



# **HIGH PERFORMANCE DIAMOND TOOLS**

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

German language  
magazine



## Brief Description

### *What to expect from dihw MAGAZINE?*

The specialist publication dihw MAGAZINE 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 MAGAZINE?*

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 MAGAZINE?*

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  
Eschenstrasse 25  
90441 Nuremberg  
Germany

**Phone:** +49 911 2018 0

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

**Internet:** www.harnisch.com

**Print run:** 9,000 copies

**Controlled circulation:** 8,619 copies

**Place of publication:** Nuremberg, Germany

**Volume/Year:** Vol. 13/2021

**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

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## 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	1.540	629	METAV 2021
2	Toolmakers, tools servicing	5.172	820	dihw 1
3	Metalworking and processing incl. compounds alu-titan	1.861	840	300
4	Steel and light metal construction, alu processing	8.413	720	
5	Manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	437	211	EMO 2021
6	Manufacture of vehicles and engines	326	290	dihw 3
7	Manufacture of stocks, gears, gear wheels and drives	852	403	800
7a	Manufacture of parts for vehicles, fittings, panels, suppliers	974	322	
8	Manufacture of technical plastic parts, composites, airplane construction	750	288	Moulding Expo
9	Ship and boat construction	501	195	dihw 2
10	Medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1.855	803	300
11	Electricity generation, wind parks, wind energy plants	5	5	
1	Woodworking machines	287	287	LIGNA 2021
2	Manufacture of woodworking tools	1.420	451	dihw 1
3	Processing of wood and plastic boards, composite materials	824	824	500
4	Processing of wooden sections, furniture parts	531	531	
1	Stone processing	91	91	Stone+tec 2021
2	Glass processing	69	70	dihw 1
3	Stone processor, manufacture of ceramic parts, composites	656	420	200
4	Manufacture of sanitary technology, other glass, deep frozen products	679	419	
* Analysis August 2020				
Grand total		27.243	8.619	

<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

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

## Application Areas

- 57 % Toolmakers,  
metal processing industry
- 18 % Processing of composite materials,  
deep frozen production and others
- 14 % 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**

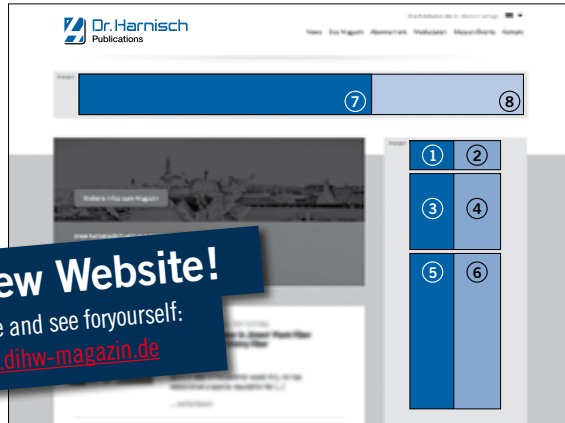
- lubrication and cooling
- accessories
- safety- and environmental technology
- disposal
- controls and drives
- mechanical components
- hydraulical and pneumatical components
- electric and electronic equipment  
for tool machines

## Editorial Calendar

<b>Issue 1 2021</b> Publication <b>10.03.2021</b>	<b>Issue 2 2021</b> Publication <b>01.06.2021</b>	<b>Issue 3 2021</b> Publication <b>16.09.2021</b>	<b>Issue 4 2021</b> Publication <b>01.12.2021</b>
Closing date for print materials 17.02.2021  Closing date for editorials/ads 10.02.2021	Closing date for print materials 07.05.2021  Closing date for editorials/ads 30.04.2021	Closing date for print materials 26.08.2021  Closing date for editorials/ads 19.08.2021	Closing date for print materials 10.11.2021  Closing date for editorials/ads 03.11.2021
metalwork carbide tools Turning/Drilling/Milling Coatings woodwork Stone- and concrete processing cutting/sawing boards and composites	tool construction Composite Material Glassprocessing measurement technology special tools Automation Gear Cutting Tool Management	metalwork carbide tools Tools for machining centres clamping technology machine tools surface treatment ceramic tools Turning/Drilling/Milling	microtools grinding technology Laser Processing/Erosion Technology Tool Management Industry 4.0 Software measurement technology cooling lubricants
<b>METAV</b> , Duesseldorf 23.03.–26.03.2021 <b>Hannover Messe</b> , Hannover 12.04.–16.04.2021 <b>LIGNA</b> , Hannover 10.05.–14.05.2021 <b>Stone+tec</b> , Nuremberg 12.05.–14.05.2021	<b>Moulding Expo</b> , Stuttgart 08.06.–11.06.2021 <b>glasstec</b> , Duesseldorf 15.06.–18.06.2021	<b>EMO</b> , Milano 04.10.–09.10.2021	<b>Nortec</b> , Hamburg 25.01.–28.01.2022
<b>Your plans:</b>	<b>Your plans:</b>	<b>Your plans:</b>	<b>Your plans:</b>

