



**MILITARY
SIMULATION
& TRAINING
MAGAZINE**

Why Work with MS&T Magazine?



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 Jeremy Humphreys
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Online Informs, Print Influences

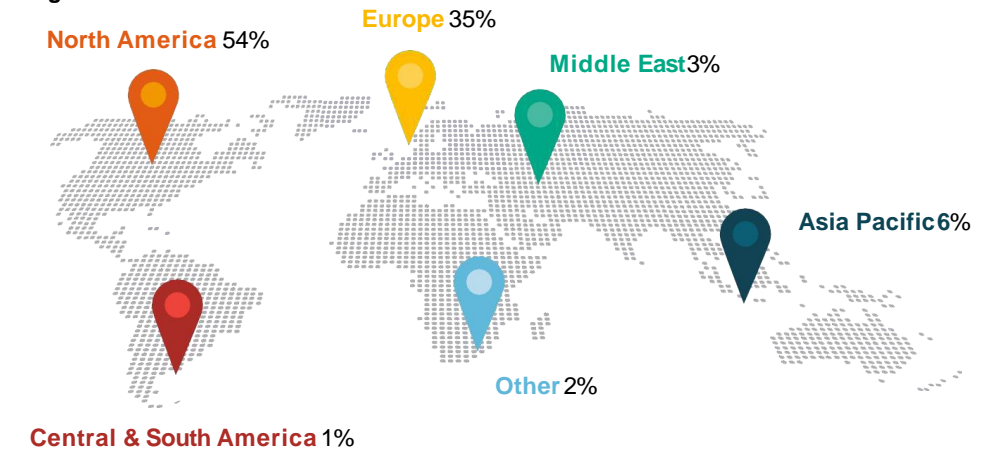
Deliver your message to senior defense training professionals in 148 countries and territories.

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

Total:
22,492

Distribution by Region



Advertising Rates 2022 MS&T Magazine



	US\$	Euro	UK£
Cover Positions			
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
Internal Page Options			
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
Advertorial Rates			
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.

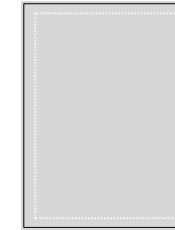
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Advertising Specifications



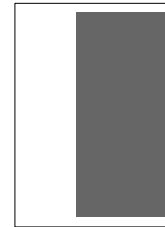
Double Page Spread
412mm x 277mm (trim)
418mm x 283mm (with bleed)
384mm x 254mm (live area)



Full Page, Bleed
412mm 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)



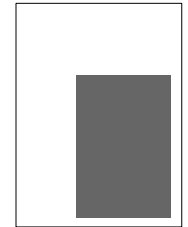
2/3 Page Vertical
116mm x 254mm



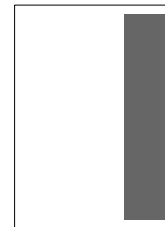
1/2 Page Horizontal
178mm x 124mm



1/2 Page Vertical
85mm x 254mm



1/2 Page Portrait
116mm x 176mm



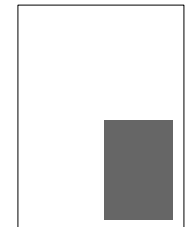
1/3 Page Vertical
57mm x 254mm



1/3 Page Horizontal
178mm x 85mm

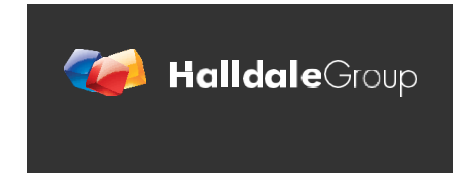


1/4 Page Horizontal
178mm x 63mm



1/4 Page Portrait
85mm x 124mm

■ Advert ■ With bleed



Editorial Schedule 2022

MS&T Magazine



MS&T1.2022 IT²EC 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 – IT²EC
- 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: IT²EC 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 – IT²EC
- 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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Holly Foster

Jeremy Humphreys

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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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