



Diamond, PCD, PVD, CVD, CBN, Ceramic, Tungsten carbide

German language
magazine

HIGH PERFORMANCE TOOLS & PROCESSING



Brief description

What can you expect in dihw MAGAZIN?

The trade publication **dihw MAGAZIN** reports quarterly on tools and processes for machining metals, metal alloys, composites, natural stone, concrete, wood and wood products, glass and other products.

What do you read in dihw MAGAZIN?

Cross-industry reports in terms of the specific use and application of tools with superhard cutting materials made of diamond, PCD, CVD, CBN, or materials such as ceramics and carbide. Supplemented by well-founded technical articles from science, research and industry.

Who reads the dihw MAGAZIN?

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

Magazine structure

■ *Coverstory*

Your cover picture and two pages with the cover story

■ *News & Facts*

Interview and short messages from areas like: Personalities, market, reviews, events, Fair Info, Research

■ *Materials*

Reports on diamond, PCD, PVD, CVD, CBN, ceramics, Tungsten carbide etc.

■ *Tools*

Reports on drills, cutters, burrs, cut-off wheels, saws, grinding wheels, special tools etc.

■ *Processing*

Reports on grinding, cutting, sawing, EDM, laser, combination machining, coating, etc.

■ *Components & Accessories*

Reports on measuring technology, cooling lubricants + filtration, clamping tools, software, tool management what is necessary to the entire machining process.

■ *Trade fair reports*

Trade show preview + post-show coverage in the form of short company announcements of new product highlights.



Publishing company

Publishing company: Dr. Harnisch Publication
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Fax: +49 911 2018 100

E-mail: dihw-info@harnisch.com

Internet: www.dihw-magazin.de

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total distribution: approx. 15,547 copies

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Publication dates and topic schedule

Issue 1 · 2024 Publication 11.03.2024 GrindingHub preview issue with grinding technology	Issue 2 · 2024 Publication 06.05.2024 GrindingHub issue with fair special	Issue 3 · 2024 Publication 02.09.2024 AMB issue with fair special	Issue 4 · 2024 Publication 02.12.2024
Printing material deadline 19.02.2024 Editorial/advertising deadline 12.02.2024	Printing material deadline 15.04.2024 Editorial/advertising deadline 08.04.2024	Printing material deadline 12.08.2024 Editorial/advertising deadline 05.08.2024	Printing material deadline 11.11.2024 Editorial/advertising deadline 04.11.2024
Main focus			
Precision tools Woodworking Cutting/Sawing Composite materials Metrology Automation EDM	Grinding/Grooving Dressing Finishing/Surface treatment Deburring Stone and concrete processing Coatings Machining processes	Metalworking Carbide tools Machine tools Laser processing Glass/Ceramics Tool Management Cooling lubricants	Micro Tools Medical technology Software Precision tools Tools for machining centers Robotics Clamping technology
Permanent topics			
Machines/Machining Centers ➤ Cutting tool machines ➤ Ablating tool machines ➤ Other machines Precision tools ➤ Machining tools ➤ Grinding tools and abrasives ➤ Clamping tools Additive manufacturing ➤ Machines, tools ➤ Machining, finishing	Software & Engineering ➤ Engineering Software & Systems ➤ Virtual product development & simulation ➤ Data Management Systems ➤ Company Software ➤ Manufacturing Software ➤ Machine software ➤ Hardware, Periphery Measurement technology ➤ Measuring equipment ➤ Testing machines	Components, assemblies, accessories ➤ Lubrication and cooling ➤ Accessories ➤ Safety and environmental technology ➤ Waste disposal ➤ Controls and drives ➤ Mechanical components ➤ Hydraulic and pneumatic components ➤ Electrical and electronic equipment for machine tools	



Trade fair planner

Issue 1 · 2024 Publication 11.03.2024	Issue 2 · 2024 Publication 06.05.2024	Issue 3 · 2024 Publication 02.09.2024	Issue 4 · 2024 Publication 02.12.2024
Hannover Messe, Hannover 22.04. – 26.04.2024 Control, Stuttgart 23.04. – 26.04.2024 Intertool, Wels (AT) 23.04. – 26.04.2024	GrindingHub, Stuttgart 14.05. – 17.05.2024 Stone+tec, Nürnberg 19.06. – 22.06.2024	IMTS, Chicago (USA) 09.09. – 14.09.2024 AMB, Stuttgart 10.09. – 14.09.2024 glasstec, Düsseldorf 22.10. – 25.10.2024	GrindTec, Leipzig 11.03. – 14.03.2025 INTEC, Leipzig 11.03. – 14.03.2025

Magazin-Newsletter

In the run-up to relevant trade fairs, we plan with magazine newsletters. Further information regarding dates etc. on request.

