

IT-Report 2026

Editorial Deadline
02/04/2026

Reservation Deadline/Advertising Copy Deadline
08/04/2026

Publication Date
07/04/2026

IT Report 2026 – Information and Communication Technology in Focus

The IT Report 2026 is published annually for the AFCEA Trade Exhibition (12–13 May 2026, World Conference Center Bonn) and provides an up-to-date overview of technologies and developments in information and communication technology (ICT). The focus is on applications that support the command and operational effectiveness of the armed forces within the framework of national and collective defense.



Contents

- Digitalization across all branches of the armed forces, with a focus on land-based operations
- Software Defined Defence
- Use of Artificial Intelligence (AI) across all domains
- Multi-Domain Operations
- Simulation technologies
- Cloud solutions
- Electronic / electromagnetic warfare
- Other relevant aspects of military ICT

Target Groups and Distribution

- Federal Ministry of Defence
- Offices and higher command authorities of the Bundeswehr
- Decision makers in politics, the military, administration and industry
- Decision makers in relevant NATO and EU institutions
- Special distribution list to cover trade shows and conventions (AFCEA trade fair, it-sa, DWT forums)

For further information on advertising sizes and rates please see page 2.

Programme Subject to Modification

Advertising Sizes and Rates

Rate card no. 15, effective 01 January 2026

Size	Printing area in mm	Trim in mm*	Price in €, 4c • DTR	Price in US\$, 4c • DTR
2/1 page	376 x 248	420 x 297	13,600	16,000
1/1 page	176 x 257	210 x 297	6,900	8,000
2/3 vertical	115 x 257	135 x 297	5,250	6,200
2/3 horizontal	176 x 170	210 x 190		
1/2 vertical	85 x 257	106 x 297	3,950	4,600
1/2 horizontal	176 x 126	210 x 150		
1/3 vertical	55 x 257	72 x 297	2,700	3,200
1/3 horizontal	176 x 80	210 x 99		
1/4 vertical	85 x 126	97 x 143	2,150	2,250
1/4 horizontal	176 x 60	208 x 84		

Cover positions

Inside front			7,650	9,200
Inside back			7,400	8,800
Outside back			7,700	9,100

All rates + VAT, where applicable.

* Add 3 mm trimming edge on each edge.

Circulation: 7,000

Marketing Reports

Stand-alone Marketing Report (no ad, minimum two pages):

- Price for the first two pages: € 6,800 / US\$ 7,900
- From the third page: € 3,600 / US\$ 3,900 per page

Size per page: approx. 3,600 characters (incl. blank spaces) and two pictures.

Please send the material to the publisher until editorial deadline (02/04/2026).

Our Services

- Editing/proofreading of the manuscripts
- Image processing
- Professional layout
- Approval process in cooperation with the client

Advertisers will receive 15 copies of the issue free of charge. Additional copies can be ordered:

- Up to 50 copies – copy price: € 8.50 / US\$ 9.50
- 51 and more copies – copy price: € 6.50 / US\$ 7.50

All rates + VAT, where applicable.

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