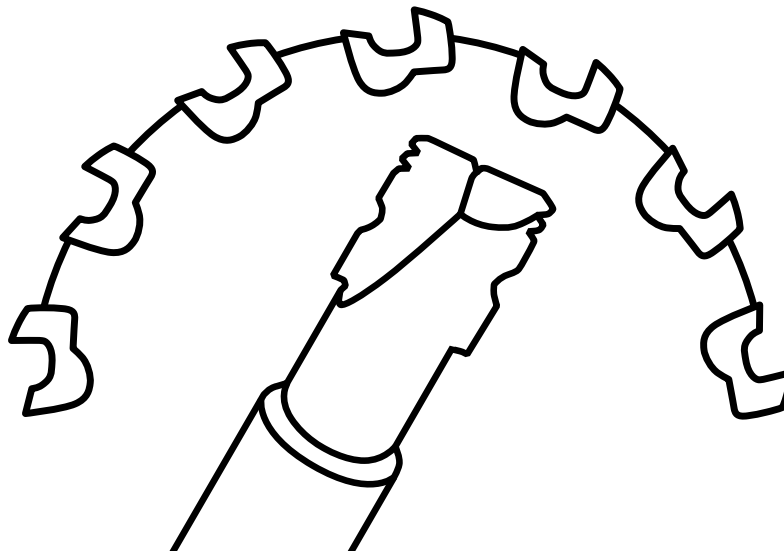




# HIGH PERFORMANCE DIAMOND TOOLS

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 HOCHLEISTUNGS-WERKZEUGE 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: product reports, people, marketing, reviews, events, trade fair information, research
- **Report**  
Post-fair reporting in the form of short company news about product highlights
- **Science & Research**  
Universities, training colleges and research institutions publish their latest insights and developments concerning the utilization of high-performance diamond tools, from the laboratory right away to the user.
- **Practical Experience**  
In reports, users of high-performance tools illustrate the possibilities and solutions provided in daily use.
- **Companies**  
Agile companies introduce themselves and report on their product portfolio, from research and development, about specific solutions and new ideas.

## Publishing company

**Publishing company:** Dr. Harnisch Verlags GmbH  
dihw DIAMANT  
HOCHLEISTUNGSWERKZEUGE  
Blumenstrasse 15, 90402 Nuremberg  
Germany

**Phone:** +49 (0)911 2018 0

**Fax:** +49 (0)911 2018 100

**E-Mail:** dihw-info@harnisch.com

**Internet:** www.harnisch.com

**Print run:** 9,000 copies

**Controlled circulation:** 8,568 copies

**Place of publication:** Nuremberg, Germany

**Volume/Year:** Vol. 11/2019

**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 (0) 911 2018 200  
keller@harnisch.com

### Editor in Chief:

Eric Schäfer  
Tel.: +49 (0) 911 5 04 98 82  
eric.schaefer@harnisch.com

### Managing Editor:

Tanja Pinke  
Tel.: +49 (0) 911 2018 130  
pinke@harnisch.com

### Production:

Christiane Ebner  
Tel.: +49 (0) 911 2018 260  
ebner@harnisch.com



### Advertising

#### (German speaking area):

Thomas Mlynarik  
Tel.: +49 (0) 911 2018 165  
Tel.: +49 (0) 9127 90 23 46  
Mobil: +49 (0) 151 5481 8181  
mlynarik@harnisch.com



#### Advertising (Europe):

Britta Steinberg  
Tel.: +49 (0) 2309 5744 740  
Mobil: +49 (0) 176 4786 0138  
steinberg@harnisch.com



#### US editor, media (USA, Canada):

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

## Distribution Analysis

		database <sup>1)</sup>	Controlled Circulation <sup>2)</sup> Basic distribution	Additional distribution Exhibitions <sup>3)</sup>
1	Production of machines for toolmaking	1,534	641	Moulding Expo 2019 dihw 2 500
2	Toolmakers, tools servicing	5,187	839	
3	Metalworking and processing incl. compounds alu-titan	1,864	833	
4	Steel and light metal construction, alu processing	8,412	726	
5	Manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	445	213	
6	Manufacture of vehicles and engines	321	295	
7	Manufacture of stocks, gears, gear wheels and drives	851	394	EMO 2019 dihw 3 1,200
7a	Manufacture of parts for vehicles, fittings, panels, suppliers	978	313	
8	Manufacture of technical plastic parts, composites, airplane construction	753	287	
9	Ship and boat construction	514	201	
10	Medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1,843	796	
11	Electricity generation, wind parks, wind energy plants	9	9	
1	Woodworking machines	275	221	LIGNA 2019 dihw 2 500
2	Manufacture of woodworking tools	1,358	443	
3	Processing of wood and plastic boards, composite materials	879	857	
4	Processing of wooden sections, furniture parts	536	483	
1	Stone processing	87	87	
2	Glass processing	76	76	
3	Stone processor, manufacture of ceramic parts, composites	646	421	
4	Manufacture of sanitary technology, other glass, deep frozen products	686	433	
* Analysis July 2018		Grand total	27,254	8,568

