

Mönch

Media 2017

PUBLISHED
BIMONTHLY
IN GERMAN

wt **wehr
technik**

The Bundeswehr is an internationally desired reference client for defence equipment. The central position in Europe assigns Germany as a unifying element between the modern Western Europe nations, the trans-Atlantic partners U.S.A. and Canada and the emerging nations of Central and Eastern Europe.

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.

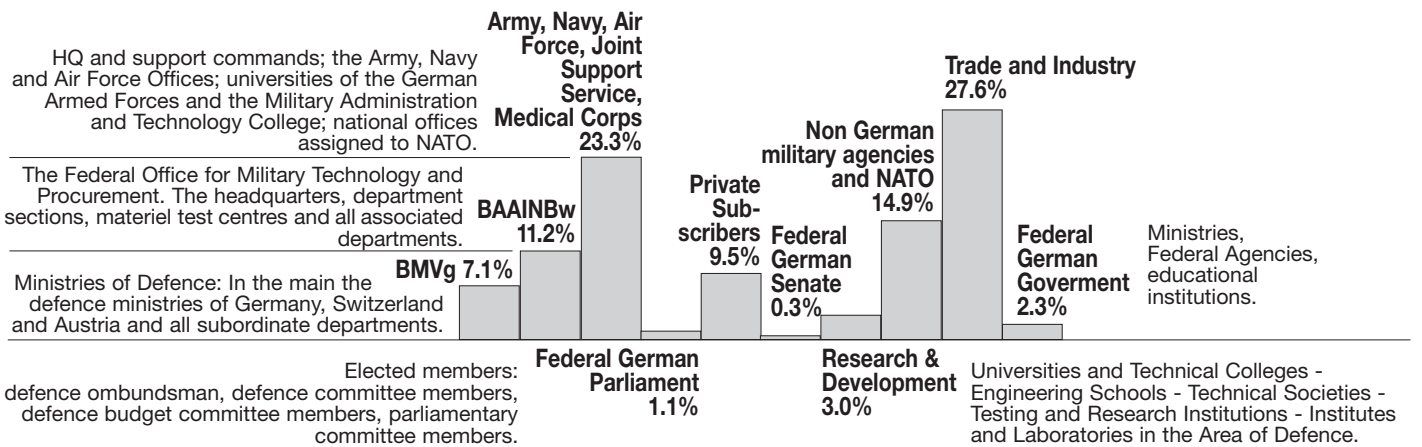
- wehrtechnik** is an independent German-language defence magazine with the main circulation in Germany, Austria and Switzerland.
- wehrtechnik** is a well accepted platform for users of military equipment and opinion leaders.
- wehrtechnik** is the preferred information vehicle for the defence industry.
- 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

Distributed printing run: 11,228	
Copies per issue (yearly average)	Printing run: 11,500
Regular subscribers:	9,857
Sales in newsstands:	841
Promotional copies:	530
Stock holding:	100



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Magazine Size: 285mm high by 210 mm wide
Type Area: 256 mm high by 185 mm wide
 Full bleed page
 291 mm high by 216 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:
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Discounts:
 These are applicable to individual companies for individual titles, not to companies grouped under a single representative, or across multiple titles. (2017 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%

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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

Publisher: Mönch Verlagsgesellschaft mbH

Advertising administration: Mönch Verlagsgesellschaft mbH
 E-Mail: advert@moench-group.com

Frequency: published bimonthly

Closing date for reservations: See editorial schedule

Terms of payment: 30 days after invoice date, no discount.

Bank account: Deutsche Bank Bonn
 Acct. No.: 326659000
 Bank code: 38070059
 BIC: DEUTDE330
 IBAN: DE55 3807 0059 0326 6590 00

Sparkasse KölnBonn
 Acct. No.: 31013667
 Bank code: 37050198
 BIC: COLSDE33
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 1. A one-off charge of will be applied for minor amendments to advertising copy (e.g. Exhibition "flashes", spelling corrections).
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Competency: City of Bad Neuenahr-Ahrweiler (Germany)
 Sales tax will be additionally billed.



