature management (visual / RF / EMS)
- Command, control and communication equipment
- Training, including medical and survival

soldat-und-technik.de / Digital Advertising

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	€1,000.00	€1,500.00

Start page

The diagram illustrates the layout of the start page with various advertising positions. The positions are numbered 1 through 3, corresponding to the legend on the right. Position 1 is a Leaderboard ad (728 x 150 Pixel) at the top right. Position 2 is a Wide Banner ad (1.068 x 300 Pixel) below the leaderboard. Position 3 is a Rectangle Banner ad (500 x 300 Pixel) below the wide banner. The layout also includes a large yellow rectangle below the wide banner, two side-by-side rectangle banner ads (€600.00 each) below the yellow rectangle, and a large blue rectangle labeled 'Sponsored Content' at the bottom.

- 1 Leaderboard**
728 x 150 Pixel
- 2 Wide Banner**
1.068 x 300 Pixel
- 3 Rectangle Banner**
500 x 300 Pixel

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MITTLER REPORT

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