<sup>1)</sup> Individual addresses in the database

<sup>2)</sup> Controlled circulation on a rolling basis

<sup>3)</sup> At these exhibitions, an additive circulation available in these branches

## Geographic Distribution

- 64 % Germany
- 12 % Switzerland
- 10 % 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

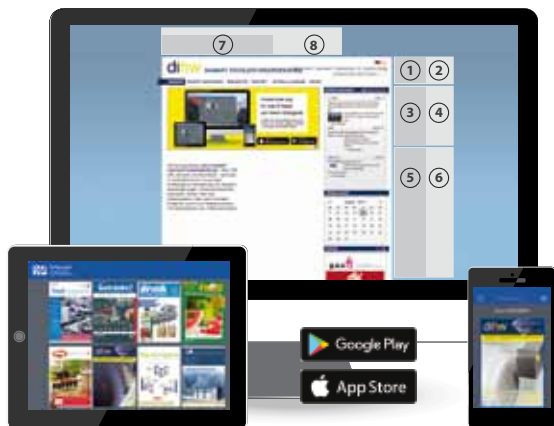
## Editorial Calendar

<b>Issue 1 2019</b> Publication <b>11.03.2019</b>	<b>Issue 2 2019</b> Publication <b>16.05.2019</b>	<b>Issue 3 2019</b> Publication <b>05.09.2019</b>	<b>Issue 4 2019</b> Publication <b>05.12.2019</b>
Closing date for print materials 18.02.2019  Closing date for editorials/ads 11.02.2019	Closing date for print materials 25.04.2019  Closing date for editorials/ads 18.04.2019	Closing date for print materials 15.08.2019  Closing date for editorials/ads 08.08.2019	Closing date for print materials 14.11.2019  Closing date for editorials/ads 07.11.2019
stone- and concrete processing metal processing glass processing clamping technology lubrications cooling measurement technology Industry 4.0 tool sharpening tool service	woodworking cutting/sawing boards and composites drilling technology tool manufacture coating composite material plastics special tools	metal processing hard metal tools tools for machining centers clamping technology large part processing surface treatment turning/drilling/milling Industry 4.0 laser processing/erosion technology	medical technology tool machines gear automation tool management grinding technology systems solutions software micro tools
<b>Hannover Messe</b> , Hannover 01.04.–05.04.2019 <b>bauma</b> , Munich 08.04.–14.04.2019 <b>Control</b> , Stuttgart 07.05.–10.05.2019	<b>Moulding Expo</b> , Stuttgart 21.05.–24.05.2019 <b>LIGNA</b> , Hannover 27.05.–31.05.2019	<b>EMO</b> , Hannover 16.09.–21.09.2019	<b>Nortec</b> , Hamburg 21.01.–24.01.2020 <b>METAV</b> , Düsseldorf 10.03.–13.03.2020 <b>GrindTec</b> , Augsburg 18.03.–21.03.2020
<b>Your plans:</b>	<b>Your plans:</b>	<b>Your plans:</b>	<b>Your plans:</b>

# Online advertising – Our digital portfolio at a glance

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

## 1. Standard Display Ads: Banners



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,-

All banner prices are for a complete four week period.  
(Acceptable formats: .JPEG, .PNG, .GIF, .HTML)

## 2. Mobile Magazine App: Digital edition

Adverts placed in the print magazines are also published in the digital edition. Each can include interactive elements such as direkt Links (e.g. links from the adverts to a specific landing page, videos, photos, photo galleries and more).

In the corresponding App „**Dr. Harnisch Publications**“, which can be downloaded free of charge in the popular App-Stores, the digital edition can be read online and offline on all mobile devices (iOS or Android) and browsed through at any time, in any place.

### Link to an article in the digital edition

A specific link to an editorial article, which is of course also available in the digital version, can be posted for a minimum of five months.

Link per feature article in the digital edition € 350,-

### Digital edition branding

It is possible to sponsor an entire digital edition. Each single page and double page spread will include a prominent advertising space which will bring the sponsor into additional focus of the users and digital edition readers.

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

Digital edition branding for the complete issue € 990,-

## 3. Sponsored content, combined with social media (Facebook)

On **www.dihw-magazin.de** it is now possible to publish a story under „NEWS“ for one week, which will also be featured on the publisher's Facebook page.

Sponsored posts in combination with social media (Facebook) € 350,-

## Advertisement sizes/prices 2019

Journal format: DIN A4, 210x297 mm, type area: 180x257 mm, advertisements with bleed \* incl. 3 mm bleed to be cut off at **all** edges



### Cover-Package

Coverpage (WxH): 216 mm x 228 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

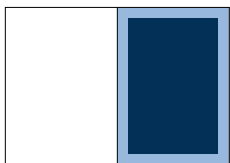
**incl. e-Paper link:** € 5,985.00

Inside back cover (IBC)

page 3 next to contents

**basic rate:\*\*** € 4,695.00

**incl. e-Paper link:** € 5,045.00



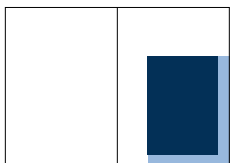
### 1/1 page (WxH)

■ Type area: 180.0 x 257.0 mm

■ Bleed: 216.0 x 303.0 mm\*

**basic rate:\*\*** € 4,695.00

**incl. e-Paper link:** € 5,045.00



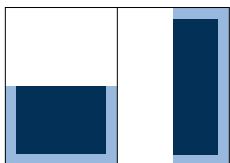
### Juniorpage (WxH)

■ Type area: 118.5 x 190.5 mm

■ Bleed: 139.5 x 216.0 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: 109.0 x 303.0 mm\*

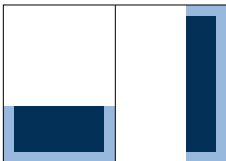
horizontal ■ Type area: 180.0 x 126.5 mm

■ Bleed: 216.0 x 152.5 mm\*

**basic rate:\*\*** € 2,800.00

**incl. e-Paper link:** € 3,150.00



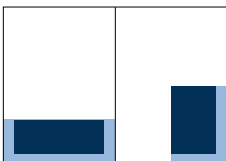


### 1/3 page (WxH)

vertical	■ Type area:	57.0x257.0 mm
	■ Bleed:	78.0x 303.0 mm*
horizontal	■ Type area:	180.0x 82.5 mm
	■ Bleed:	216.0x 108.5 mm*

basic rate:\*\* € 2,235.00

incl. e-Paper link: € 2,585.00



### 1/4 page (WxH)

vertical	■ Type area:	88.0x 126.5 mm
	■ Bleed:	106.0x 149.5 mm*
horizontal	■ Type area:	180.0x 60.5 mm
	■ Bleed:	216.0x 84.0 mm*

basic rate:\*\* € 1,520.00

incl. e-Paper link: € 1,870.00



## NEW: journal of hp tooling

**New international publication for high precision machining processes.**

**journal of hp tooling** will be published in 2 issues early April and early September 2019.

The main topics are machine tools and accessories made of hard metal, PCD, PVD, CVD, CBN, for machining metal, alloys, composites, stone, wood and glass – in the automotive, aerospace and energy industries, mechanical engineer-ing, medical technology, plastics and furniture industry.

\* bleed ads: gross size 216.0x303.0 mm - net size 210.0x297.0 mm.

\*\* We use euro colours. No discounts on special colours, prices on request.

Special sizes: Prices on request.

Surcharges and discounts are on the next page.

## 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/m<sup>2</sup>

2 pages = € 2,250.–

4 pages = € 2,970.–

### Loose inserts up to journal size (DIN A4):

Up to 20 g, € 250.– per thousand

Up to 40 g, € 330.– per thousand

plus postal charges.

### Delivery address for inserts:

Dr. Harnisch Verlags GmbH

Blumenstrasse 15

90402 Nuremberg, Germany

## 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 day 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/service/privacy/>.

# Our magazines and journals

## INTERNATIONAL Marketing & Technology

food Marketing & Technology

[www.food-mt.com](http://www.food-mt.com)

International magazine for the entire food industry worldwide.

17,700 copies

## foodTECHNOLOGIE

Food Technologie

[www.food-technologie.de](http://www.food-technologie.de)

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

12,000 copies

## 

fng magazin

FOOD - NONFOOD - GETRÄNKE - TOBACCO

[www.fng-magazin.de](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

23,000 copies

## dedica

dedica

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

German language magazine for business gifts, incentives & promotions.

21,000 copies

## Technology+Marketing

drinkworld T+M

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

11,800 copies

## 

Getränke!  
Technologie & Marketing

[www.getraenke-tm.de](http://www.getraenke-tm.de)

German language magazine for the entire beverage industry.

9,000 copies

## 

PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In German and English language.

24,500 copies

## 

PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In Russian language.

12,000 copies

## Wellness Foods & Supplements

Wellness Foods & Supplements

[www.wfs-mag.com](http://www.wfs-mag.com)

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

8,400 copies

## 

Hygiene Report

[www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)

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

17,800 copies

## 

dihw

[www.dihw-magazin.de](http://www.dihw-magazin.de)

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

9,000 copies

## 

journal of hp tooling

New international magazine for high precision machining processes.

13,000 copies

For all devices.

The App for our digital editions:

[www.harnisch.com/app-e-paper](http://www.harnisch.com/app-e-paper) or:



## 

bb guide – Beverage & Brewing Suppliers' Guide

Suppliers' Guide for the beverage industry.

15,500 copies

## 

WIN Woodworking International International magazine for the woodworking industry worldwide.

9,100 copies

## 

element + BAU  
[www.element-und-bau.de](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

6,800 copies