



**MILITARY  
SIMULATION  
& TRAINING  
MAGAZINE**

# Why Work with MS&T Magazine Your Pioneering Marketing Partner



Celebrating 39 years in the industry, MS&T continues to lead the latest thinking, innovation, news and events within the global defence training community. From magazines and newsletters, to our new website and digital arena to live, virtual and hybrid events – we have the tools, knowledge, connections, and expertise to ensure your brand and services hit the right people at the right time.

MS&T is characterized by high-quality, independent editorial content, created by an international team of editors and writers who apply their industry experience to showcase issues and innovations, helping world militaries shape their visions and identify best practices. Excellent content is more critical than ever before, MS&T continues to be read and influence key decision-makers.

- Global digital distribution to 22,500 qualified readers every issue in 148 countries and territories.
- Digital distribution to 61k unique website users per quarter, 86k website sessions per quarter, 24k newsletter subscribers, 90k engaged database with up to 45% open rates.
- Well known and respected by the training community for accurate and insightful information.
- Loyal readership: Publication since 1983, produced 4 times per year as an app, online and print, plus a dedicated digital audience.
- MS&T has the highest readership of any military simulation and training journal with more than 90,000 qualified readers.
- MS&T has the greatest reach of any military simulation and training journal with distribution in over 148 countries globally distributed to every modeling, simulation and training command around the world.
- MS&T is distributed at key events and conferences throughout the year as part of our media partner commitments.
- MS&T is the only publication recognizing achievement in the worldwide S&T community by hosting the Simulation & Training Awards.

Talk to the team to find out how MS&T can support your marketing programme.

Holly Foster  
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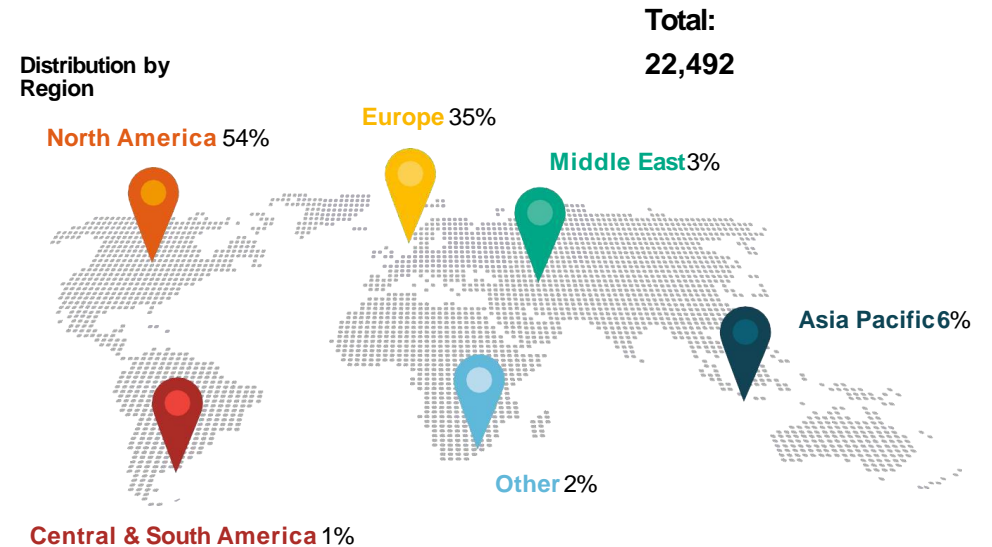
Jeremy Humphreys  
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 Tel: +44 (0)1252532009

## Online Informs, Print Influences

Deliver your message to senior defense training professionals in 148 countries and territories.

### Distribution by Organization

MST Industry, Prime Contractors, Other Organizations	13,321
Army, Navy, Marines, Air Force	6,949
Police, Security, First Responder, Education	1,299
DOD, Joint Commands, Government	922



# Advertising Rates 2022 MS&T Magazine



	US\$	Euro	UK£
<b>Cover Positions</b>			
Inside Front Cover	10,210	8,870	7,850
Inside Back Cover	9,800	8,510	7,530
Outside Back Cover	10,690	9,290	8,220
<b>Internal Page Options</b>			
Double Page Spread	12,550	10,910	9,650
Full Page	8,620	7,490	6,630
2/3 Page	6,040	5,240	4,650
1/2 Page	4,760	4,130	3,660
1/3 Page	3,450	3,000	2,660
1/4 Page	2,590	2,260	1,990
<b>Advertorial Rates</b>			
Double Page Spread	16,500	13,040	12,690
Four Pages	18,850	14,865	14,470
Eight Pages	25,100	19,820	19,285

Loose insert pricing on demand.

#### Preferred File Format

Acrobat PDF  
High resolution/press optimized with all fonts embedded.  
All RGB and spot colours should be converted to CMYK.

#### Other Accepted File Formats

InDesign. Include all corresponding fonts, graphics and images for output.  
Photoshop. TIFF, EPS or JPEG format, 300 dpi, CMYK.  
Illustrator. Include all corresponding fonts, graphics and photos for output.

#### Graphics/Images

Please save image files as either a TIFF or EPS, with a resolution of at least 300 dpi and in CMYK format. RGB and spot colours should be converted to CMYK.

