

Mönch

Media 2010

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wt **wehr
technik**

The extended international deployment of the Bundeswehr is the driving force for intensified collaboration with friendly Armed Forces and the international defence industry. A growing involvement in anti-terrorism campaigns will enhance additional qualified co-operation with national and international security forces.

wehrtechnik is an independent German-language defence magazine with the main circulation in Germany, Austria and Switzerland.

wehrtechnik is a well accepted platform for users of military equipment and opinion leaders.

wehrtechnik is the preferred information vehicle for the defence industry.

wehrtechnik is the chat room for current and future demands of all services: Army, Navy, Air Force, Joint Support Service, Medical Corps.

wehrtechnik is the reliable connecting link to research and development establishments.

wehrtechnik is a unique speaking tube for the entire defence procurement administration.

Distribution analysis

Federal Republic of Germany 83.5%
Foreign Countries Europe 16.3%
Foreign Countries non Europe 0.2%

Circulation analysis

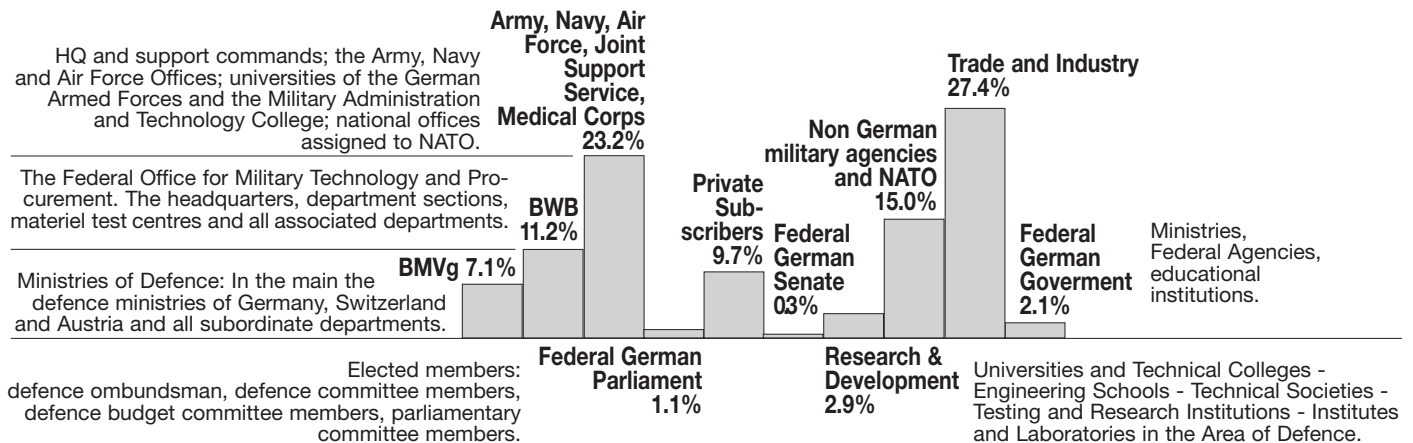
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Copies per issue
(yearly average)

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Magazine Size: 285mm high by 210 mm wide
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 291 mm high by 213 mm wide incl. space
 Double bleed page for cutting
 291 mm high by 426 mm wide
 Double page spread
 256 mm high by 396 mm wide
 Two half pages across gutter
 126 mm high by 396 mm wide

Advertisement Sizes:	Size	Height	by	Width mm
	2/1 pages	256 mm	by	396 mm
	full page	256 mm	by	185 mm
	3/4 page	256 mm	by	138 mm/ 192 by 185
	2/3 page	256 mm	by	122 mm/ 170 by 185
	junior page	185 mm	by	126 mm
	1/2 page	256 mm	by	90 mm/ 126 by 185
	2/2 page	126 mm	by	396 mm
	1/3 page	256 mm	by	62 mm/ 85 by 185
	1/4 page	126 mm	by	90 mm/ 62 by 185
	1/8 page	62 mm	by	90 mm/ 43 by 126/ 29 by 185

Covers:
 2nd cover
 3rd cover
 4th cover

Surcharges:
 Special Colour:
 Special Size:
 Special Position:
 Box Fee:

Discounts:
 These are applicable to individual companies for individual titles, not to companies grouped under a single representative, or across multiple titles. (2010 calendar year only)

2 ads	3%
4 ads or 3 pages	7%
6 ads or 5 pages	10%
more than 6 ads or 5 pages	15%
Employment advertising:	10%

Size:	b/w	2-c	3-c	4-c
2/1				
1/1				
3/4				
2/3				
Junior / Island				
1/2				
2/2				
1/3				
1/4				
1/8				

Subject: Defence technology, aerospace, defence economics and policies, logistics

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Special Conditions: IBAN: DE60 3805 0000 0031 0136 67
 1. A one-off charge of US \$350 will be applied for minor amendments to advertising copy (e.g. Exhibition "flashes", spelling corrections).

Basic type: Helvetica 9/10
Printing specifications: Offset to 120 screen for b/w ads
 Offset to 150 screen for colour ads
Colours: European Scale, otherwise special colour surcharge

Printing material: Please observe the details provided on the attached sheet DATA FORMATS, DATA CARRIER, ISDN TRANSFER. For colour advertisements proof scales are required - otherwise the publisher cannot be held responsible for the publishing results based on copy material supplied in electronic form. Proof sheets will not be provided.

Miscellaneous: The Mönch Publishing Group reserves in principle the right to accept advertisements, alter text, publish and change advertisements. Competitors cannot be excluded. Colour, as well as b/w films produced upon order of the client and translations will be invoiced at production costs. We cannot accept liability for errors in translation as we provide this only as a special service to the client. Advertisements may be cancelled up to the closing date for reservations, colour advertisements until 14 days before closing date for reservations. Cover pages may not be cancelled.
Competency: City of Bonn (Germany)
 Sales tax will be additionally billed.



