



Hardthöhen-KURIER
DAS MAGAZIN FÜR SOLDATEN UND WEHRTECHNIK

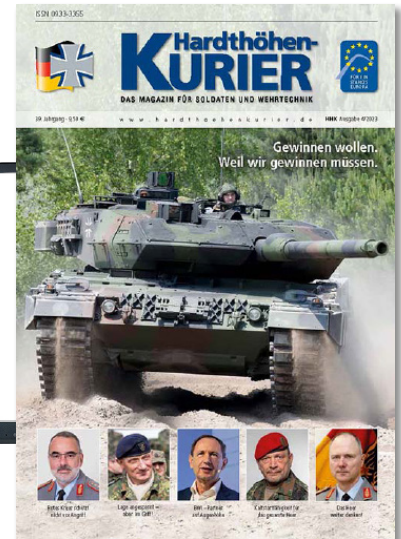


English • €

Media Kit 2024



MITTLER
REPORT



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Hardthöhenkurier is a leading military magazine presenting current information and reports, finding itself as a connecting tool of the German Bundeswehr to the politics, defence industry and economy since 1984. It focuses on all developments concerning the Bundeswehr, reports on foreign missions as well as on current security policy and military issues in Germany, Europe and the world. In addition to Bundeswehr issues, the specialist editors and experts report on all the protagonists and security foci involved in Germany's public security.

Hardthöhenkurier is an accepted and highly honoured partner to the Leadership of German Ministry of Defence, politics, armed forces and of the readers of the magazine within and outside of German Bundeswehr. Because of this, the magazine is an important and efficient platform for companies and organizations which provide equipment or services to the armed forces and decision makers who are responsible for force protection and national public security.

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Mittler Report Verlag GmbH
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Volume 40

Frequency: 6 times a year plus special issues

Language: German

The Hardthöhenkurier informs about the following topics:

- Bundeswehr, current operations
- Global security policy developments and their implications for the Bundeswehr
- Current procurement projects and the Procurement and in-service process in the Bundeswehr
- News from NATO Armed Forces, Defence Technology and Defence Industry
- On all subjects of information technology, digitalization and cyberspace
- Research and Technology
- New and further development of defence material
- Simulation and Training

The Hardthöhenkurier is distributed to:

- Members of German Bundestag, the political and military Leadership of German Ministry of Defence (Secretary of Defence, Undersecretaries and General Staff Officers),
- all German and foreign Defence Attaché Staffs,
- the soldiers of the Bundeswehr up to unit level stationed in and outside of Germany and in operations abroad,
- press offices of German Bundeswehr,
- procurement offices of the Bundeswehr,
- NATO HQ's and NATO procurement agencies,
- the German members of the EU Parliament as well as important EU institutions,
- professional institutions and interest associations,
- the UN Authorities in Germany,
- subscribers.

Editorial Schedule and Dates 2024

Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

AD: Advertising Reservation Deadline • **CD:** Advertising Copy Deadline • **PD:** Publication Date

HHK 01/2024 – February

AD: 30/01/24 **CD: 02/02/24** **PD: 22/02/24**

Bonus Distribution: Enforce Tac (26-28 Feb) / DWT – Applied Research for Defence and Security in Germany (19-21 Mar)

Focus: Infantry / Personal Equipment / Small Arms

• Enforce Tac – Preview

- WTD 91 – Tasks and News
- News from WWeB – Protection for soldiers
- Clothing and Personal Equipment
- Small Arms and anti-tank systems of the Bundeswehr
- The „Infantryman of the Future“ System
- Nucleus of the Medium forces of the Bundeswehr
- Fighting as a „Medium Forces Brigade“ at the Army Combat Training Center
- Interview with Brig. Gen. Matz, Cdr. Infantry School
- Interview with Brig. Gen. Schmidt, BAANBw DeptLTtr Combat Directorate (K)
- From the Leopard 2 to the MGCS
- Successor TPz Fuchs
- Puma IFV
- Collaborative All-Terrain Vehicles (CATV)
- Airborne platform
- Strategic communication: Special forces
- Drones – Experiences in Ukraine/Tactical Deployment
- Collective Security
- Tasks and formation of the homeland security regiments
- New tasks for the artillery
- Multinationality in the army
- The German Space Command
- Naval Infantry of the Bundeswehr

