

Mönch

Media 2010



PUBLISHED MONTHLY IN ITALIAN

RIVISTA ITALIANA DIFESA

Publishing House:

Giornalistica Riviera S.C.
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RID - RIVISTA ITALIANA DIFESA

Frequency: monthly magazine (12 issues per year)
Language: Italian
Circulation: 30,000 per issue

RIGHT ON TARGET

If your need is to reach the Italian defence market... no doubts, there's only one publication able to guarantee your message to be *right on target*: **RID - RIVISTA ITALIANA DIFESA**.

Launched in 1982, **RID** has been the leader in defence publications in Italy since the first issue: a long tradition which is a guarantee of success.

Offering the readers a really complete information and a full overview of the international panorama, nowadays it's the reference publication for all the Italian professionals operating in the defence field at military, industrial and political level.

Thanks to the in depth analysis of all the defence matters, **RID** is the *opinion-maker for decision-makers*.

There's no better solution for your advertising campaign in Italy.

For this reason, we look forward to welcoming you on board RIVISTA ITALIANA DIFESA in 2010!

Geographical Breakdown of publication distribution within Italy

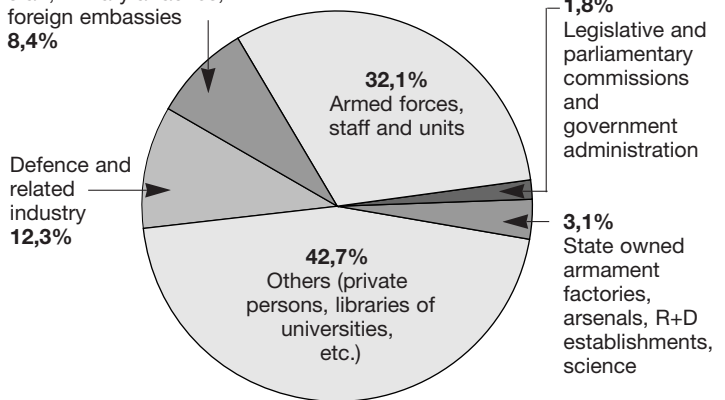
Piemonte, Valle d'Aosta	9.60%
Lombardia	20.71%
Liguria	6.43%
Veneto	10.48%
Trentino A.A.	1.26%
Friuli V.G.	6.34%
Emilia Romagna	11.16%
Toscana	7.73%
Umbria	1.29%
Marche	2.18%
Lazio	10.11%
Abruzzo e Molise	0.96%
Campania	3.09%
Puglia	2.32%
Basilicata	0.22%
Calabria	0.86%
Sicilia	2.94%
Sardegna	2.32%
TOTAL	100.00%

Distribution:

Monthly circulation: 30,000
Distribution in Italy: 96,9%
Distribution abroad: 3,1%

Readership Analysis

National Defence Ministries and administration, procurement/defence committees, general staff, military attaches, foreign embassies
8,4%



TOTAL 100,4%*

*The total exceeds 100% slightly due to the rounding off of figures.

Readers per copy:

3,3
Male: 94.8%
Female: 5.2%

Age Analysis of Publication Readership:

from 15 to 24 years: 20.5%
from 25 to 34 years: 30.8%
from 35 to 44 years: 22.1%
from 45 to 54 years: 15.0%
from 55 to 64 years: 6.8%
65 years and above: 4.8%

Socioeconomic Breakdown of Publication Readership:

higher income level: 44.1%
medium income level: 50.2%
lower income level: 5.7%



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www.moench.com

Magazine Size: 297 mm high by 210 mm wide
Type Area: 270 mm high by 185 mm wide
 Full bleed page 303 mm high by 216 mm wide
 Double bleed page 303 mm high by 426 mm wide
 Double page spread
 270 mm high by 396 mm wide
 Two half pages across gutter
 135 mm high by 396 mm wide

Advertisement Sizes:	Size	Height	by	Width mm
2/1 pages	270 mm	by		396 mm
full page	270 mm	by		185 mm
3/4 page	270 mm	by	135 mm/	195 by 185
2/3 page	270 mm	by	120 mm/	180 by 185
junior page	185 mm	by		135 mm
1/2 page	270 mm	by	90 mm/	135 by 185
2/2 page	135 mm	by		396 mm
1/3 page	135 mm	by	62 mm/	90 by 185
1/4 page	135 mm	by	90 mm/	65 by 185
1/8 page	65 mm	by	90 mm/	43 by 135/ 32 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)

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%

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, peacekeeping, peace enforcing, homeland defence

Publisher: GIORNALISTICA RIVIERA S.C.
Advertising administration: Mönch Verlagsgesellschaft mbH
 Heilsbachstrasse 26, 53123 Bonn, Germany

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Frequency: 12 issues per year

