

Mönch

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MILITARY TECHNOLOGY



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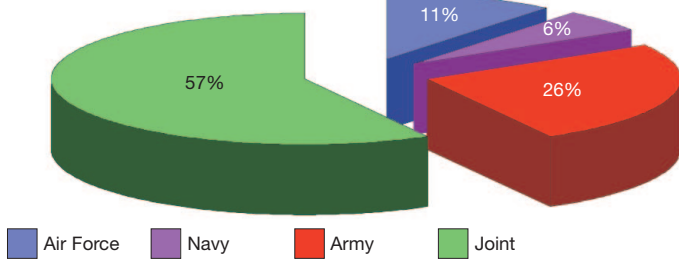
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MILITARY TECHNOLOGY

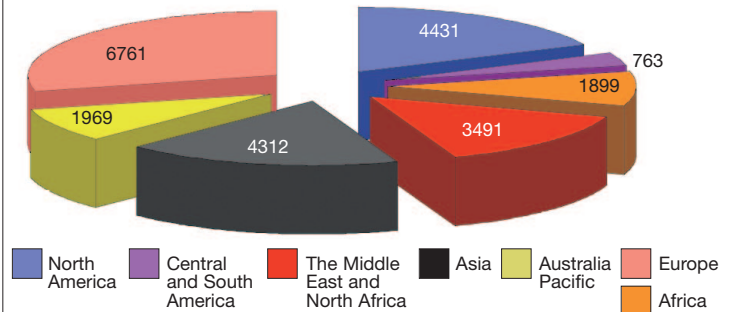
(Established 1977)
 "Required Reading for Defence Professionals"

- Is the world's leading tri-service defence monthly magazine, covering all aspects of modern defence technology, requirements, procurements, programmes.
- Is the world's leading media platform for providing access to and influence within defence establishments worldwide.
- Is the world's leading platform for personal interaction with senior Politicians, Industrialists and Military officers across all services.
- Is a unique strategic and tactical level resource to inform political, industrial and military decision-makers.
- Is, by quarterly audit, the world's largest specialist, tri-service defence monthly, with recorded instances in writing of a pass-along rate of 30+ readers per copy.

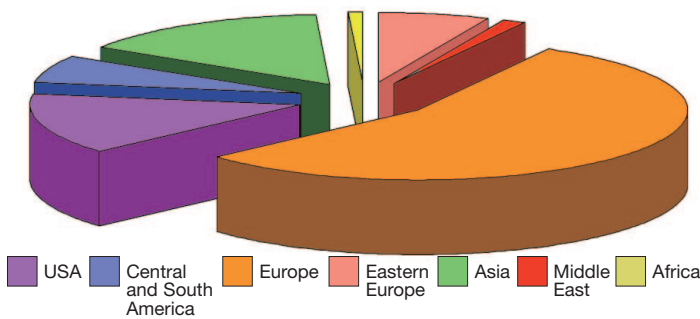
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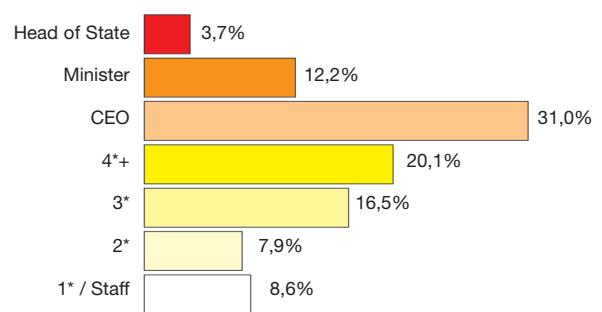
Distribution by Regions



