

# Zukunft.DEFENCE – New business models for Civilian Industry

Special Edition 1: 18.03.2026  
Special Edition 2: 14.10.2026

Against the backdrop of a changing security policy environment, the question of how civilian value creation, technological expertise, and industrial capacities will be integrated into the realm of comprehensive national security in the future is becoming a key issue for the years ahead.

With a series of events and two griephan editions (March and October 2026), *Zukunft.DEFENCE* establishes a media platform to foster dialogue and cooperation between civilian industry, the Bundeswehr, political decision-makers, and the defence industry.

**Be visible now, when new business areas are emerging, industry partners are being sought and supply chains are being established.**

**griephan Edition 2026 – Zukunft.DEFENCE**



# Content concept– griephan Edition Zukunft.DEFENCE

## CORE QUESTIONS

- **Situation & Assessment** – Germany’s current security landscape and the implications for industry and economic growth.
- **Capacity & Resilience** – How industrial capabilities and technological innovations can strengthen resilience.
- **Collaboration & Outlook** – Exploring the new state-industry partnerships needed for the future.

Since 1964, **griephan** has stood for information expertise in the field of national security and defence and enjoys a reputation as the industry leader. **griephan Briefe** provides weekly specialist and insider information on the equipment requirements of the German Armed Forces, from Bundestag committees, and analyses of the defence industry.

## STRATEGIC CONTEXT

- Geopolitical & Security Drivers of bridging the gap between the civil and defense industries
- Flexible and Automated Production as a security policy objective

## SOLUTIONS & BEST PRACTICES

- Overview of Key Technologies: sensors, drives, housings, electronics and electrical engineering, materials, robotics, additive manufacturing, etc.
- Case Studies from industry and procurement
- Best Practices for civil-military collaboration

## MARKET & INDUSTRY

- Current procurement projects and strategies
- Opportunities for SMEs and Specialized Suppliers
- Marketplace of Opportunities (Profile section)

# Media kit – griephan Edition Zukunft.DEFENCE

## SHOW YOURSELF AS A DEFENCE PARTNER!

<b>FORMAT</b>	DIN A4 – 210 x 297 mm (width x height)
<b>TYPE AREA</b>	180 mm x 265 mm (width x height)
<b>COLOR</b>	4c – CMYK

## ADVERTISEMENT FORMATS & PRICES

1/1 PAGE	210 x 297 mm (width x height)	€ 3,990.-
1/2 PAGE horizontal	180 x 130 mm (width x height)	€ 2,650.-
1/3 PAGE horizontal	180 x 87 mm (width x height)	€ 2,120.-
1/4 PAGE horizontal	180 x 65 mm (width x height)	€ 1,820.-

## BUSINESS PROFILE\*

1/1 PAGE	€ 3,990.-
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## CONTENT MARKETING PACKAGE\*

ARTICLE + BUSINESS PROFILE	€ 4,990.-
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\* Prices plus VAT.



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## GRIEPHAN EDITION 1-2026

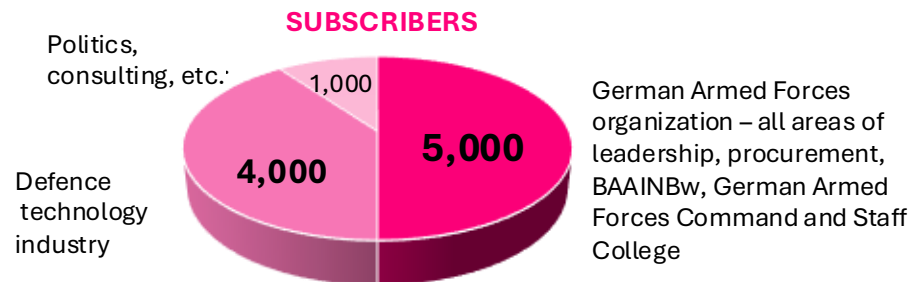
03/18/2026	Publication date
02/16/2026	Closing date for ads & materials

## GRIEPHAN EDITION 2-2026

10/14/2026	Publication date
09/21/2026	Closing date for ads & materials

## RECIPIENTS

Subscribers:	10,000 (PDF format)
Trade fair visitors:	1,500 (print format)



# A premium media ecosystem for your solutions

## 1. Credibility & Reach

As a special edition of the weekly griephan Briefe, this industry-leading publication reaches decision-makers in the German Armed Forces, procurement, politics, and industry.

## 2. Thought leadership

Positioning your company as part of the national security in the future .



## 3. Targeted communication

Readership with investment responsibility: griephan reaches precisely those players who are responsible for equipment and procurement for the fire department.



## 4. Content + Commercial → Mehrwertkommunikation

DEFENCE = growth market  
Secure an early position in the growth field of “Defence industry made in Europe” – **be visible now when new industrial partners are sought and supply chains are established.**

# Contact

## MEDIA SALES – publish-industry Verlag, Munich

**SASKIA ALBERT** +49-151-582119 18 | [s.albert@publish-industry.net](mailto:s.albert@publish-industry.net)  
**BEATRICE DECKER** +49-151-582119 13 | [b.decker@publish-industry.net](mailto:b.decker@publish-industry.net)  
**ILKA GÄRTNER** +49-151-582119 21 | [i.gaertner@publish-industry.net](mailto:i.gaertner@publish-industry.net)  
**CAROLINE HÄFNER** +49-151-582119 14 | [c.haefner@publish-industry.net](mailto:c.haefner@publish-industry.net)  
**ALEXANDRA KLASEN** +49-151-582119 17 | [a.klasen@publish-industry.net](mailto:a.klasen@publish-industry.net)

## EDITORIAL TEAM – DVV Media Group, Hamburg

**SEBASTIAN SCHULTE (EDITOR-IN-CHIEF)**  
**ANNA STURM (EDITOR)** +49-40-237 14 411 | [griephan@dwmedia.com](mailto:griephan@dwmedia.com)



[www.griephan.de](http://www.griephan.de)

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