

HIGH PERFORMANCE DIAMOND TOOLS

Independent specialist magazine for PCD, PVD, CVD, CBN, Hard Metal

German language
magazine



Brief Description

What to expect from dihw?

The specialist publication dihw DIAMANT HOCHLEISTUNGSWERKZEUGE reports on tools for the processing of metals, metal alloys, composite materials, natural stone, concrete, wood and wooden products, glass as well as other products.

What to read in dihw?

Reports regarding the specific use and application of tools with super-hard cutting materials made of PCD, PVD, CVD, CBN or of materials such as hard metal and ceramics, complemented by profound specialist articles from science, research and industry.

Who reads dihw?

Decision-makers in the application range of industrial diamonds, readers from the international automotive industry as well as from highly specialized supplier companies for the innovative aerospace industry. Moreover, specialists from gear manufacturing from the woodworking industry and users of high-performance tools in metal processing, in the processing of natural stone, concrete and glass as well as in the wood and plastic processing industry.

Way of Reporting

- **coverstory**
Your cover picture and two pages with the cover story
- **news & facts**
Interview or short messages from areas like: people, marketing, reviews, events, trade fair information, research
- **materials**
Reports on PKD, PVD, CVD, CBN, carbide etc.
- **tools**
Reports on drills, cutters, burrs, cut-off wheels, Saws, grinding wheels, special tools etc.
- **processing**
Reports on grinding, cutting, sawing, eroding, laser cutting, combination processing, coating etc.
- **components/accessories**
Reports on measurement technology, cooling lubricants + filtration, clamping tools, software, tool management necessary for the entire machining process.
- **fair reports**
Trade fair preview + trade fair follow-up reporting in the form of short company reports of the new product highlights.

Publishing company

Publishing company: Dr. Harnisch Verlags GmbH
dihw MAGAZIN
90328 Nuremberg
Germany

Phone: +49 911 2018 0

Fax: +49 911 2018 100

E-Mail: dihw-info@harnisch.com

Internet: www.harnisch.com

Print run: 9,000 copies

Controlled circulation: 8,540 copies

Place of publication: Nuremberg, Germany

Volume/Year: Vol. 12/2020

Number of issues: 4 issues per year

Journal format: DIN A4 (210x297 mm)

Type area: 180x257 mm

Printing process: Offset, CTP (Computer to Plate)

Printing materials: Digital printing materials for CTP

Your partners

President:
Dr. Claus-Jörg Harnisch
Benno Keller

Publisher:
Benno Keller
Tel.: +49 911 2018 200
keller@harnisch.com

Editor in Chief:
Eric Schäfer
Tel.: +49 911 504 9882
eric.schaefer@harnisch.com

Managing Editor:
Tanja Pinke
Tel.: +49 911 2018 130
pinke@harnisch.com

Production:
Christiane Ebner
Tel.: +49 911 2018 260
ebner@harnisch.com



Thomas Mlynarik
Advertising
(German speaking area)

Tel.: +49 911 2018 165
Tel.: +49 9127 902 346
Mobile: +49 151 548 181 81
mlynarik@harnisch.com



Britta Steinberg
Advertising
(Europe)

Tel.: +49 2309 574 4740
Mobile: +49 176 478 601 38
steinberg@harnisch.com



Bill Kaprelian
Advertising
(USA, Canada)

Tel.: +1 262 729 2629
kaprep@harnisch.com



Mike Hay
Advertising
(China, Hong Kong, Taiwan)

Tel.: +852 9096 8895
mchhay@ringier.com.hk

Sydney Lai
Advertising
(Taiwan)