Internationale presence

journal of hp tooling (english language magazine)

Main topics are machine tools and accessories, made of carbide, PCD, PVD, CVD, CBN, for machining metal, alloys, composites, stone, wood and glass - in the automotive, aerospace, energy, mechanical engineering, medical, plastics and furniture industries.

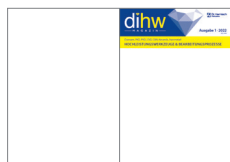


Issue 1 – 2024 Publication 29.02.2024	Issue 2 – 2024 Publication 30.04.2024	Issue 3 – 2024 Publication 22.08.2024	Issue 4 – 2024 Publication 14.11.2024
Printing material deadline 05.02.2024 Editorial/advertising deadline 29.01.2024	Printing material deadline 28.03.2024 Editorial/advertising deadline 22.03.2024	Printing material deadline 29.07.2024 Editorial/advertising deadline 22.07.2024	Printing material deadline 18.10.2024 Editorial/advertising deadline 11.10.2024



Ad formats/prices

Magazine format: DIN A4, 210 x 297 mm, type area: 180 x 257 mm, ads plus 3 mm bleed on each side!



Cover-Package

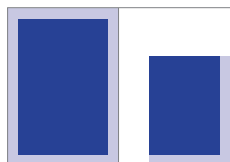
Coverpage (W x H) 210 mm x 222 mm (net)
+ 2/1 pages Coverstory

basic rate:* € 6440.-
incl. e-Paper link: € 6790.-

Special Positions

Inside front cover (IFC); Outside back cover (OBC)
Inside back cover (IBC); Page right next to content

Prices for special Positions
on request



1/1 Page

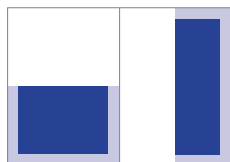
■ Type area: 180.0x257.0 mm (net)
■ Bleed: 210.0x297.0 mm (net)

basic rate:* € 5140.-
incl. e-Paper link: € 5490.-

Juniorpage (W x H)

■ Type area: 118.5x190.5 mm (net)
■ Bleed: 133.5x210.0 mm (net)

basic rate:* € 3690.-
incl. e-Paper link: € 4040.-



1/2 Page (W x H)

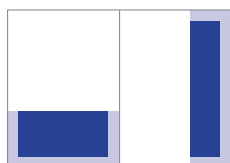
Vertical

■ Type area: 88.0x257.0 mm (net)
■ Bleed: 103.0x297.0 mm (net)

basic rate:* € 3140.-
incl. e-Paper link: € 3490.-

Horizontal

■ Type area: 180.0x126.5 mm (net)
■ Bleed: 210.0x146.5 mm (net)



1/3 Page (W x H)

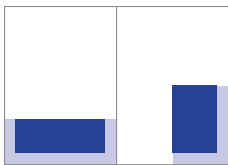
Vertical

■ Type area: 57.0x257.0 mm (net)
■ Bleed: 72.0x297.0 mm (net)

basic rate:* € 2490.-
incl. e-Paper link: € 2840.-

Horizontal

■ Type area: 180.0x 82.5 mm (net)
■ Bleed: 210.0x102.5 mm (net)



1/4 Page (W x H)

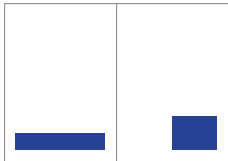
Vertical

■ Type area: 88.0x 126.5 mm (net)
 ■ Bleed: 103.0x 143.5 mm (net)

basic rate:* € 1690.–
 incl. e-Paper link: € 2040.–

Horizontal

■ Type area: 180.0x 60.5 mm (net)
 ■ Bleed: 210.0x 78.0 mm (net)



1/8 Page (W x H)

Vertical

■ Type area: 88.0x 63.0 mm (net)

basic rate:* € 950.–

Horizontal

■ Type area: 180.0x 30.0 mm (net)
 ■ Bleed: Bleed not possible

incl. e-Paper link: € 1300.–

Distribution overview total

YOUR BENEFIT!