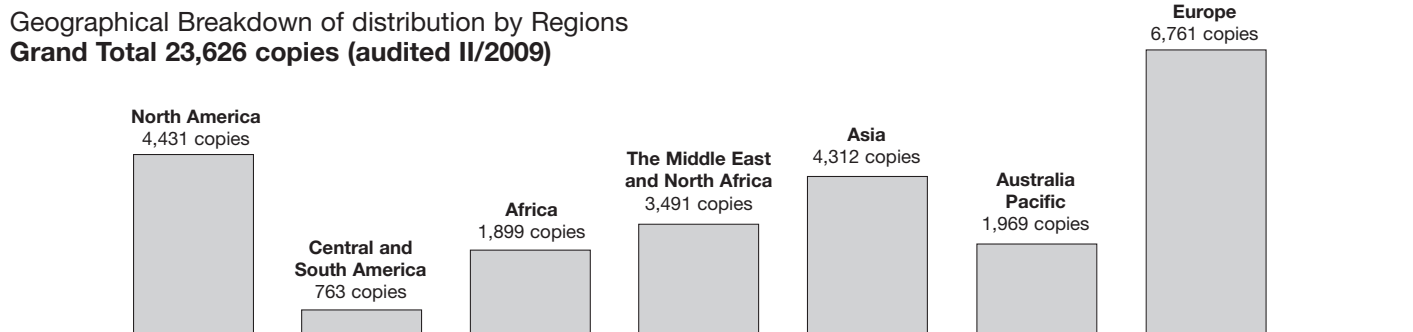
Advertisers Breakdown by Regions



Editorial Contributors



Geographical Breakdown of distribution by Regions Grand Total 23,626 copies (audited II/2009)



Geographical Breakdown of distribution by Regions and Countries

North America	Mauritania	26 copies	Asia	Bosnia + Herzogovina	19 copies
USA	Mozambique	43 copies	Armenia	Bulgaria	69 copies
Canada	Niger	34 copies	Azerbaijan	Croatia	49 copies
US-Forces Europe	Nigeria	307 copies	Bangladesh	Cyprus	33 copies
4,431 copies	Ruanda	36 copies	Brunei	Czech Republic	75 copies
Central and South America	Senegal	15 copies	Cambodia	Denmark	81 copies
Argentina	Sierra Leone	18 copies	National Rep. of China	Estonia	32 copies
Bahamas	Somalia	12 copies	Peoples Rep. of China	Finland	92 copies
Bolivia	South Africa	459 copies	Georgia	France	394 copies
Brazil	Swaziland	9 copies	Hong Kong	Germany	1,112 copies
Chile	Tanzania	43 copies	India	Greece	244 copies
Columbia	Togo	37 copies	Indonesia	Hungary	93 copies
Ecuador	Uganda	59 copies	Japan	Ireland	44 copies
Guyana	Upper Volta	23 copies	Kazakhstan	Italy	377 copies
Mexico	Zaire	106 copies	Korea (South)	Latvia	26 copies
Panama	Zambia	25 copies	Korea (North)	Lithuania	41 copies
Peru	Zimbabwe	9 copies	Kyrgyzstan	Luxembourg	23 copies
Surinam	Other	103 copies	Malaysia	Macedonia	19 copies
Trinidad	1,899 copies		Myanmar	Moldova	9 copies
Venezuela	The Middle East and North Africa		Nepal	Netherlands	129 copies
Others	Algeria	62 copies	Pakistan	Norway	97 copies
763 copies	Bahrain	33 copies	Philippines	Poland	126 copies
Africa	Egypt	434 copies	Sri Lanka	Portugal	51 copies
Angola	Iran	48 copies	Singapore	Romania	69 copies
Benin	Iraq	44 copies	Tajikistan	Russian Federation	326 copies
Botswana	Israel	310 copies	Thailand	Serbia	48 copies
Burundi	Jordan	128 copies	Turkmenistan	Slovakia	66 copies
Cameroon	Kuwait	129 copies	Uzbekistan	Slovenia	39 copies
Chad	Lebanon	57 copies	Vietnam	Spain	137 copies
Djibouti	Libya	85 copies	Others	Sweden	332 copies
Eritrea	Morocco	93 copies	4,312 copies	Switzerland	151 copies
Ethiopia	Oman	104 copies	Australia Pacific	Ukraine	114 copies
Ghana	Qatar	66 copies	Australia	United Kingdom	1,575 copies
Guinea	Saudi Arabia	822 copies	New Zealand	Turkey	362 copies
Ivory Coast	Sudan	31 copies	1,969 copies	GRAND TOTAL	23,626 copies
Kenya	Syria	78 copies	Europe		
Liberia	Tunisia	42 copies	Albania		
Madagascar	United Arab Emirates (UAE)	881 copies	Austria		
Mali	Yemen	44 copies	Belarus		
		3,491 copies	Belgium		

Magazine Size: 285mm high by 210 mm wide
Type Area: 256 mm high by 185 mm wide
 Full bleed page
 291 mm high by 213 mm wide incl. space for cutting
 Double bleed page
 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

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2nd cover
 3rd cover
 4th cover

Surcharges:

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 Special Size:
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(2010 calendar year only)	
3 ads	2%
6 ads or 4 pages	5%
9 ads or 7 pages	8%
12 ads or 10 pages	12%
more than 12 ads or 10 pages	15%

Employment advertising: 10%



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2/1				
1/1				
3/4				
2/3				
Junior / Island				
1/2				
2/2				
1/3				
1/4				
1/8				

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Competency: City of Bonn (Germany)
 Sales tax will be additionally billed.



Editorial Programme MILITARY TECHNOLOGY 2010



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

1/2010 – WORLD DEFENCE ALMANAC

PD: March 2010

Bonus Distribution: All Exhibitions from DSA 2010 onwards

PREPRINT: International Armoured Vehicles
(Also to MT 3/2010)
PREPRINT: Special Forces (Also to MT 5/2010)
SPECIAL ISSUES (tbc): Sweden / Switzerland / Finland

2/2010 AD: 07.01.2010 • AC: 13.01.2010 • PD: 27.01.2010

- The Indian Army: Capabilities, Procurements and Industrial / Technical Support
- Defence & Defence Procurement in Singapore
- Assault Rifles, Ammunition, Ancillaries, Maintenance & Training
- Air Power and Network Centric Warfare
- Future Technologies for Battlefield Communications
- Air to Surface Weapon Programmes and Upgrades
- Structural Armour
- Military Aircraft Propulsion: Jets v. Props

Bonus Distribution: DEFEXPO, AUSA WINTER, SO/LIC 2010, Singapore Air Show, Soldier Tech USA

3/2010 AD: 06.02.2010 • AC: 10.02.2010 • PD: 26.02.2010

- Interview COS Chilean Air Force
- Dual-Role Fighter Trainer Aircraft
- FIBUA / MOUT Equipment
- Naval / Coastal Security in the Gulf
- Anti-Tank Weapons
- Naval Stealth Technology
- Weapons for Surface Ships
- Weapon Mounts

Bonus Distribution: FIDAE, DIMDEX, ISNR 2010 Abu Dhabi, Shrivenham AFV Symposium, Defence IQ – "Future Artillery"

4/2010 AD: 08.03.2010 • AC: 12.03.2010 • PD: 26.03.2010

- Ground Based Radar
- Airborne Electronic Warfare
- Automatic Cannons
- East European Defence Industry Survey
- Crew Systems for AFVs
- Persistent Surveillance
- Long-Range C2 and C4i
- Malaysia: Defence Procurement Programmes Pt 2 / National Defence Industry Report

Bonus Distribution: DSA, IDEB, BSDA, Counter-Terror UK, Defence & Security India

SPECIAL ISSUE: The German Air Force

AD: 01.04.2010 • AC: 08.04.2010 • PD: 15.04.2010

5/2010 AD: 09.04.2010 • AC: 14.04.2010 • PD: 29.04.2010

- DEFENCE ELECTRONICS SPECIAL
 - Tera-Hertz in action
 - Electronics for IED Defeat
 - Battlefield Radar
- Strategic Communications by Land, Sea and Air
- Strategic Air Transport and Logistic Air Support
- Arming and Training the Forces on a Budget
- Maintaining Momentum in All Arms Operations
- Communications Security: Procedures and Technologies
- Naval Counter Insurgency Technologies
- Anti-Submarine Weapons

Bonus Distribution: ITEC, ILA, HEMUS, CANSEC, UDT EUROPE, AFCEA, SOFEX, SoldierTech UK

SUPPLEMENT: Military Trucks - Standard and Armoured
SPECIAL ISSUE (tbc): USASAC and the FMS System