Tel.: +886 4 233 973 18
sydneylai@ringier.com.hk

Distribution Analysis

		database ¹⁾	Controlled Circulation ²⁾ Basic distribution	Additional distribution Exhibitions ³⁾
1	Production of machines for toolmaking	1,566	647	Grindtec 2020
2	Toolmakers, tools servicing	5,179	834	dihw 1
3	Metalworking and processing incl. compounds alu-titan	1,873	831	1,500
4	Steel and light metal construction, alu processing	8,409	729	
5	Manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	453	217	AMB 2020
6	Manufacture of vehicles and engines	317	298	dihw 3
7	Manufacture of stocks, gears, gear wheels and drives	856	397	1,400
7a	Manufacture of parts for vehicles, fittings, panels, suppliers	984	309	
8	Manufacture of technical plastic parts, composites, airplane construction	763	276	[wfb]-Messe 2020
9	Ship and boat construction	508	198	dihw 2
10	Medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1,847	793	100
11	Electricity generation, wind parks, wind energy plants	10	10	
1	Woodworking machines	272	217	Holz-Handwerk 2020
2	Manufacture of woodworking tools	1,362	441	dihw 1
3	Processing of wood and plastic boards, composite materials	873	853	400
4	Processing of wooden sections, furniture parts	529	481	
1	Stone processing	85	85	Stone+Tec 2020
2	Glass processing	79	79	dihw 2
3	Stone processor, manufacture of ceramic parts, composites	652	418	300
4	Manufacture of sanitary technology, other glass, deep frozen products	681	427	
	* Analysis July 2019			
	Grand total	27,298	8,540	

¹⁾ Individual addresses in the database

²⁾ Controlled circulation on a rolling basis

³⁾ At these exhibitions, an additive circulation available in these branches

Geographic Distribution

- 62 % Germany
- 13 % Switzerland
- 11 % Austria
- 3 % The Netherlands
- 1 % Belgium
- 10 % Europe, other

Application Areas

- 58 % Toolmakers,
metal processing industry
- 18 % Processing of composite materials,
deep frozen production and others
- 13 % Wood processing
- 6 % Stone processing
- 4 % Plastic processing
- 1 % Glass processing

Target Groups by function

- 10 % Owners, managing directors
- 3 % Purchase managers
- 35 % Technical management
research & development
- 20 % Production management
- 25 % Marketing & sales,
product management
- 7 % Universities, colleges,
technical education

Editorial topics

machines/machining centres

- cutting tool machines
- ablating tool machines
- other machines

precision tools

- processing tools
- grinding tools and abrasive materials
- clamping tools

measurement technology

- measuring equipment
- testing machines

software & engineering

- engineering software & systems
- virtual product development & simulation
- data management systems
- company software
- production software
- machine software
- hardware, periphery

components, assemblies, accessories

- lubrication and cooling
- accessories
- safety- and environmental technology
- disposal
- controls and drives
- mechanical components
- hydraulical and pneumatical components
- electric and electronic equipment
for tool machines

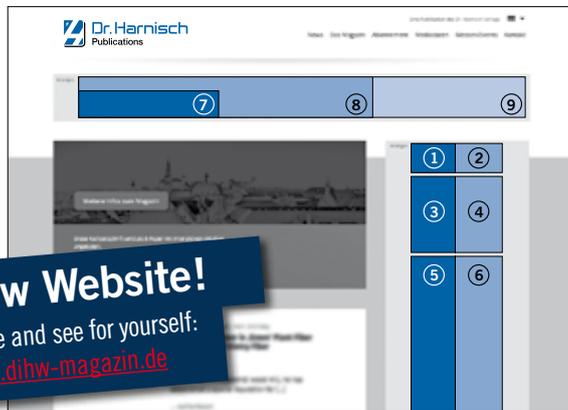
Editorial Calendar

Issue 1 2020 Publication 05.03.2020	Issue 2 2020 Publication 08.06.2020	Issue 3 2020 Publication 08.09.2020	Issue 4 2020 Publication 05.11.2020
Closing date for print materials 13.02.2020 Closing date for editorials/ads 06.02.2020	Closing date for print materials 14.05.2020 Closing date for editorials/ads 07.05.2020	Closing date for print materials 18.08.2020 Closing date for editorials/ads 11.08.2020	Closing date for print materials 15.10.2020 Closing date for editorials/ads 08.10.2020
grinding technology woodwork sharpen tool Laser Processing/ Erosion Technology dovetailing Cutting/Sawing Panel and composite materials clamping technology	Stone and concrete processing woodwork tool construction Coatings Composite Material synthetic materials special tools	metalwork carbide tools Tools for machining centres clamping technology metrology Glass/ceramics cooling lubricants Accessories	grinding technology Laser Processing/ Erosion Technology Turning/Drilling/Milling Industry 4.0 Tool Management Coatings/Graphite microtools Software
METAV , Duesseldorf postponed to March 2021 Holz-Handwerk , Nuremberg postponed INTERTOOL , Vienna postponed to Autumn 2020	Stone+tec , Nuremberg postponed to May/June 2021 Holz-Handwerk , Nuremberg 16.06.–19.06.2020	IMTS , Chicago 14.09.–19.09.2020 AMB , Stuttgart 15.09.–19.09.2020 glasstec , Duesseldorf 20.10.–23.10.2020	GrindTec , Augsburg 10.11.–13.11.2020 Intec , Leipzig 02.03.–05.03.2021
Your plans:	Your plans:	Your plans:	Your plans:

Online advertising – Our digital portfolio at a glance

With a continually growing outreach, **dihw MAGAZINE's** digital platform is proving itself a strong advertising tool. Around 40 % of the users are from German-speaking countries. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

Standard Display Ads: Banners at www.dihw-magazin.de



Banner type	Size (WxH)	www.dihw-magazin.de
① Button	120 x 90 Pixel	€ 105,-
② Button XL	240 x 90 Pixel	€ 160,-
③ Vertical Banner	120 x 240 Pixel	€ 150,-
④ Vertical Banner XL	240 x 240 Pixel	€ 230,-
⑤ Skyscraper	120 x 600 Pixel	€ 295,-
⑥ Skyscraper XL	240 x 600 Pixel	€ 450,-
⑦ Fullsize-Banner	468 x 60 Pixel	€ 165,-
⑧ Leaderboard	728 x 90 Pixel	€ 265,-
⑨ Leaderboard XL	1040 x 90 Pixel	€ 395,-

All banner prices are for a complete four week period.
Display and placement may vary on mobile devices.

E-Paper in the App and on www.dihw-magazin.de



The booked advertisement appears in the digital edition as well as in the print edition. Each E-Paper can also contain additional interactive elements such as links (e.g. linking the ad to a specific landing page, images/picture galleries, videos, etc.).

In the App **“Dr. Harnisch Publications”** and on our **new website** our E-Paper can be read and searched **free of charge** anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

Additional link to advert per issue in the digital edition € 350.-

A link to a specialist editorial contributions, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 month.

Additional link per feature article in the digital edition € 350.-

It is possible to sponsor an entire edition of E-Paper. The prominent placement of an advertising space above or below each single or double page places the company or product in the focus of the app user and the E-Paper reader.

2/1 page only in the digital edition (incl. link) € 2,000.-

Digital edition branding for the complete issue € 990.-

Sponsored content, combined with social media

On www.dihw-magazin.de you have the possibility to place a story/report at the top of the „NEWS“ section for one week. Additionally it is possible to post the story on the publisher's social media page.

Sponsored posts € 350.-

Sponsored posts in combination with social media € 500.-

Advertisement sizes/prices

Journal format: DIN A4, 210x297 mm, type area: 180x257 mm, place advertisements plus 3 mm bleed allowance on each side



Cover-Package

Coverpage (WxH): 210 mm x 222 mm
+ 2/1 pages Cover Story
basic rate:* € 5,950.00
incl. e-Paper link: € 6,300.00

Special Positions

Inside front cover (IFC)

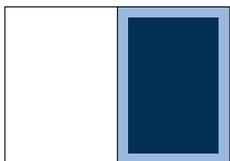
Outside back cover (OBC)

basic rate:* € 5,635.00
incl. e-Paper link: € 5,985.00

Inside back cover (IBC)

page 3 next to contents

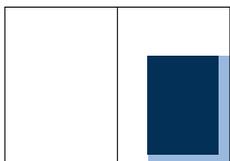
basic rate:* € 4,695.00
incl. e-Paper link: € 5,045.00



1/1 page (WxH)

■ Type area: 180.0 x 257.0 mm
■ Bleed: 210.0 x 297.0 mm

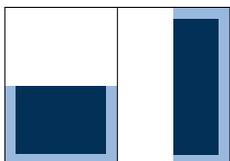
basic rate:* € 4,695.00
incl. e-Paper link: € 5,045.00



Juniorpage (WxH)

■ Type area: 118.5 x 190.5 mm
■ Bleed: 133.5 x 210.0 mm

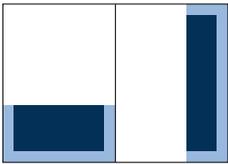
basic rate:* € 3,300.00
incl. e-Paper link: € 3,650.00



