

# Media Pack and Rate Card 2016 – 2017

## European Defence Matters

Your direct route to Europe's key  
military decision-makers



[www.eda.europa.eu/info-hub/european-defence-matters](http://www.eda.europa.eu/info-hub/european-defence-matters)

# European Defence Matters

The magazine that gives you the direct route to Europe's key military decision-makers

The EDA is a European Union (EU) organisation set up to help Member States increase their military capabilities while improving the EU's defence and security capabilities in support of the EU's Common Security and Defence Policy.

**The European Defence Agency has four main tasks:**

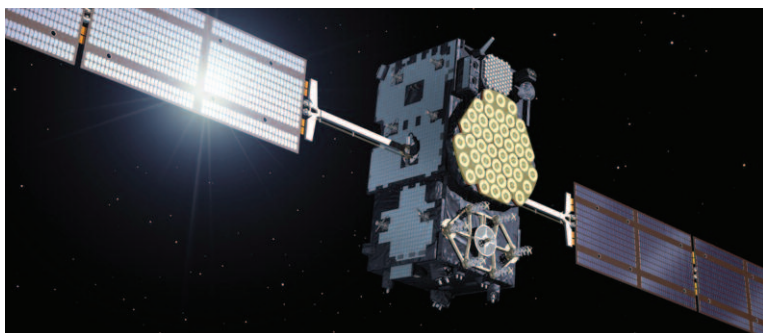
1. Supporting the development of European defence capabilities and military cooperation
2. Stimulating defence technology and strengthening the European defence industry
3. Acting as a military interface to EU policies.

***European Defence Matters*** is the only dedicated European defence magazine designed to address specifically the issues of effective future defence procurement in Europe. It has a growing circulation of more than 10,000 copies, focused on senior decision makers within government and industry.

***European Defence Matters*** is the regular, official publication of the EDA and provides a vehicle for the wider European defence community to debate the essential issues around capabilities, requirements and challenges. It also highlights the achievements of the EDA and its partners in successfully deploying European forces on a regular, repeatable and robust basis.

***European Defence Matters*** features interviews with the most senior personnel in EU bodies, the defence departments of Member States, companies and academic bodies. It highlights cooperative programmes from acquisition to developing in-theatre capabilities.

The publication is balanced editorially, visually compelling and content rich. It is available in both hard copy and electronic formats, published on the EDA website.



EDM reaches people who matter: National Armaments Directors, Chiefs of Defence, Members of Parliamentary Defence Committees, NATO capability managers, industrial strategy directors, key academics, European cooperation officials, defence budget managers, military training planners, national delegations to NATO and the EU, defence attachés, senior military commanders.

In short, anybody and everybody exerting influence on planning, selection and procurement of defence equipment, systems and services in Europe.

# European Defence Matters

## Informing Europe's key military decision makers

### Issue 10 – April 2016

Dossier: Innovation shift – 12-page full report

- Interview with Dutch Defence Minister Jeanine Hennis-Plasschaert
- Interview with Marwan Lahoud, Airbus Group
- Opinion piece by Michel Barnier

### Issue 11 – October 2016

Dossier: EU Global Strategy and follow-on work on defence (if adopted in time)

- Global Strategy: general content & analysis
- Global Strategy: what implications for defence and the EDA?
- Plus VIP Interviews and Industry views.

NATO/EU relations after Warsaw Summit

Sustainable energy for defence & security

- EU energy strategy and defence
- EDA's defence energy management concept.

Air-to-air refuelling, military logistics, RPAS

### Issue 12 – February 2017

Dossier: European Commission Defence Action Plan

- Content, analysis and the way ahead
- Road map for Security of Supply
- Impact on EDA strategy and work plan

Defence research projects accessing EU Funds

### Issue 13 – July 2017

Dossier: Space & defence interface

- EDA and EU space programme, plus VIP Interviews

Countering Improvised Explosive Devices

- EDA's deployable exploitation capabilities.

### Issue 14 – December 2017

Full magazine content TBC.

Editorial content of the magazine focuses on the priorities and aims of the European Defence Agency in pursuing its four main objectives.

In each issue of EDM, there will be frequent coverage of the issues that matter to Europe, to the European defence community and to EDA's partners and sister organisations.