- German Navy, 2035 and Beyond
- Frigate F126 – Status Update
- Potentials of high-resolution sonar signal processing for the navy
- Naval Emergency Rescue Centre
- Protected and Unprotected Medical Vehicles
- Protection of Properties and Facilities
- Logistics in transition
- Precision Riflemen of the Military Police
- MP: Implementation of the resilience concept

HHK 02/2024 – May

AD: 12/04/24 **CD: 17/04/24** **PD: 06/05/24**

Bonus Distribution: ILA (5-9 Jun) / AFCEA (26-27 Jun) / 33rd International Helicopter Forum (26-27 Jun)

Focus: Air Force and Air Defence

- „Staatsräson“ by MdB Strack-Zimmermann
- Annual review BEA InspH - What is the status of our „Mind-Set LV/BV“?
- Interview with Brigadier General Alexander Krone, Kdr PzGrenBrig 37
- „Domäne Wirkung“ - Status including material planning/projects planning/projects
- Multinationality in the German Army
- Nucleus of the Medium forces of the Bundeswehr - Heavy Weapons Carrier Infantry
- Small arms and systems for PzAbw
- The „Infantryman of the Future“ System - current status and prospects
- Project management: Clothing and Personal Equipment
- Interview with Colonel Rainer Beeck, CDO German Army

- The EFV FeSpähKr, fallen out of time
- Further development of the Army's Long-Range Reconnaissance Forces
- Interview with Combat Directorate (K)
- Interview with Air Directorate (L)
- F-35 - current status, capabilities and armament
- From Leopard to MGCS
- Collaborative All-Terrain Vehicle
- celeration of Bundeswehr procurement
- Fuel quality and reliability of low-emission vehicles in action
- Armored transport vehicles
- Puma infantry fighting vehicle - status and further planning
- Interview with Lieutenant General Lutz Kohlhaus, Deputy Chief of Staff of the German Air Force
- New threat from the air - training in air defense / air defense in the armed forces
- Air law tasks in the German Military Aviation Authority - challenges with the approval of the F35 Lightning II (delivery 2026) and the STH CH-47F
- Drones in European airspace
- ARROW 3 - The system and performance data
- WTD 61 - Tasks and current developments (additional discussion with the management)
- Tactical reconnaissance drones
- Interview with Boaz Levy, inventor of the ARROW
- Threat from the air - anti-aircraft/air defense capabilities for land forces
- Drone defense - evaluation of the Ukraine war
- ILA - Preliminary report
- Medical vehicles

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- AirMedEvac
- Patient transport land - air - sea
- Military police in the aviation security specialization
- Naval warfare over water
- Interactive Defense and Attack System for Submarines (IDAS)
- BWI Column & Interview with the BWI management
- Dtec.bw: News and the CoupleIT project
- SitaWare system and its contribution to the digitalization of the army and the expansion and development of battle management systems
- New projects in the Geoinformation Service of the Bundeswehr
- The Bundeswehr Center for Cyber Security
- The Bundeswehr Information Technology School
- Personnel readiness in SAP BW 4/HANA
- Opportunities and risks of future IT support for logistics
- AFCEA preliminary report
- Enforce Tac report

HHK 03/2024 – July

AD: 20/06/24 **CD:** 25/06/24 **PD:** 18/07/24

Focus: Protection and Simulation in the Bundeswehr

- CH-47F
- Rotary Wing Aircraft for the Bundeswehr
- Tiger Combat Helicopter
- Light Combat Helicopter
- NH90 – Overview of the Current Phase of Use and Outlook
- Mars – Tasks and Current Developments
- Naval Transport Helicopter – Sea Lion and Sea Tiger

- Protection Systems for Land Platforms
- Underwater Reconnaissance Drone
- Poseidon P-8A
- Protection Systems for Flying Platforms
- The German School of Army Aviation
- Combat Helicopters in the German Army
- Parachute Systems in the German Army
- Experiences and Requirements for Land Systems Simulators
- Future Simulation Landscape
- Training and Exercise
- Equipment Planning of the German Army
- F-35 Lightning II
- C-130J
- Naval Warfare under Water
- Protection Systems for Maritime Platforms
- U212CD
- The Institutes of the Medical Academy – Radiobiology and Institute of Microbiology of the Bundeswehr
- The Joint Medical Service of the Bundeswehr – Cooperation in the Logistics System of the Bundeswehr
- Rotary Wing Aircraft of the Bundeswehr in MedEvacMedical Operations
- The SARah Satellites in Action
- Cooperation between the Joint Support and Enabling Service Logistics Forces and the Army Supply Forces
- Old Chemical Weapons (OCW) in Germany
- Role and Task of the Light Logistics Battalion in the New NATO Force Model
- Military Fire Protection
- ILA – Report
- AFCEA – Report
- 33rd International Helicopter Forum – Report

AFCEA Convention – Special Issue

AD: 16/07/24 **CD:** 19/07/24 **PD:** 09/08/24

- 26/27 June 2024: AFCEA Convention

HHK 04/2024 – September

AD: 16/08/24 **CD:** 21/08/24 **PD:** 05/09/24

Bonus Distribution: 26th DWT Maritime Workshop (23-25 Sep)

Focus: Command and Control Domain

- Digitalisation – Status Update and Planning
- Digitalisation of the German Landforces
- The Standardisation of the Naval C2 System – Status Update
- Maritime Airborne Warfare System (MAWS)
- Naval Command Capability
- WTD 81 – Tasks and News
- Development of the Battle Tank Fleet
- The „New“ 1st Armoured Division
- The Centre for Digitalisation – Dimension Land and the Experimental Series
- Warfare Capability of the Land Forces
- Command and Control Capability and AI in the Air Force
- The Naval Aviation Command
- The Institutes of the Medical Academy – Pharmacology, Toxicology and Preventive Medicine
- Mobile Medical Facilities – Care at the Highest Level
- Centre of Competence IT Medical Service
- The Bundeswehr Operational Communication Centre
- Curse and Blessing – Reducing Dependence on Space/Sat. Service Providers
- The Command IT Services of the Bundeswehr – Structures for the IT of the Armed Forces

Editorial Schedule and Dates 2024

Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

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- Equipment Planning of the Joint Support and Enabling Service
- (Re-)Deployment Maritime Transport – Opportunities, Possibilities, Obstacles
- BWI Industry Days – Preview
- 26th DWT Maritime Workshop – Preview

HHK 05/2024 – October

AD: 26/09/24 CD: 01/10/24 PD: 21/10/24

Focus: Unmanned Systems

- WTD 71
- IDAS – Status Update
- K130 – Status Update
- FCAS
- Next Generation Reconnaissance Vehicle
- Robotics and Automated Systems in the Bundeswehr – MoSeS, RABE and Cargo Mules
- LUNA NG (Airborne Unmanned Close Reconnaissance Equipment)
- UAS mRw – HUSAR
- Unmanned Systems and Loitering Munitions in the Army
- Deployment of Unmanned Ground Systems in the Army
- Further Development of Airborne Reconnaissance in the Army
- Combat Training Centre of the German Army
- Armoured Fighting Vehicle Boxer – Demands for Further Capabilities
- Personnel of the Army
- A400M
- Unmanned Systems in the Air Force
- Unmanned Systems in Naval Warfare
- Equipment Planning of the Bundeswehr Medical Service
- Digitalisation in the Bundeswehr Medical Service
- Unmanned Systems in the Bundeswehr Medical Service
- UAV in the Geoinformation Service
- The Cyber and Information Domain Service in Operation/Exercise
- On-site Logistic Support for Torpedo Firing Exercises
- Conventional Arms Control in the Caucasus Region
- Tactical Drone Deployment in the Military Police in Collective Defence
- BWI Industry Days – Report
- 26th DWT Maritime Workshop – Report

HHK 06/2024 – December

AD: 18/11/24 CD: 21/11/24 PD: 06/12/24

Bonus Distribution: DWT – IT Conference 2024 (10-11 Dec)

Focus: Supporting Domain

- WTD 41 – Tasks and News
- Artillery Systems in the Future System Indirect Fire (ZukSysIndF)
- CBRN Defence Projects
- Project Successor M3 Amphibious Bridging Vehicle (GER/UK)
- Bridging Systems and Heavy Equipment Transporters
- The Corps of Engineers of the Armed Forces
- Blocking and Inhibiting Movement – A Core Capability in Collective Defence
- Modern Bridging Systems for the Armed Forces (Mobile/Fixed Bridges)
- The Army's Logistics Force
- The Army Artillery Force and the Importance of Fire Support in Modern Combat
- PzH 2000 and RCH 155mm – Requirements for Artillery Ammunition of the Future
- The Logistics of the Air Force's Weapon Systems
- JAPCC (Joint Air Power Competence Centre)
- Naval Support Forces
- Increasing Operational Readiness: Route 66'
- Future Capability Profile (Collective Defence and International Crisis Management) of the Bundeswehr Medical Service
- Game-Changer – Satellite Communication
- Logistics in the Bundeswehr IT-System – Challenges for the Cyber and Information Domain Service, Resilience in Collective Defence
- CBRN Defence, Safety and Environmental Protection School of the Bundeswehr
- CBRN Defence Technologies
- Implementing Secure Supply Chains – Cargo and Mail iMilitary Police for Europe – The Multinational Military Police Company in Support of the EU BattleGroup
- DWT – IT Conference 2024 – Preview

Size	Trim in mm*	Price in €, 4c • HHK
2/1 page (Panorama page)	420 x 297	8,500,-
1/1 page	210 x 297	4,480,-
1/2 vertical	105 x 297	2,620,-
1/2 horizontal	210 x 132	
1/3 vertical	72 x 297	1,690,-
1/3 horizontal	210 x 88	
1/4 vertical	115 x 132	1,490,-
1/4 horizontal	210 x 75	

Cover positions

Outside front (Cover)		6,880,-
Inside front		5,230,-
Inside back		5,120,-
Outside back		5,950,-

Marketing Report

per 1/1 page	210 x 297	2,120,-
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Important Information

Marketing Report (MR):

Please send material to the publisher **at least 3 days before advertising copy deadline.**

Size MR:

approx. 4,000 characters (incl. blank spaces) and a high-resolution picture

Submission of advertising materials:

k.helmerath@mittler-report.de

For **more formats, flyers or supplements** and prices, please contact us.

Delivery of supplements not later than the advertising deadline to:

Mittler Report Verlag GmbH
Beethovenallee 21
53173 Bonn, Germany

Please see p. 13 for your **points of contact** on all questions **regarding advertising.**

All rates + VAT, where applicable; agency discount: 15 %

* Add 3 mm trimming edge on each edge

Applies for colours according to European scale. Surcharge for special colours: € 1,100

Technical Details

Magazine size:	210 mm width, 297 mm height
Binding method:	Perfect bound (HHK)
Type area:	183 x 258 mm
Printing method:	Sheet feed 100 Grid
Copy material:	Digital advertising copy as PDF/X-4:2007 (print-optimised), EPS (with embedded fonts), 300 dpi tiff or jpg. Other file formats on request. If any open data are used, please enclose all used text and pictures. Each picture data has to be saved in CMYK-modus and should have a resolution of 300 dpi at a minimum, if the picture size is wished to be presented by 100%.
Colourformat:	ISO Coated v2 300 (ECI)
General Conditions:	File size corresponds to ad size, CMYK-colour definition, non standard colours upon consultation. Submit reference hard copy if possible, for colour print, colour proof or draft print-out.

Advertising copy submission by email:

k.helmerath@mittler-report.de

Slight deviations of the tonal value might occur due to normal tolerances in the offset printing process.

Bleed ads or over-run of print area:

No extra charges.

Ad closing, submission and cancellation deadline:

See timetable of the respective publication.

Specific technical versions:

Details or individual offers on request.

Further colour options on request.

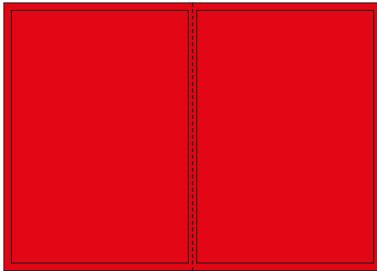
Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

Advertising Sizes Details

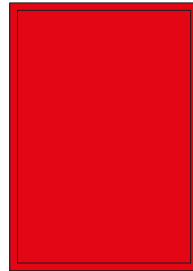
Trimming edge for bleed advertisements:
add 3 mm on each side

Formate: Width by Height in mm

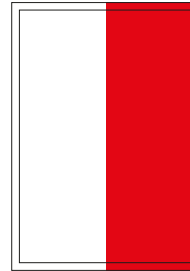
Due to technical reasons, it is necessary to ensure a special inner distance between text, logos and the trimming in case of adverts placed on tight pages of the magazine: **top, right side and the bottom at least 5 mm, left side 10 mm.**