1/2 page (WxH)

vertical ■ Type area: 88.0 x 257.0 mm
■ Bleed: 103.0 x 297.0 mm
horizontal ■ Type area: 180.0 x 126.5 mm
■ Bleed: 210.0 x 146.5 mm

basic rate:* € 2,800.00
incl. e-Paper link: € 3,150.00

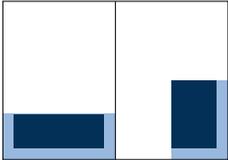


1/3 page (WxH)

vertical	■ Type area:	57.0x257.0 mm
	■ Bleed:	72.0x297.0 mm
horizontal	■ Type area:	180.0x 82.5 mm
	■ Bleed:	210.0x102.5 mm

basic rate:* € 2,235.00

incl. e-Paper link: € 2,585.00



1/4 page (WxH)

vertical	■ Type area:	88.0x126.5 mm
	■ Bleed:	100.0x143.5 mm
horizontal	■ Type area:	180.0x 60.5 mm
	■ Bleed:	210.0x 78.0 mm

basic rate:* € 1,520.00

incl. e-Paper link: € 1,870.00

Please also consider our international magazine when planning your event:



journal of hp tooling

The main focus is on machine tools and accessories made of tungsten carbide, PCD, PVD, CVD, CBN, for machining metal, alloys, composites, stone, wood and glass - in the automotive industry, aerospace industry, energy industry, mechanical engineering, medical technology, plastics and furniture industry.

Publication dates:

hpt 1/2020: 05.03.2020	DL: 06.02.2020
hpt 2/2020: 02.06.2020	DL: 30.04.2020
hpt 3/2020: 01.09.2020	DL: 03.08.2020
hpt 4/2020: 05.11.2020	DL: 08.10.2020

Further information can be found in the media data of hp tooling!

* Surcharges and discounts can be found on the next page.

Special colours: Not discountable. Price on request. The colours of the European scale apply.

Special formats: Prices on request

Discounts and Surcharges

Colour surcharges:

Euro-Scale colours are used (CMYK).

For non-standards a surcharge of € 350.– is added.

Surcharges for bleed ads:

10 % on net price.

Frequency Discounts; also in combination with hp tooling:

2 ads = 5 %

4 ads = 10 %

8 ads = 15 %

Agency commission: 15 % on net prices

Bound inserts:

Only DIN A4 with bleed edges 216 x 303 mm,

Paper weight up to 160 g/m²

2-pages = € 2,250.–

4-pages = € 2,970.–

Loose inserts up to journal size (DIN A4):

Up to 20 g, € 250.– per thousand pieces

Up to 40 g, € 330.– per thousand pieces

plus postal charges.

Delivery address for bound inserts/loose inserts:

on request

Subscription Information

Annual subscription (4 issues):

Domestic: € 50.– + postage € 8.– (plus 7 % VAT).

International surface mail: € 50.– + postage € 12.–

(plus 7 % VAT).

The subscription will be renewed automatically unless cancelled 3 months prior to expiration date.

Single issue:

€ 15.– + postage (plus 7 % VAT).

Terms of Payment

2 % cash discount within 14 days after invoice date, 30 days net.

All prices are due to VAT.

Technical Information:

Offset printing:

Printing materials in digital form for CTP (Computer to plate)

– print ready PDF files

– EPS files embedded fonts, pictures and logos

– InDesign CS4, Illustrator CS4

– All pictures and graphs in 300 dpi

General Terms of Business

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 % discount rate. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Please refer to our privacy statement on our site:
<https://www.harnisch.com/en/datenschutzerklaerung/>

Our magazines and journals

INTERNATIONAL Marketing & Technology

food Marketing & Technology

www.food-mt.com

International magazine for the entire food industry worldwide.

17,700 copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

12,000 copies

GENUSS STELIER

fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

23,000 copies

dedica

dedica

www.dedica.de

German language magazine for business gifts, incentives & promotions.

21,000 copies

Technology + Marketing

drinkworld T+M

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

TECHNOLOGIE & MARKETING

Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

9,000 copies

PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

24,500 copies

PuK – Process Technology & Components

www.puk-mag.com

In Russian language.

12,000 copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

8,400 copies

Hygiene Report

www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

17,800 copies

MAGAZIN

dihw

www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

9,000 copies

Journal of

journal of hp tooling

www.hptooling-mag.com

New international magazine for high precision machining processes.

13,000 copies

Technology & Marketing

petfood pro

www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.

9,600 copies

guide Beverage · Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

15,500 copies

INTERNATIONAL

WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

9,100 copies

element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies