

European Security & Defence

03/2017 - May media update

Reservation Deadline
19 April 2017

Copy Deadline
21 April 2017

Publication Date
02 May 2017

Bonus Distribution:



Technology Focus:
Underwater Warfare - Platforms, Weapons, Sensors
To mark UDT 2017 this series of articles considers state-of-the-art technologies in underwater warfare applications including submarine operations, ASW, mine warfare, underwater communication, UUV technologies and more. The Technology Focus is complemented by an interview with the UDT 2017 Conference Chairman.



The Turkish BMD Requirement
Like several of the country's European allies Turkey has identified the need to develop a ballistic missile defence capability and is actively evaluating respective materiel options from international bidders and providers. The article presents a survey of the systems under consideration.



Tank Gun Ammunition Update
Whereas significant efforts have been undertaken to improve the protection of AFVs and MBTs, the lack of continued munitions development for the 120mm calibre might constitute a problem in the not too distant future. A look at calibres and ammunition concepts.

Helicopter Armament Options
The premier objectives of combat helicopters include close air support and anti-armour engagements with air-to-ground weapons, whereas air-to-air weaponry is usually used for self-defence. This article looks at the various options for helicopter weaponry, from guided missiles and unguided rockets to automatic cannons and door gunner variants.



On-Board Computers for Military Vehicles
The effectiveness and interoperability of military vehicles depends on the integrated operation of numerous subsystems and components, featuring control and communication functions under the control of the vehicle's board computer. Concepts, systems and developments.



Country Focus: Defence and Security in ITALY
In ESD's series of country portraits of European and friendly nations this issue will feature Italy's

- Defence Policy
- Armed Forces: Challenges and Missions
- Procurement Structures and Programmes
- Defence Industrial Base



Realism in Training
The training doctrines of many western forces prescribe closeness to reality as an indispensable prerequisite for the accomplishment of the training mission. The article considers various technologies implemented to provide realistic training scenarios.

Urban Warfare
MOUT (Military Operation in Urban Terrain) is among the crucial elements of the capability portfolio of modern infantry forces and based on dedicated principles, operational patterns and equipment items. Doug Richardson assesses the state-of-the-art.



Canadian Armament Programmes
Canada has launched a massive defence modernisation effort. Programmes include the Canadian Surface Combatant, F/A-18 replacement, LEOPARD II family acquisition, LAV III upgrade, Joint Support Vessel, CH-148 CYCLONE maritime helicopter, Tactical Armoured Patrol Vehicle, and more. A survey.

Littoral Combat Ship Programme Status Report
With two design variants, namely the FREEDOM and the INDEPENDENCE Class, the U.S. Navy's Littoral Combat Ship programme is to deliver 26 frigate-sized fast surface combatants laid out for operations in the littorals.



Other subjects include:

- Anti-Submarine Warfare
- Mine Countermeasure Vessels

Programme Subject to Modification

**MITTLER
REPORT**

Mittler Report Verlag GmbH
Baunscheidtstr. 11 • 53113 Bonn, Germany
Phone: +49 (0)228-35008-70 • Fax: +49 (0)228-35008-71
Email: info@mittler-report.de
www.mittler-report.de



European Security & Defence (ESD)

“European Security & Defence” (ESD) addresses an international readership in more than 100 countries with aspects of European defence and security policy, the armed forces, 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 8 times in 2017 with an additional special issue addressing the subject of “Defence Procurement in Germany”. Since January 2015, ESD has been accompanied by “ESD Spotlight”, a fortnightly online newsletter in English.

In terms of readership ESD reaches broadly 25% industry, 60% military and 15% “other” categories, and within those categories is most frequently received (initially) in the Major-to-2-Star General (or equivalent) bracket. The pass-along rate is assessed as being between 5 and 7 readers per copy.

Distribution

Circulation: 14,515

ESD is also available in e-paper format

Readership Profile

- 11% – Politics: Members of Parliament, delegates of parliamentary committees relevant for defence and armament, embassies
- 22% – Multi-national defence organisations, MoDs and subordinate offices, defence procurement authorities and agencies
- 32% – Armed forces: land forces, air forces, naval forces, joint/support services
- 10% – Academia, scientific organisations, research institutes
- 25% – Industry: companies and associations

Core distribution, including E-paper subscribers: 7,097

Belgium incl. NATO: 1023
France: 525
Germany: 909
Italy: 460
Poland: 641
Spain: 513
The Netherlands: 593
Turkey: 683
United Kingdom: 882
USA: 918

Czech Republic: 314
Denmark: 437
Finland: 176
Georgia: 132
Greece: 159
Hungary: 101
India: 147
Ireland: 166
Israel: 302
Malaysia: 131
Norway: 413
Portugal: 166
Russian Federation: 186
Serbia: 134
Singapore: 132
Slovakia: 103
Slovenia: 102
Sweden: 458
Switzerland: 367
Thailand: 121
UAE: 176
Ukraine: 145

Additional distribution print / E-paper edition: 1,958

Albania: 19
Algeria: 25
Argentina: 23
Brunei: 8
Bulgaria: 41
Chile: 32
China (PRC): 68
Colombia: 51
Ecuador: 12
Egypt: 74
Estonia: 91
Indonesia: 83
Jordan: 72
Kazakhstan: 17
Korea (RoK): 53
Kuwait: 78
Latvia: 32
Luxembourg: 22
Macedonia: 12
Mexico: 17
Montenegro: 19
Morocco: 21
Namibia: 9

New Zealand: 14
Nigeria: 29
Oman: 31
Pakistan: 45
Paraguay: 12
Peru: 30
Philippines: 72
Qatar: 48
Romania: 43
Saudi Arabia: 37
South Africa: 44
Thailand: 121
Tunisia: 37
Uruguay: 12
Vietnam: 15

Unspecified Europe: 73
Unspecified N America: 28
Unspecified S America: 45
Unspecified Middle East: 32
Unspecified Asia: 86
Unspecified Australia: 33
Unspecified Africa: 93
Unspecified: 79

This breakdown does not consider inspection, voucher or promotional copies for bonus distribution at e.g. exhibitions and conferences.

All rights are reserved, and changes will be made without prior notification.



Advertising Sizes and Rates

Rate card no. 6, effective 01 January 2017

European Security & Defence

Size	Printing area in mm	Bleed in mm*	Price in € b/w	2-c**)	3-c**)	4-c**)
2/1 page			8,360	9,120	9,880	10,830
1/1 page	176 x 257	210 x 297	4,400	4,800	5,200	5,700
2/3 vertical 2/3 horizontal	115 x 257 176 x 170	135 x 257 210 x 190	3,234	3,518	3,800	4,150
Junior Page	148 x 210		3,234	3,518	3,800	4,150
1/2 vertical 1/2 horizontal	85 x 257 176 x 126	106 x 297 210 x 150	2,420	2,640	2,860	3,100
1/3 vertical 1/3 horizontal	55 x 257 176 x 80	72 x 297 210 x 99	1,630	1,790	1,950	2,100
1/4 vertical 1/4 horizontal	85 x 126 176 x 60		1,325	1,450	1,575	1,700

Cover positions

Inside front						6,100
Outside back						6,100

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:	2 ads and more	3%
	4 ads and more	7%
	6 ads and more	12%

Marketing Reports: € 3,800 per page. Details on request.