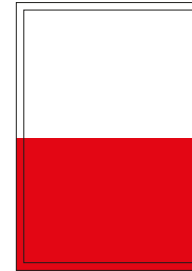
2/1 page (Panorama page)
420 x 297 mm



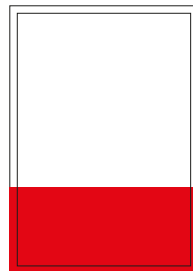
1/1 page
210 x 297 mm



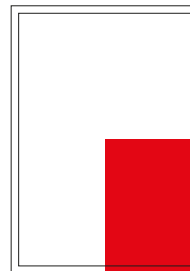
1/2 Spage vertical
105 x 297 mm



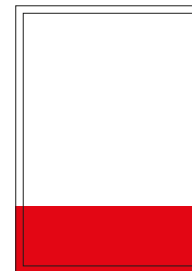
1/2 page horizontal
210 x 132 mm



1/3 page vertical
210 x 88 mm



1/4 page vertical
115 x 132 mm



1/4 page horizontal
210 x 75 mm



On **www.hardthoehenkurier.de** you can present your defence and security products, new technologies as well as services in an effective and targeted way by placing banners, company profiles, hyperlinks and embedded video clips.

With **www.hardthoehenkurier.de** you are always optimally oriented towards your customers and remain visible to your target group.

Banners: Strategically located banner positions are available on the homepage. Depending on the request, we may have to place the banners next to each other. The rotation is limited to two banners. Banner spaces are allocated on a first-come, first-served basis.

Volume Discount: Please ask for a volume discount if you purchase advertisements and a banner format.

Please see page 12 for more information on banner sizes and rates.

Please see p. 13 for your **points of contact** on all questions **regarding advertising**.

Digital Advertising: Sizes and Rates (€)

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: t.liebe@mittler-report.de
- Technical details:** JPEG, TIF or GIF, File size: 512 kB max.

Sponsored Content / Marketing Report

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

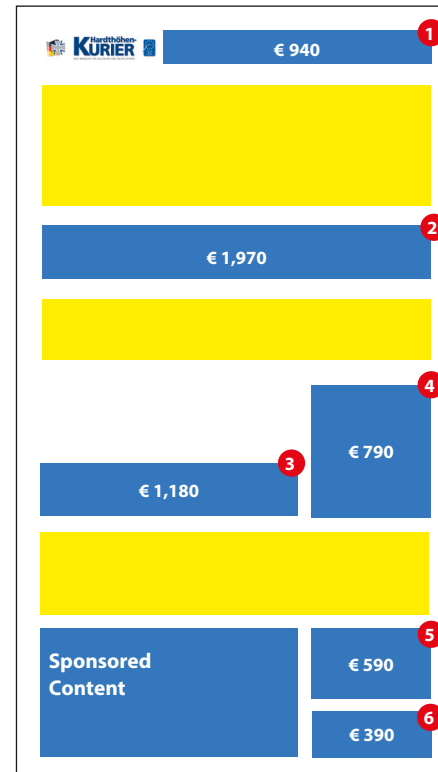
How it Works

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.hardthoehenkurier.de) 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
	€ 1,380	€ 1,970

Start page



For optimal display on all devices, please send us your banners in the two different sizes mentioned.

- 1 Leaderboard**
Desktop/Tablet: 728 x 150 Pixel
Mobile Devices: 400 x 200 Pixel
- 2 Wide Banner**
Desktop/Tablet: 1,068 x 200 Pixel
Mobile Devices: 400 x 400 Pixel
- 3 Full Size Banner**
Desktop/Tablet: 696 x 250 Pixel
Mobile Devices: 400 x 300 Pixel
- 4 Large Rectangle**
325 x 500 Pixel
- 5 Medium Rectangle**
325 x 300 Pixel
- 6 Small Rectangle**
325 x 200 Pixel

