

# European Security & Defence

# 06/2017 - September media update

Reservation Deadline  
30 August 2017

Copy Deadline  
01 September 2017

Publication Date  
11 September 2017

Bonus Distribution:



## Technology Focus: Communications - Systems and Peripherals



Despite global availability of the Internet and cellular networks tactical radios are still the systems of choice, although command support is increasingly provided by smart devices (smart phones, phablets, tablets, etc.). In a series of articles this close-up looks at the status of the technology and introduces trends and tendencies.

## Armoured Ambulances

Armoured ambulances today are operated in weight classes ranging from 7 to almost 30 tons and comprising 4x4, 6x6, 8x8 and tracked vehicles. This article presents contemporary designs.



## Vehicle Protection in MOUT Environments



Operations in urban terrain bring along dedicated requirements for the vehicles deployed. This article looks at the scope of threats and solutions as currently on offer.

## Defence Industry in Switzerland



Small but capable - Swiss defence and the Swiss industrial base reviewed according to capabilities and capacities.

## Other subjects include:

- European MALE Requirements
- Defence Industry in Ukraine
- Type 26 Programme Update

## The Flash The online Show Daily at DSEI 2017

Published in PDF format and distributed by email to the entire readership of **ESD Spotlight** (more than 18,000 subscribers) on 11, 12, 13 and 14 September, **The Flash** will provide comprehensive coverage of DSEI 2017.

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](mailto:info@mittler-report.de)  
[www.mittler-report.de](http://www.mittler-report.de)



## Country Focus: Defence Procurement in the UNITED KINGDOM

The United Kingdom will make defence materiel investments in the amount of some £178 billion over the next ten years. In a series of articles, analyses and VIP interviews ESD assesses the UK defence posture and capabilities including the CHALLENGER II upgrade and the Mechanised Infantry Vehicle (MIV) programme.

## Naval Ships at DSEI

A detailed introduction to the naval units present at DSEI 2017.



## RHIBs - Missions, Designs, Equipment



The task spectrum of RHIBs (Rigid Hull Inflatable Boats) includes boarding operations, combat missions, landing ashore, quick SAR and evacuation and rescue deployments. The article looks at designs, missions and international programmes.

## LTTV Programme in Belgium

The General Direction for Material Resources at the Belgian Ministry of Defence has invited bids for 199 Light Troop Transport vehicle (LTTV) standard platforms, 175 mission modules, ballistic protection kits and related armament. The article looks at the details of the requirement and the further schedule of the programme.



## Infantry Support Weapons

A review of direct fire infantry support weapons.

## Gun/Rocket Artillery Systems Update



As a result from the changed political environment in Eastern Europe many Western nations are re-focusing their capability efforts on conventional warfare. The article considers current artillery procurement and modernisation programmes in NATO.

Programme Subject to Modification



# 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	115 x 257	135 x 257	3,234	3,518	3,800	4,150
2/3 horizontal	176 x 170	210 x 190				
Junior Page	148 x 210		3,234	3,518	3,800	4,150
1/2 vertical	85 x 257	106 x 297	2,420	2,640	2,860	3,100
1/2 horizontal	176 x 126	210 x 150				
1/3 vertical	55 x 257	72 x 297	1,630	1,790	1,950	2,100
1/3 horizontal	176 x 80	210 x 99				
1/4 vertical	85 x 126		1,325	1,450	1,575	1,700
1/4 horizontal	176 x 60					

### 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.