# Online advertising – Our digital portfolio at a glance

Standard Display Ads: Banners at [www.dihw-magazin.de](http://www.dihw-magazin.de)



Banner type	Size (WxH)	<a href="http://www.dihw-magazin.de">www.dihw-magazin.de</a>
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	€ 350,-
⑥ Skyscraper XL	240 x 600 Pixel	€ 650,-
⑦ Leaderboard	728 x 90 Pixel	€ 395,-
⑧ Leaderboard XL	1040 x 90 Pixel	€ 495,-

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](http://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 news and social media posts

On [www.dihw-magazin.de](http://www.dihw-magazin.de) you have the possibility to place a story/report at the top of the „NEWS“ section for one week. It is also possible to post a link on the publisher's social media page.

**Sponsored news + social media link** € 450,-

**Social Media Post with direct link (website, landing page, etc.)** € 600,-

## 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

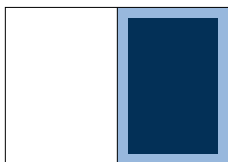
**incl. e-Paper link:** € 5,985.00

Inside back cover (IBC)

page 3 next to contents

**basic rate:\*** € 4,695.00

**incl. e-Paper link:** € 5,045.00



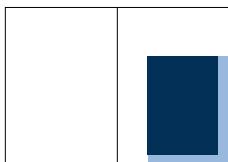
### 1/1 page (WxH)

■ 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



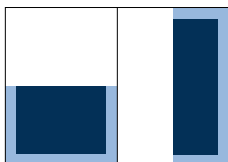
### Juniorpage (WxH)

■ 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

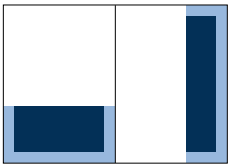
horizontal ■ Type area: 180.0 x 126.5 mm

■ Bleed: 210.0 x 146.5 mm

**basic rate:\*** € 2,800.00

**incl. e-Paper link:** € 3,150.00



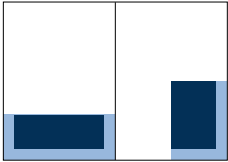


### 1/3 page (WxH)

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



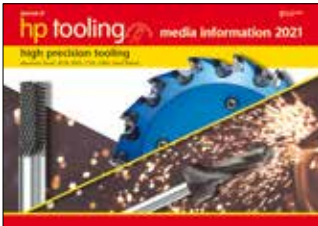
### 1/4 page (WxH)

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 1/2021:	01.03.2021	DL: 28.01.2021
hpt 2/2021:	30.04.2021	DL: 01.04.2021
hpt 3/2021:	01.09.2021	DL: 03.08.2021
hpt 4/2021:	24.11.2021	DL: 21.10.2021

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/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 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 statutory VAT).

International surface mail: € 50.– + postage € 12.–  
(plus statutory VAT).

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

### Single issue:

€ 15.– + postage (plus statutory 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
- Open files: Adobe CC in packed form including all images and fonts
- 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](http://www.food-mt.com)

International magazine for the entire food industry worldwide.

17,700 copies



## 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.

23,500 copies



## dedica

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

Trade magazine for trends and lifestyle in the field of promotional products.

21,000 copies

  
Technology+Marketing

## drinkworld Technology + Marketing

[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

[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

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

New international magazine for high precision machining processes.

13,000 copies

  
Technology & Marketing

## petfood pro

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

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

9,600 copies

 Beverage  
Beverage • Brewing

## bb guide – Beverage & Brewing

[www.beverage-brewing.com](http://www.beverage-brewing.com)

Suppliers' Guide for the beverage industry.

15,500 copies



## WiN woodworking INTERNATIONAL

[www.woodworking-international.com](http://www.woodworking-international.com)

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