All prices plus statutory VAT

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Head of Back Office

Submission of advertising materials: k.helmerath@mittler-report.de

- An advertising order for one or several advertisements, inserts or supplements shall be subject to the General Terms and Conditions of the publication contract and shall thus be considered to be an advertising legal entity.
- Advertising orders shall be satisfied within a period of one year following placement of an order. For combined advertisements, inserts and supplements, the basic rate shall be charged to each respective client.
- Discounts, as specified in the advertising rate card, shall apply only within one year after the appearance of the first advertisement.
- The client shall be entitled to increase the quantity of advertisements specified in the contract within the contractual period of the order.
- If an order cannot be satisfied due to circumstances beyond the control of the publishing house, the client shall pay the difference between the granted and the appropriate discounted fee to the publishing house. This clause is made without prejudice to any further legal obligations. Such payment shall not be due, if the contract cannot be carried out by the publishing house due to force majeure.
- In calculating the price of an order, text line millimetres shall be converted into advertisement space millimetres.
- On the alteration of the advertising rates, new conditions shall enter into force immediately, unless the client and the publishing house agree otherwise.
- Unless given as a precondition for the placement of an order, the publishing house shall not guarantee advertisements, supplements or inserts appearing at certain places of the magazine.
- The publication of advertisements in the journalistic text portion shall be billed at the text portion rate. Text portion advertisements are defined as advertisements, which border on at least three sides with the text and not on other advertisements.
- Advertisements, which cannot be recognised as such by their design, shall be visibly marked with the word "advertisement" by the publishing house.
- With the acceptance and examination of advertisement texts and illustrations, the publishing house shall exercise reasonable care as is customary in business. It shall not, however, be held liable for misleading information or deception provided by the client. The client is solely responsible for the legality of the advertisement, the supplement or the insert.
- The publishing house reserves the right to reject advertising orders – or individual telephone calls constituting a contract – if the contents, the origin, or the technical form, following objective principles of the publishing house, do not comply with laws or official regulations or if the publishing is not considered just and reasonable by the publishing house.
- Orders for supplements and inserts shall not be considered binding for the publishing house before the submission of an advertisement sample. The publishing house shall not accept supplements or inserts, which lead the reader to believe that, due to the format or layout, the supplement or insert is a component of the magazine. Supplements and inserts, which contain external advertisements, shall not be accepted.
- Proofs shall only be supplied on explicit request. The exclusive responsibility for the correctness of the proofs returned to the publishing house shall rest with the client. If the proofs do not arrive at the publishing house before the appointed date, permission for the printing shall be considered as having been given.
- The client is responsible for the timely submission of the advertising text and for the proper printing of documents for the supplement or inserts. The publishing house shall request immediate replacement for visibly unsuitable or damaged printed documents. When advertisement orders or alterations are forwarded by telephone, as well as in the case of errors due to illegible writing, the publishing house shall not be held responsible for the corrected rendition. If the publishing house is not able to immediately recognize deficiencies in submitted documents, but then subsequently finds them during the printing process, the publisher shall not be held liable. This clause applies also to incorrect repeat advertisements, if the client does not point out the mistake before the printing of the next advertisement.
- The publishing house shall guarantee the technically perfect rendition of the advertisement. In case of an illegible, faulty or incomplete printout of the advertisement the client may claim a payment reduction or a repeat printout, but only to the extent, that the objective of the advertisement was impaired. The publishing house will not accept any further liability beyond this clause. Complaints in respect of this clause are to be filed – except for non-obvious deficiencies – within four weeks after receipt of billing and voucher.
- Payments shall be strictly met within 14 days starting from invoice date. In the case of a payment delay, the publishing house shall be entitled to charge the default client interest of at least 2 % above the respective basic interest rate of the European Central Bank. In the case of payment delay the publishing house shall be entitled to postpone further processing of the client's current order until payment is made and shall be entitled to demand pre-payment for remaining orders.
- On request the publishing house shall supply a voucher copy of the advertisement with the billing. Depending upon the kind and scope of the order, advertisement detail clips, voucher pages or complete magazine copies shall be supplied.
- Costs in respect of preparation of ordered printing documents as well as of changes demanded by the client, or for which he is responsible shall be borne by the client.
- A decrease of circulation shall only affect the contract if the circulation declines more than 20 %. Further claims for compensation shall not be admissible if the publishing house informed the client about the decline of circulation such that the client was able to cancel the order before its appearance.
- In the event of box number advertisements, the publishing house shall exercise reasonable care for the safe custody and timely forwarding of responses. Registered letters and express letters in response to box number advertisement shall only be forwarded by regular mail. The publishing house reserves the right to open incoming mail for inspection purposes in order to eliminate the misuse of the box number service. The publishing house shall not be obligated to forward offers of market targeting or product placement.
- The publishing house shall return printing documents to the client only on special request. Unless otherwise agreed, the obligatory period of retention shall end 3 months after expiration of the contract.
- Place of performance and legal venue is Bonn.

MITTLER

REPORT

A Company of TAMMMEDIA

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www.mittler-report.de

www.esut.de

www.euro-sd.com

www.hardthoehenkurier.de

www.marineforum.online

www.soldat-und-technik.de