Editorial Programme WEHRTECHNIK 2017

RD = Reservation Deadline / CD = Copy Deadline / PD = Publication Date

WEHRTECHNIK I/2017

RD: 03 February 2017
CD: 08 February 2017
PD: 22 February 2017

- **IWA / ENFORCE TAC SPECIAL:**
Overview of the Infantry's/Special Forces Operator's equipment, incl. Optics/Night Vision, personal kit, communications, guns and rifles, munition, protection, and Simulation & Training
- **THE GERMAN ARMED FORCES MEDICAL SERVICE SPECIAL:**
 - Interview Chief of Staff Joint Medical Service
 - The Lifesavers (article about personal medic-equipment, NH 90, Emergency Medic Overview, SAR)
- **Maritime Focus:**
 - German Navy Special Forces
 - Sensors/Effectors for Submarines
 - Naval Helicopter Programmes in Europa
- **Focus: Aerial Threats**
 - Counter UAV Systems
 - Airborne Reconnaissance
 - Modern Radars
 - German Army Demands for the Protection of German Land Forces Command against Tactical Air Threats
- **Articles:**
 - Research Institute for Materials, Fuels and Lubricants (WIWeB)
 - New Energetic Materials
 - German Mountain Troops
- **Bonus Distribution:**
 - ENFORCE TAC, Nuremberg, Germany, 1-2 March 2017
 - IWA, Nuremberg, Germany, 3-6 March 2017
 - LAAD 2017, Rio de Janeiro, Brazil, 4-7 April 2017

WEHRTECHNIK II/2017

RD: 31 March 2017
CD: 05 April 2017
PD: 21 April 2017

- **AFCEA SPECIAL:**
 - Overview of Cyber Security, Portable Computers/Solutions, Mobile Tactical Communication, IT-Technologies, and the Joint Communications and IT Command
 - IT Department of the BAANBw (German Defence Procurement Office)
 - Progress Report SASPF
- **Maritime Focus:**
 - Armament Planning of the Navy
- **Land Focus:**
 - German Army's Combat Training Center
 - 60mm Mortar Procurement
 - MG 5 Introduction
- **MEDICAL SERVICE Focus:**
 - German Armed Forces Hospitals: Medical Logistics at the Highest Standard (Description of Hospitals, USPs, People and History)
- **Features:**
 - Container and Field Camps/Lodging in Deployment
 - Efficient Power Supply
 - Seating Technologies for Vehicles and Ships
 - Comparison of Laser Weapons
 - German Guard Battalion
 - Tactical and Strategic Transport and Refuelling Aircraft
- **Bonus Distribution:**
 - AFCEA, Bonn-Bad Godesberg, Germany, 26-27 April 2017
 - IDEF, Istanbul, Turkey, 9-12 May 2017
 - DWT-Forum: Joining Forces to Face Future Challenges, Magdeburg, Germany, 15-17 May 2017
 - ITEC, Prag, Czech Republic, 16-18 May 2017
 - DWT-Forum: In Dialogue with Military Attachés 2017, Diedersdorf, Germany, 22 May 2017
 - UDT, Bremen, Germany, 30 May-1 June 2017
 - IDET, Brünn, Czech Republic, 31 May-2 June 2017
 - ISDEF, Tel Aviv, Israel, 6-8 June 2017

WEHRTECHNIK III/2017

RD: 30 May 2017
CD: 06 June 2017
PD: 19 June 2017

- **LUFTWAFFE SPECIAL:**
 - Interview Chief of Staff German Air Force (Luftwaffe)
 - Department Air inside the BAANBw (German Defence Procurement Office)
 - UAV/UAS Technologies
 - Modern Aircraft Weaponry
 - Modern Air Defence Solutions
 - Luftwaffe Security Troops
- **Maritime Focus:**
 - F 124 Modernisation
 - German Marines
- **Land Focus:**
 - LEOPARD 2 Upgrade
 - Protected Vehicles
 - German Army Aviation
 - Army Reconnaissance Troops
 - PUMA IFV: Technological and Logistical Field Testing
- **MEDICAL SERVICE Focus:**
 - Prevention with the Spotlight: Public Health (BGM, Protection against Infection; Work-Place Protection; BFT; SGT; Stress Tests, new IGF Directives, Hygiene, Medicine in the Tropics)
- **Features:**
 - Non-Lethal/Less-Lethal Weapons
 - Electronical Armament
 - Multinational Joint Headquarters
 - Procurement Bundeswehr Military Police
- **Bonus Distribution:**
 - Paris Air Show, Paris, France, 19-25 June 2017
 - DWT-Forum: Unmanned Vehicles VI, Bonn-Bad Godesberg, Germany, 4-5 July 2017
 - 30. International Helicopter Forum, Bückeburg, Germany, 5-6 July 2017