Printrun
 approx. 9000 Copies

Total distribution
 approx. 16,000 Copies

Digital distribution
 approx. 7000 Copies



Other digital distribution channels
 (Website/Social Media/E-Paper/Newsletter)

User groups	Recipient groups	Geographical distribution
57 % Tool manufacturer, Metalworking industry 18 % Processing of composite materials, deep frozen products and other Materials 14 % Woodworking 6 % Stone working 4 % Plastics processing 1 % Glass processing	10 % Owner/Managing Director 3 % Purchasing Management 35 % Technical management, Development, Construction 20 % Production management, Manufacturing 25 % Sales management, Product management, marketing 7 % Universities, Institutes, Technical colleges, universities of applied sciences, etc.	62 % Germany 13 % Switzerland 11 % Austria 3 % The Netherlands 1 % Belgium 10 % Europe, other

A detailed breakdown of print distribution can be found on page 9.



Surcharges and discounts

Color surcharges:

The colors of the Euroscale (CMYK) apply. For special colors a surcharge of € 350.- is added.

Bleed Surcharges:

10 % on basic rate

Requency Discounts; also in combination with hp tooling and/or WIN:

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 = € 2360.-

4-pages = € 3120.-

Loose inserts up to journal size (DIN A4 210 x 297 mm):

Up to 20 g, € 260.- per thousand pieces

Up to 40 g, € 345.- per thousand pieces

plus postal charges.

Delivery address for bound inserts/loose inserts:

on request

Subscription prices

Annual subscription prices:

Domestic: € 50.- + postage € 8.- (plus statutory VAT)

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

The annual subscription is automatically renewed for 1 year if it is not cancelled at least 3 months before the end of the subscription period.

Subscription prices single issue:

€ 15.- + postage (plus statutory VAT)

Terms of payment

2 % discount for payment after 14 days from invoice date or 30 days net. All prices are exclusive of the statutory value added tax.

Technical specifications

Printing process: Offset

Printing material: Printing materials in digital form for CTP:

- 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



Distribution analysis print

		database ⁽¹⁾	Controlled Circulation ⁽²⁾ Basic distribution	Additional distribution Exhibitions ⁽³⁾
1	Production of machines for toolmaking	1.546	651	GrindTec
2	Toolmakers, tools servicing	5.175	840	Issue 4
3	Metalworking and processing incl. compounds alu-titan	1.853	829	200
4	Steel and light metal construction, alu processing	8.412	719	
5	Manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	435	214	GrindingHub
6	Manufacture of vehicles and engines	327	291	Issue 2
7	Manufacture of stocks, gears, gear wheels and drives	855	391	800
7a	Manufacture of parts for vehicles, fittings, panels, suppliers	973	317	
8	Manufacture of technical plastic parts, composites, airplane construction	747	276	AMB
9	Ship and boat construction	507	186	Issue 3
10	Medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1.850	801	800
11	Electricity generation, wind parks, wind energy plants	14	14	
1	Woodworking machines	289	289	HOLZ-HANDWERK
2	Manufacture of woodworking tools	1.427	452	Issue 1
3	Processing of wood and plastic boards, composite materials	817	814	200
4	Processing of wood section, furniture parts	524	518	
1	Stone processing	95	95	
2	Glas processing	66	66	
3	Stone processor, manufacture of ceramic parts, composites	655	420	
4	Manufacture of sanitary technology, other glass, deep frozen products	681	437	
	* Analysis August 2023			
	Grand total:	27.248	8.620	

⁽¹⁾ Individual addresses in the database

⁽²⁾ Controlled circulation on a rolling basis

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



Advertising with the digital standalone newsletter

The dispatch of an individually designed standalone newsletter offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.



Standalone newsletter
(Text + images/logos + links)

Dispatch „D-A-CH“
approx. 7.000 copies
€ 1.900,-

Dispatch International
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As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

Please contact us!

Newsletter
Nachrichten +++ Aktuelles +++ Informationen +++ Nachrichten



Advertising in the general dihw-newsletter

Your Sponsored News + banner in the general dihw newsletter. (Transmission in the D-A-CH region to approx. 7,000 addresses)

Leaderboard 600 x 100 px
€ 780,-

Sponsored News	Spons. News + Square
- Text 700 characters	- Text 700 characters
- Image 290 x 290 px	- Image 290 x 290 px
- Link	- Link
€ 650,-	- Square 240 x 240 px
	€ 980,-

Square 240 x 240 px
€ 550,-

Publication schedule: dihw Newsletter 2024*

Week 13	Week 19	Week 36	Week 40
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Advertising in digital magazine mailing

Exclusive sponsorship banner

600 x 100 px

€ 990,-



dihw MAGAZIN

Unsere unabhängige Fachzeitschrift für

HOCHLEISTUNGSWERKZEUGE & BEARBEITUNGSPROZESSE mit Diamant, PKD, PVD, CVD, CBN, Keramik, Hartmetall etc.

erscheint viermal jährlich für den deutschsprachigen Raum.