### Readership breakdown by profession

Political	24%
Military	31%
EU and NATO organisations	22%
Industry	16%
Academic	2%

*"All visitors to our Brussels headquarters, from very high level politicians and government officials to senior industry executives and operational level managers from national governments, receive copies of European Defence Matters. It is also distributed at major defence-oriented meetings such as Defence Ministers and Heads of State Summits and any other appropriate conferences, colloquia and symposia. In addition, the magazine is distributed to other EU institutions, including the European Commission and Parliament, as well as NATO, the nations' permanent representatives and the wealth of other organisations that focus at least a major part of their interest on defence."*

Eric Platteau – Head of Media & Communication,  
European Defence Agency

### Geographic breakdown of individually mailed requested copies

Benelux	38.4%
France	13.8%
Central Europe	10.7%
Austria / Germany / Switzerland	10.3%
Nordic	6.9%
Spain/Portugal	6.7%
Italy	5.7%
UK / Ireland	5.7%
Southern Europe	1.6%

### Distribution

**European Defence Matters** has a circulation of 10,000 copies. In addition to the regular distribution (of which 60% is mailed to individual addresses), the magazine will be widely distributed at major European defence conferences, seminars and colloquia throughout the year.

# European Defence Matters

Contact us now on +336 21 71 11 18

## Specifications and rates

Advertisement sizes	Width X Height	Rates
Full page bleed	216 X 303mm	€5,500
Full page type area	190 X 268mm	€5,500
Half page vertical type area	92 X 268mm	€2,995
Half page horizontal type area	190 X 131mm	€2,995
Third page horizontal type area	190 X 85mm	€1,925

### Special positions

Inside front cover	€5,950
Inside back cover	€5,825
Outside back cover	€5,950
Other specified positions	10% additional cost

### Please send only high resolution pdfs

Please ensure all fonts embedded. Ensure pdfs are saved at 300dpi minimum. If artwork is received in InDesign or Quark then there will be an additional charge for producing a high resolution pdf and sending to the client for approval.

### Terms and Conditions

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. The terms may not be varied without written approval from a duly authorised officer of the Publisher.

#### Obligations of Publisher

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

#### Order Requirements

3. It is the responsibility of The Advertiser or Advertising Agency to submit to the Publisher requested material by the Due Date.

(i). Approval of final artwork will be by email with attachment or signed fax transmission if this is not practical. This is agreed to be sufficient acknowledgement of approval for press by both parties

#### Payments

4. The Advertiser or Advertising Agency shall pay to Turbomedia the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by Turbomedia.

(i) Payment in full of the total amounts shall be made to Turbomedia within 30 days of the date of invoice whether directly from the Advertiser or Advertising Agency;

(ii) In submitting an advertising insertion order, Advertisers or Advertising Agencies accept Turbomedia's payment terms which cannot be altered in any way without written approval;

(iii) Turbomedia is not liable for any fees associated with completing remittances in respect of settlement;

(iv) Where an Advertising Agency is in default of the credit terms of 30 days, Turbomedia will be entitled to approach the Advertiser directly in writing for payment without notice;

(v) Payments received within 30 days from date of invoice will be entitled to a Discount of 2.5% from the value of the Insertion Order (before taxes). Please contact Turbomedia to agree this discount in advance of payment.

(vi) Late fees of 3% will apply for payments over 60 days from date of invoice, unless otherwise agreed with Turbomedia The fees will be added to the following invoice.

(vii) International payments are to be made by way of Electronic Wire

Transfer to the nominated bank account on the invoices. Credit Card payments via Visa and Mastercard can be accepted by special arrangement.

#### Agent's Commission

5. Where the advertisement is booked by an accredited Advertising Agency and provided that payment is made in accordance with clause 4, the Publisher shall allow a discount in lieu of commission, calculated at an agreed rate of the invoiced total space charged.

#### Rights of Publisher

6. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:

(i) Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;

(ii) Postpone the publication of any advertisement at any time or times and from time to time;

(iii) Not be responsible for any advertising material which remains in its or its printer's possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;

(iv) Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;

(v) Place the word advertisement on any copy, which in the Publisher's opinion too closely resembles editorial matter.

#### Legal Compliance

7. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines applicable in the EU

(i) However the publication of any advertisement pursuant to the Order is strictly subject to the Publisher's approval;

(ii) Without limiting the generality for clause 6, the Publisher shall not be required to accept any advertising material the publication of which may in its opinion contravene any provision of any law in any EU member state.

#### Publisher's Limited Liability

8. The Publisher shall not be liable for any loss or damage from the failure for

whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

#### Substituted Orders

9. The Publisher will not accept a cancellation of the Insertion Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule.

(i) Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;

(ii) If copy is not received by the published deadline date the advertiser will be fully responsible for the total cost of the Insertion Order.

#### Contracted Advertising Rates

10. Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

#### Advertiser Acting as Principal

11. The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

#### Indemnity to Publisher by Advertiser

12. The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo.

(i) The Parties agree that, in the event of termination of this Agreement, or any other foreseeable event that requires arbitration or litigation, English Law shall apply.

## Contacts

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