WEHRTECHNIK IV/2017

RD: 18 August 2017
CD: 23 August 2017
PD: 04 September 2017

- **German Navy Special:**
 - Interview with German Navy Chief of Staff
 - BAANBw - German Defence Procurement Office – Department Sea Forces
 - German Navy Surface Ships (Today & Tomorrow)
 - Self-Protection Systems
 - Modern Ship Propulsion Systems
- **Land Focus:**
 - European Infantry Fighting Vehicles
 - Vehicle Armament
 - SIGINT/COMINT for Land Forces
 - CH53 Successor/Update
 - Bridging Systems
 - European Future Soldier Programmes
 - Reactivating old Engineer Capabilities (MiVSys 85)
 - SAR over Land
- **MEDICAL SERVICE Focus:**
 - German Armed Forces Medical Service Technology Overview (including Operational and Future Technologies, R&D, Robots, and Testing in the Bundeswehr's Technical Centres - WTD)
- **Features:**
 - Special Forces Equipment
 - Water Treatment
 - Strategy Reconnaissance Command
 - Precision Guided Munitions
- **Bonus Distribution:**
 - MSPO, Kielce, Poland, 4-7 September 2017
 - DSEI, London, UK, 12-15 September 2017
 - KSK Symposium, Calw, Germany, 17 September 2017
 - DWT-Forum: Bundeswehrlogistik, Erfurt, Germany, 19-20 September 2017
 - DWT-Marineworkshop, Germany, 25-27 September 2017

WEHRTECHNIK V/2017

RD: 06 October 2017
CD: 11 October 2017
PD: 25 October 2017

- **LOGISTIK SPECIAL:**
 - Interview Commander of the Joint Logistics Command of the Bundeswehr
 - Bundeswehr Logistics Future
- **Land Focus:**
 - BAANBw - German Defence Procurement Office – Department Land
 - Sniper Technologies
 - Corps of Engineers
 - Artillery 2020
 - UGVs
 - NFIUs - New NATO Sensors from the Baltic to Hungary
- **Maritime Focus:**
 - German Navy Special Forces
- **Features:**
 - Joint Center for Geoinformation of the Bundeswehr
 - Air Defence Systems
 - Air Mobile Operations
 - Network Enabled Operations
 - Joint IT-Center of the Bundeswehr
 - New Methods of Detecting Explosives
- **Bonus Distribution:** MILIPOL, Paris, France, 21-24 November 2017

WEHRTECHNIK VI/2017

RD: 08 December 2017
CD: 13 December 2017
PD: 22 December 2017

- **Year End Statements with Civil and Military Leaders**
- **Current Bundeswehr Procurement Projects**
- **Lessons Learned from the Evaluation Consultation Defence Material 2017**
- **Air Power:** Combat Aircraft Programmes of NATO
- **Maritime Focus:** European Maritime Patrol Aircraft (MPA) Programmes
- **Land Focus:**
 - MRO Concepts
 - Command Posts
 - Vehicle Cabins (Protection, Accessories and Technology)
 - Bundeswehr Research Institute for Protective Technologies and CBRN Protection (WIS)
 - Man-Unmanned Teaming
 - Bundeswehr Paratroopers
- **MEDICAL SERVICE Focus:** Attractive MEDICAL SERVICE (Soft Skills, Recruitment)
- **Features:**
 - Communicationstechnology Overview
 - Simulation & Training Overview
 - Navigation
- **Bonus Distribution:**
 - DWT-Forum: Applied Research for Defence & Security, Bonn, Germany, 20-22 February 2018

WEHRTECHNIK I/2018

RD: 07 February 2018
CD: 14 February 2018
PD: 28 February 2018

- **IWA / ENFORCE TAC SPECIAL:**
 - Overview of the Infantry's/Special Forces Operator's equipment, incl. Optics/Night Vision, personal kit, communications, guns and rifles, munition, protection, and Simulation & Training.
- **Maritime Focus:**
 - Status Report MKS 180
 - German Navy Support Command
 - German Navy Special Forces
- **Land Focus:**
 - European Main Battle Tanks Programmes
 - Land-Based Air & Missile Defence
 - Vehicle Protection
- **Features:**
 - TIGER Helicopter Overview
 - Short-range defense systems: The Path to Energy- and Electronic Weapon Systems
- **Bonus Distribution:**
 - ENFORCE TAC, Nuremberg, Germany, March 2018
 - IWA, Nuremberg, Germany, March 2018
 - FIDAE, Santiago de Chile, Chile, 3-8 April 2018