Lesen Sie hier mehr

Advertising in the digital magazine (ePaper/App)



ePaper linking (advert/technical article)

€ 350,-

ePaper branding throughout the entire issue

€ 1.190,-

Digital ad placement only in the ePaper

incl. linking. (Positioning by arrangement)

1/1 page € 1.290,-

2/1 page € 1.990,-

Digital magazines of Dr. Harnisch Verlag read by:






Advertising with news reports on www.dihw-magazin.de

In addition to classic banner advertising, there is also the possibility to place sponsored news on www.dihw-magazin.de

Diese Fachzeitschrift wird als E-Paper mit interaktiven Inhalten angeboten.

Aktuelle Ausgabe

Dr. Harrisch Verlag > Food Technologie > Sponsored > Höchste Produktsicherheit und Effizienz




Whitepaper – Craemer GmbH
Hygienische Kunststoffladungsträger von Craemer
Datum: 1. Mai 2023

Maximale Hygiene und effiziente Logistiksysteme – bei Lagerung, Verarbeitung und Transport von Nahrungsmitteln sind anwendungsorientierte [...]

... weiterlesen

Sponsored




Minebea Intec auf der interpack 2023
Höchste Produktsicherheit und Effizienz
Datum: 28. April 2023

Bild: Der Metalldetektor Mitus® detektiert dank innovativer MiWave Technologie kleinste metallische Fremdkörper selbst bei größtem [...]

... weiterlesen

Sponsored



EMPACK und die Logistics & Automation 2023
Gelungenes Messe-Duo: Rückblick auf die EMPACK und die Logistics & Automation 2023 in Hamburg
Datum: 21. Juni 2023

Sponsored News
News on www.dihw-magazin.de
incl. linking

€ 700,-

incl. social media linking
Surcharge: € 250,-

incl. video/Youtube integration
Surcharge: € 250,-

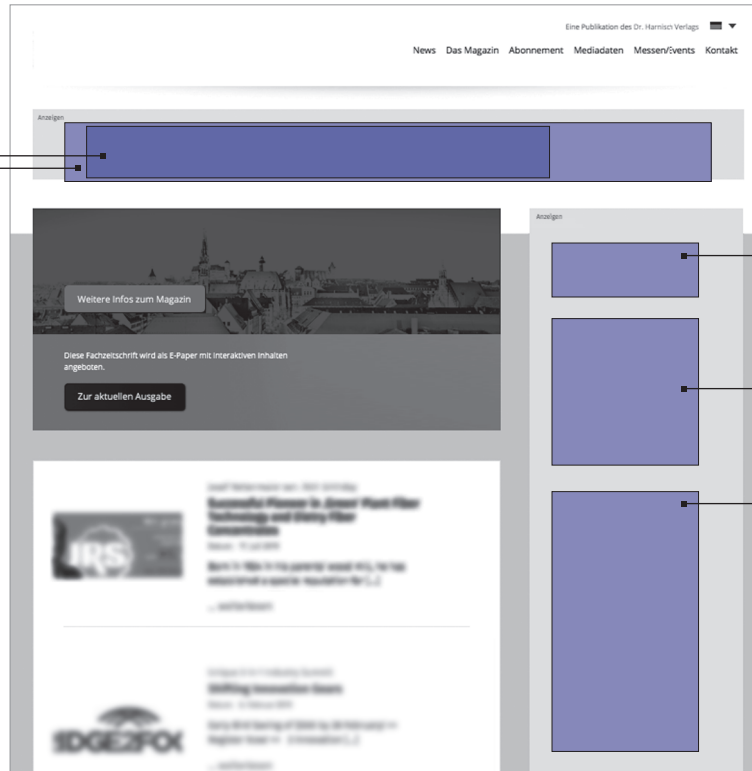
incl. integration of a detailed
Article as PDF (Whitepaper)
Surcharge: € 250,-



Advertising with banners on www.dihw-magazin.de

Leaderboard
728 x 90 px
€ 590,-

Leaderboard XL
1040 x 90 px
€ 690,-



Button
240 x 90 px
€ 290,-

Square
240 x 240 px
€ 550,-

Skyscraper
240 x 500 px
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7. The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials 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 advertisements. Ordered advertisements/digital promotion 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.
8. 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/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with reference to the advertisement/digital promotion.
9. 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 a specific case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %. The publishing company can hold back the completion of a current order in the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.
10. 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 advertisement/digital promotion 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.
11. Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion 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 of different issues/digital promotion 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 relationship 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 fulfillment also in respect of bills of exchange and cheques made out in connection with the order.
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www.wfs-mag.com

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Approx. 10,500 digital copies

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www.petfoodpro-mag.com

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

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