

Mönch

Media 2010

**TECNOLOGIA
MILITAR**



PUBLISHED
QUARTERLY
IN SPANISH

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Verlagsgesellschaft mbH
Heilsbachstrasse 26
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The Spanish speaking world – comprising the Iberian Peninsula and Central and South America – is similar to North America in so far as it represents one of the world's largest geographical areas in which one language (Spanish) is understood and spoken throughout. This contrasts to Europe, or Asia, where a multitude of different languages are important, often within a single country.

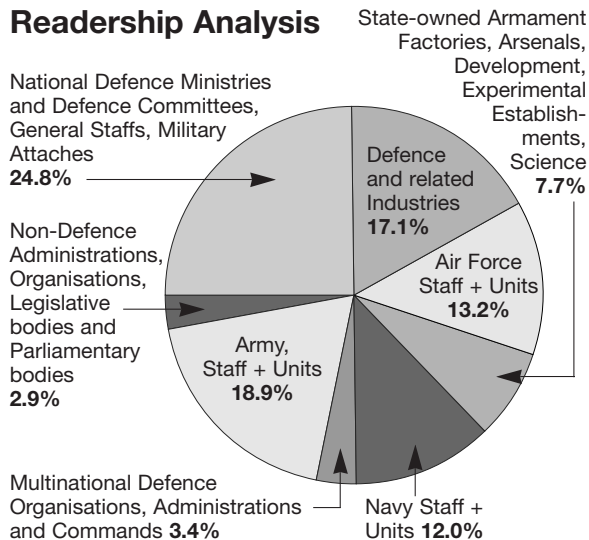
To reach this part of the world one needs to approach the people in Spanish. This applies all the more to the complex and sophisticated areas of defence, aerospace and the military in general.

For these reasons **TECNOLOGIA MILITAR** was established twenty eight years ago. Today **TECNOLOGIA MILITAR** is the only defence technology journal in Spanish of international reputation, significance, and relevance.

TECNOLOGIA MILITAR provides information on defence and security matters with a specific emphasis on the political, economic and operational conditions of Latin America and the Iberic Peninsula. In addition articles on international highlights, technical description of modern weapon systems and status reports on procurement programmes are regular features of the publication.

The magazine's editorial approach thus reflects the drive by the armed forces of the Spanish-speaking countries towards establishing themselves as reliable partners in the global defence community, as demonstrated amongst other aspects by their increasing participation in international peace support operations. This trend underlines the need for appropriate modernization efforts, to involve both the structure and the equipment for all armed services in the respective countries.

Readership Analysis



Geographical Breakdown by Regions and by Countries
Grand Total 10,136 copies

Geographical Breakdown by Regions and Countries

South America							
Argentina	633 copies	Dominican Republic	21 copies	Belgium	12 copies	Africa	
Bolivia	54 copies	El Salvador	40 copies	CIS-Nations	25 copies	Angola	17 copies
Brazil	839 copies	Guatemala	45 copies	Czech Republic	6 copies	Cape Verde	4 copies
Chile	831 copies	Honduras	42 copies	Denmark	4 copies	Guinea Bissau	3 copies
Columbia	494 copies	Haiti	2 copies	Finland	2 copies	Mozambique	16 copies
Ecuador	221 copies	Mexico	402 copies	France	37 copies	South Africa	43 copies
Paraguay	83 copies	Nicaragua	21 copies	Germany	52 copies	Others	2 copies
Peru	281 copies	Panama	37 copies	Italy	51 copies		85 copies
Uruguay	138 copies	Puerto Rico	8 copies	Netherlands	8 copies		
Venezuela	771 copies		651 copies	Poland	10 copies	The Middle East and North Africa	16 copies
	4,345 copies	North America		Portugal	313 copies		
		USA	97 copies	Spain	4,329 copies	Asia	23 copies
Central America and Caribbean Islands		Canada	7 copies	Sweden	16 copies		
Costa Rica	15 copies		104 copies	Switzerland	10 copies		
Cuba	18 copies	Europe		United Kingdom	24 copies		
		Austria	5 copies	Others	8 copies		
					4,912 copies	GRAND TOTAL	10,136 copies

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

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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Subject: Defence technology, aerospace, defence economics and policies, logistics
Publisher: Mönch Verlagsgesellschaft mbH, Bonn
Advertising administration: Mönch Verlagsgesellschaft mbH, Heilsbachstrasse 26, 53123 Bonn, Germany
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 Fax: (+49-228) - 64 83-109
E-Mail: marketing@moench-group.com
Frequency: quarterly
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: DEUTDEDK380
 IBAN: DE55 3807 0059 0326 6590 00
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Editorial Programme

TECNOLOGIA MILITAR 2010

AD = Advertising Reservation Deadline

AC = Advertising Copy Deadline

PD = Publication Date

Issue 1/2010

AD: 26 February 2010

AC: 03 March 2010

PD: 17 March 2010

Special Supplement:

“The Israeli Defence and Aerospace Industry and Latin America”

“The European Defence and Aerospace Industry and Latin America”

Country Special: Defence in and for Bolivia

FIDAE Focus:

- Welcome Addresses
- Defence Procurement Cooperation in Latin America
- Interview with the Chilean Chief of Staff Air Force
- Chilean Defence Procurement Programmes – A Status Report
- Industrial News and Profiles
 - Self-protection Systems for Airborne Platforms
 - Future Soldier Systems – An International Status Report
 - Naval Laser Depth Sounding Techniques
 - Random FIDAE Industrial Notes

Market Survey:

Pistols, Revolvers and Personal Defence Weapons (PDW)

Bonus Distribution

FIDAE, Santiago de Chile, Chile, 23-28 March 2010

DSA, Kuala Lumpur, Malaysia, 19-22 April 2010

IDEP, Bratislava, Slovakia, 05-07 May 2010

UDT EUROPE, Hamburg, Germany, 08-10 June 2010

Issue 2/2010

AD: 26 May 2010

AC: 31 May 2010

PD: 10 June 2010

Special Supplement:

“Spain, a Traditional Partner for Defence Requirements in South America and the Progress in International Defence Market Shares”

Country Special: Defence in and for Portugal

Industrial News and Profiles:

- Light Aircraft – Platforms for Different Operations
- Modern Camouflage Systems
- Force Protection Equipment in Progress
- Modern Air Force Training Platforms and Systems
- Small Naval Vessels for Special Operations

Market Survey:

Soldier Self-Protection Equipment – the latest Tendencies

Bonus Distribution

EUROSATORY, Paris, 14-18 June 2010

AUSA, Washington D.C., 25-27 October 2010

Issue 3/2010

AD: 17 September 2010

AC: 21 September 2010

PD: 30 September 2010

Special Supplement:

“Latin America –

A Market Place for International Bidders”

Industrial News and Profiles:

- Remotely Controlled Weapon Stations
- Unmanned Ground Vehicles and Combat Robots
- Modern in Flight Refuelling Solutions
- 6x6 and 8x8 Armoured Vehicles Tendencies
- Equipment and Systems for Underwater Operations

Bonus Distribution

Defendory, Athens, Greece, 05-09 October

EURONAVAL, Paris, France 25-29 October

Issue 4/2010

AD: 08 November 2010

AC: 10 November 2010

PD: 24 November 2010

EXPONAVAL Focus:

- Welcome Addresses
- Interview with the Chilean Chief of Staff Navy
- A Detailed Status Report on the Programmes of the Chilean Navy
- Industrial News and Profiles
 - Fighter Aircraft for Latin America – A Status Report
 - Communication Solutions for the Armed Forces
 - Logistic Vehicles for the Armed Forces
 - Naval Platforms Automation Systems
 - Piracy, Smuggling, Narcotics Dealing, Slave Trade – How to Defeat this Phenomenon Today
 - Air Defence – Latest Developments in Upgrades or New Equipment

Bonus Distribution

EXPONAVAL, Valparaíso, Chile,

30 November - 02 December 2010

IDEX 2011, Abu Dhabi, UAE, 20-24 February 2011

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Every edition of **TECNOLOGIA MILITAR** will offer special editorials and sections of general and industrial news, with an emphasis on the Spanish and Portuguese speaking countries.

Depending on progress current procurement programmes will be included.

Special requests on part of governments, armed forces, procurement agencies and industry are most welcome.



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