6/2010 AD: 10.05.2010 • AC: 17.05.2010 • PD: 01.06.2010

- Force / Base Protection
- Integrated and SP Artillery – the New Generation
- Tactical / Squad / Short Range Communications
- Equipping a Modern Military / First Response Command Post
- Night Vision / Battle Space Observation
- Military Personal Computers
- Infantry Squad Firepower
- SCORPION Programme Update

Bonus Distribution: Eurosatory, DVD, ITEC, IDELF

SPECIAL ISSUE: Persistent ISR from Space
RESPONSIVE SPACE Satellite Reconnaissance
Satellite Communications
Space-Based Observation
Space-based Weapons

Right of alteration reserved

7/2010 AD: 17.06.2010 • AC: 22.06.2010 • PD: 05.07.2010

- UCAV / UAV Technologies: from Micro to Strategic
- MAIL SERIES
- Sensors and Pods for Fighter Aircraft
- Air-To-Air Weapons
- Combat Aircraft Status Reports
- Close Air Support
- Combat Pilot Training in NATO
- Helicopter / Rotary Wing Sensors and Weapons Developments
- 100 Years of Aviation in Switzerland

Bonus Distribution: Farnborough Air Show

8/2010 AD: 08.07.2010 • AC: 14.07.2010 • PD: 29.07.2010

- New C2 Concepts and Capabilities
- Missile Sensors and Homing Systems
- Satellite Protection Systems
- Ballistic Missile Technology and Programmes
- HF Communications: Radios and Antennae
- Strategic Naval Weapons and Resources
- Medium Air Defence Systems and Technology
- Military Batteries: Applications + Options

Bonus Distribution: SMDC (Space & Missile Defence Command)

9/2010 AD: 19.08.2010 • AC: 24.08.2010 • PD: 02.09.2010

- Performance-Based Logistics
- Directed Energy Weapons
- Defence in and for South Africa
- Combat Identification Systems
- BMD for Korea: East Asia Strategic Review
- Future Soldier Annual Programmes Update
- Military / Police Equipment
- Global Marine Forces Review

Bonus Distribution: MSPO, AAAD, DEFENCE ASIA (Korea), Modern Day Marine

SPECIAL ISSUE: Naval Armaments for Surface and Sub-Surface Ships
EURONAVAL SPECIAL Brown Water Submarine Programmes
Naval Assets for National Security
Naval Sub-Surface Weapons
OPV Programmes
Naval Propulsion

10/2010 AD: 09.09.2010 • AC: 15.09.2010 • PD: 29.09.2010

- Active / Passive Vehicle Protection Systems and Technologies
- Unmanned Ground Vehicles
- IED Technologies
- Less Than Lethal Update
- Equipping and Protecting the Dismounted Soldier
- Hellenic Defence
- The Netherlands: National Defence Industry Report
- Supplement: The German "Streitkräftebasis"

Bonus Distribution: AUSA, DEFENDORY EURONAVAL, NIID, Future Soldier 2010, MILIPOL Qatar

11/2010 AD: 14.10.2010 • AC: 20.10.2010 • PD: 03.11.2010

- IT SPECIAL
 - Helicopter Programmes in SE Asia
 - Technology for Border Security
 - ANNUAL NBC REVIEW
 - AEW&C in Asia
 - Mission Systems for MPA
 - Country Special: Indonesia
 - Data Recording / Storage / Display and Exploitation
- Bonus Distribution:** INDODEFENCE, UDT Asia, MILIPOL Qatar, China Air Show, Shrivenham NBC Symposium,

SPECIAL ISSUE: The Armour Compendium

AD: 18.11.2010 • AC: 23.11.2010 • PD: 01.12.2010

12/2010 AD: 28.10.2010 • AC: 04.11.2010 • PD: 18.11.2010

- Training in the 21st Century
- AFV Developments
- Next-Generation Artillery Ammunition
- Networked Simulation
- Submarine Programmes in Europe
- Naval Logistics: Supply and Support
- Defence, Industry and Security in Pakistan
- FIELD ARTILLERY 2010 SUPPLEMENT

Bonus Distribution: I/ITSEC, ISNR 2010, EXPONAVAL, IDEAS



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