Editorial Programme WEHRTECHNIK 2010

AD = Advertising Reservation Deadline / AC = Advertising Copy Deadline / PD = Publication Date

I/2010

AD: 12 Feb 2010
AC: 18 Feb 2010
PD: 02 Mar 2010

- Combat Engineers
- Command Information System of the German Army
- Future Soldier Expanded System (IdZ-ES)
- The Proof of the RECCE TORNADO in Afghanistan – Integration in the NATO Structure, Evaluation of Mission Results, Qualification of the Sensors
- Frigate F125
- Navy Helicopters
- Command and Control for the German Armed Forces in Operations – Situation and Forecast
- The Strategic Reconnaissance Command

Bonus Distribution:

DWT Congress “Modelling and Simulation”, Bonn-Bad Godesberg / Germany, 10-11 March
DWT Congress, “Research & Technology in the German Armed Forces”, Bonn-Bad Godesberg / Germany, 13-14 April
DWT Annual Convention, Bonn-Bad Godesberg / Germany, 22 April

IV/2010

AD: 05 Aug 2010
AC: 11 Aug 2010
PD: 23 Aug 2010

- The Army Combat Support Brigade
- The Field Camp of the German Armed Forces in Kunduz
- Division Air Mobile Operations (DLO)
- Tanker Operations of the German Air Force Today and in the Future – Demands, Systems, Training
- The Naval Arsenal
- EAGLE IV Medical Service Version
- Federal Office of Defence Technology and Procurement (BWB) – Procurement Programmes
- Night Vision Technologies – Where are we today?

Bonus Distribution:

MSPO, Kielce / Poland, 6-9 September
SMM, Hamburg / Germany, 7-9 September
DWT Congress, “Logistic of the German Armed Forces in the Transformation Process”, Bonn-Bad Godesberg / Germany, 21-22 September
DEFENDORY, Athens / Greece, 5-9 October

II/2010

AD: 15 Apr 2010
AC: 20 Apr 2010
PD: 30 Apr 2010

- UGVs and Robotics for the German Army (ELROB)
- Future Transport Helicopter
- Transformation of the new Air Force Structure – Status and Future challenges
- The German Air Force Command
- Air Traffic Control in the German Armed Forces
- Armament/Utilisation of Floating Weapon Systems
- New Structure of the German IT Office
- Logistic Centre of the German Armed Forces
- Special Switzerland

Bonus Distribution:

AFCEA, Bonn-Bad Godesberg / Germany, 5-6 May
M-ELROB, Hammelburg / Germany, 17-20 May
ITEC, London / UK, 18-20 May
UDT Europe, Hamburg / Germany, 8-10 June
ILA, Berlin / Germany, 8-13 June
EUROSATORY, Paris / France, 14-18 June
DWT Congress, “The Mobile Medical Service in Operation”, Straubing / Germany, 13-14 July

V/2010

AD: 23 Sep 2010
AC: 29 Sep 2010
PD: 11 Oct 2010

- The Division of Special Operations (DSO)
- Armoured Command and Multi-purpose Vehicles (GFF)
- Mobile Command Posts of the German Air Force
- Air Force Office
- Transformation from Air Transport Command to European Airlift Centre (EAC)
- The Fleet Command – Operations Division
- Satellite Communication (SATCOM Bw)
- The Operational Command for Intervention Forces
- UAVs for the German Army

Bonus Distribution:

DWT Congress, “SASPF in Operation”, Bonn-Bad Godesberg / Germany, 19-20 October
AUSA, Washington DC / USA, 25-27 October
EURONAVAL, Paris / France, 25-29 October
DWT Congress, “Information Technology”, Bonn-Bad Godesberg / Germany, 17-18 November
DWT Congress, “Development of CBRNE Defence Capabilities”, Berlin / Germany, 30 November - 01 December

III/2010

AD: 24 June 2010
AC: 30 June 2010
PD: 12 July 2010

- The German-French Brigade
- The Army's Air Defence Command / SysFla
- GTF – Protected Transport Vehicles
- The Future Air-to-Ground Armament of the EUROFIGHTER
- Stratospheric Sensors and Relay Platforms
- Missiles for the German Navy
- The German Military Geographic Office
- UAVs, TALARION, GLOBAL HAWK, PREDATOR, HERON TP and more
- Mobile Energy Supply
- Modern Ammunition and Fuze Technology

Bonus Distribution:

FARNBOROUGH AIR SHOW, Farnborough / UK, 19-25 July

VI/2010

AD: 03 Dec 2010
AC: 08 Dec 2010
PD: 17 Dec 2010

- End of year Interviews with the Chief of Staff Bundeswehr, the Chiefs of Staff Army, Air Force, Navy, Joint Support Service and Central Medical Service
- Technical School Land Systems and Professional School of the Army for Technic
- The Importance of NBC Defence Today
- Protection from Mines and IEDs
- Flight Training including Flight Simulators
- BOXER – Medical Service Version
- Battle Dress Uniforms for the German Armed Forces
- Distance Training in the German Armed Forces

Bonus Distribution:

IDEX, Abu Dhabi / UAE, 20-24 February 2011

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Every edition of **WEHRTECHNIK** will offer special editorials and sections of general and industrial news, with an emphasis on the German (Germany, Switzerland, Austria) speaking countries of Europe. Depending on progress current procurement programmes will be included. Special requests on part of governments, armed forces, procurement agencies and industry are most welcome.