#### Proof

When emailing the artwork, please attach a low-resolution pdf for proofing purposes.

Have a chat with our sales consultancy team who will be pleased to discuss your individual advertising requirements.

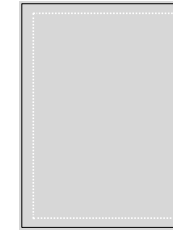
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Jeremy Humphreys  
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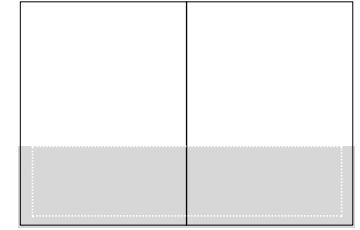
## Advertising Specifications



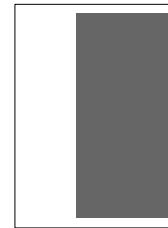
**Double Page Spread**  
412mm x 277mm (trim)  
418mm x 283mm (with bleed)  
384mm x 254mm (live area)



**Full Page, Bleed**  
212mm x 283mm (with bleed)  
206mm x 277mm (trim)  
178mm x 254mm (live area)



**DPS 2/3 Page Horizontal**  
412mm x 97mm (trim)  
418mm x 103mm (with bleed)  
384mm x 85mm (live area)



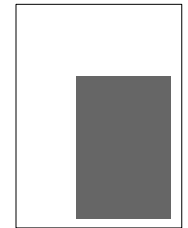
**2/3 Page Vertical**  
116mm x 254mm



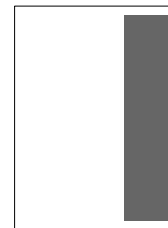
**1/2 Page Horizontal**  
178mm x 124mm



**1/2 Page Vertical**  
85mm x 254mm



**1/2 Page Portrait**  
116mm x 176mm



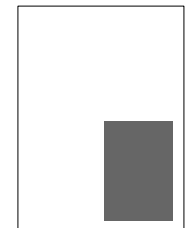
**1/3 Page Vertical**  
57mm x 254mm



**1/3 Page Horizontal**  
178mm x 85mm



**1/4 Page Horizontal**  
178mm x 63mm



**1/4 Page Portrait**  
85mm x 124mm

■ Advert   ■ With bleed



# Editorial Schedule 2022

## MS&T Magazine



### MS&T1.2022 IT<sup>2</sup>EC Issue

#### Editorial Features:

- Major EU programme(s) analysis – air/sea/land/joint
- Major US program(s) analysis – air/sea/land/joint
- Major Gulf or Asia Pacific programme(s) analysis – air/sea/land/joint
- Event report – I/ITSEC
- Event preview – IT<sup>2</sup>EC
- Disruptor profile/interview
- Emerging technologies analysis – AR/ MR/VR/XR, AI/Big Data/Cloud, Biometrics - including Pilot/Sailor/Soldier/MTX training implementations
- MilSim Challenges, Best Practices
- Human Factors research for military training

Advertising Deadline: 23 March 2022

Publication: 14 April 2022

Bonus Distribution: IT<sup>2</sup>EC 2022, London, UK

### MS&T2.2022 Awards Issue

#### Editorial Features:

- MS&T Awards 2022
- Major US program(s) analysis – air/sea/land/joint
- Major EU programme(s) analysis – air/sea/land/joint
- Major Gulf or Asia Pacific programme(s) analysis – air/sea/land/joint
- Event report – IT<sup>2</sup>EC
- Event report – DSET
- Disruptor profile/interview
- Emerging technologies analysis – AR/MR/VR/XR, AI/Big Data/Cloud, Biometrics - including Pilot/Sailor/Soldier/MTX training implementations
- MilSim Challenges, Best Practices
- Human Factors research for military training

Advertising Deadline: 11 July 2022

Publication: 29 July 2022

### MS&T3.2022 I/ITSEC Issue

#### Editorial Features:

- Major US program(s) analysis – air/sea/land/joint
- Major EU programme(s) analysis – air/sea/land/joint
- Major Gulf or Asia Pacific programme(s) analysis – air/sea/land/joint
- Event preview – I/ITSEC
- Event report – SMI
- Disruptor profile/interview
- Emerging technologies analysis – AR/MR/VR/XR, AI/Big Data/Cloud, Biometrics
- MilSim Challenges, Best Practices
- Human Factors research for military training

Advertising Deadline: 27 October 2022

Publication: 18 November 2022

Bonus Distribution: I/ITSEC 2022, Orlando, FL

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## MS&T Advertising Clients include:



Barco  
Blackboard  
Bohemia Interactive Simulations  
CAE  
Cobra Simulation  
Collins Aerospace  
DiSTI Corporation  
Epic Games  
FlightSafety International

HAVELSAN  
InVeris  
ITPS Canada  
KMW  
Kongsberg  
L3Harris  
Leonardo S.p.A.  
MAK Technologies  
MASA

PLEXSYS  
Raytheon  
Rheinmetall  
Ryan Aerospace  
SAAB  
Sony Electronics  
Thales Training & Simulation  
TRU  
Unity Technologies

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