Closing date for reservations: See editorial schedule

Terms of payment: 30 days after invoice date, no discount.
Bank account: Deutsche Bank Bonn acc. 326 659000
 (BLZ / Sort Code 380 700 59)
 BIC: DEUTDEK380

IBAN: DE55 3807 0059 0326 6590 00
 Sparkasse Bonn acc. 310 13667
 (BLZ / Sort Code 380 500 00)
 BIC/SWIFT: BONSDE33
 IBAN: DE60 3805 0000 0031 0136 67

Special Conditions: 1. A one-off charge of € 250 will be applied for minor amendments to advertising copy (e.g. Exhibition "flashes", spelling corrections)

2. Any advertisement across the gutter smaller than 2/2 in size will attract a 30% surcharge.

Basic type: Switzerland Narrow 10/11,5
Printing specifications: Offset to 48 screen for b/w ads
 Offset to 54 screen for colour ads
Colours: European scale, otherwise special colour surcharge
Printing material: Only material submitted in electronic format (better if high resolution PDF files). For more info, please get in touch with the Publishing House by e-mail (rid@rid.it).
 Proof sheets will not be provided

Miscellaneous: The publisher 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

RIVISTA ITALIANA DIFESA 2010

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

1/2010 - January	AD: 20 Nov 2009 AC: 27 Nov 2009 PD: 15 Dec 2009	7/2010 - July	AD: 27 May 2010 AC: 03 June 2010 PD: 21 June 2010
<ul style="list-style-type: none">- The Italian 2010 Defense Budget- SELEX GALILEO naval sensors- The CAESAR mobile gun- Italian Air Force 37th Wing		<ul style="list-style-type: none">- Report: ILA, Berlin- Airbus A400M Military Transport Aircraft- How prepared are the Navies for the land attack mission?- Military SATCOM- New French solutions for land warfare	
2/2010 - February	AD: 18 Dec 2009 AC: 04 Jan 2010 PD: 22 Jan 2010	8/2010 - August	AD: 25 June 2010 AC: 01 July 2010 PD: 22 July 2010
<ul style="list-style-type: none">- The ATR-72 ASW Maritime Patrol Aircraft- US non lethal weapons: the new wave- INSEAN: naval architecture excellence center- Artillery guided ammunition developments- Naval vessels defense against "irregular" threats		<ul style="list-style-type: none">- Report; Eurosatory, Paris- Boeing: new programs and projects- The MISTRAL LHD class- Electronic defense against anti-ship missiles	
3/2010 - March	AD: 25 Jan 2010 AC: 29 Jan 2010 PD: 22 Feb 2010	9/2010 - September	AD: 09 July 2010 AC: 16 July 2010 PD: 20 Aug 2010
<ul style="list-style-type: none">- The International Space Station- Naval application of laser technology- The Italian Air Force Predator- Future trends of military communications- Fincantieri naval mechanical products (propellers, stabilizers, rudders)		<ul style="list-style-type: none">- Report: Farnborough Air Show- Naval incursion & incursion defense solutions- Urban warfare: a status report- Rheinmetall weapon system developments	
4/2010 - April	AD: 22 Feb 2010 AC: 26 Feb 2010 PD: 22 Mar 2010	10/2010 - October	AD: 27 Aug 2010 AC: 02 Sep 2010 PD: 21 Sep 2010
<ul style="list-style-type: none">- Report: Defense Expo India- The TOW anti-tank missile never ending story- Polish PZL Swidnik helicopters- New anti-ship missile systems		<ul style="list-style-type: none">- COMSUBIN: Italian Navy Special Forces- The Italian Army reconnaissance cavalry units- The return of the gunship- Naval warfare new trends	
5/2010 - May	AD: 26 Mar 2010 AC: 30 Mar 2010 PD: 20 Apr 2010	11/2010 - November	AD: 24 Sep 2010 AC: 30 Sep 2010 PD: 22 Oct 2010
<ul style="list-style-type: none">- DRS Technologies capabilities and strategy- The Italian Air Force Special Forces- Ceramic armor developments- Northrop Grumman FIRE SCOUT- SELEX Sistemi Integrati MEDUSA optronic system		<ul style="list-style-type: none">- Report: African Aero Defence South Africa- IVECO new combat vehicles- Naval radars for Coastal Surveillance- Russian MANPADS	
6/2010 - June	AD: 23 Apr 2010 AC: 29 Apr 2010 PD: 21 May 2010	12/2010 - December	AD: 29 Oct 2010 AC: 02 Nov 2010 PD: 22 Nov 2010
<ul style="list-style-type: none">- What future for the Italian Army?- Growing submarine communications capabilities- Naval propulsion pods- The Turkish Air Force		<ul style="list-style-type: none">- Report: Defendory, Athens- Report: Euronaval, Paris- Report: AUSA, Washington D.C.- The Indian Navy	

Right of alternation reserved

