

journal of

hp tooling

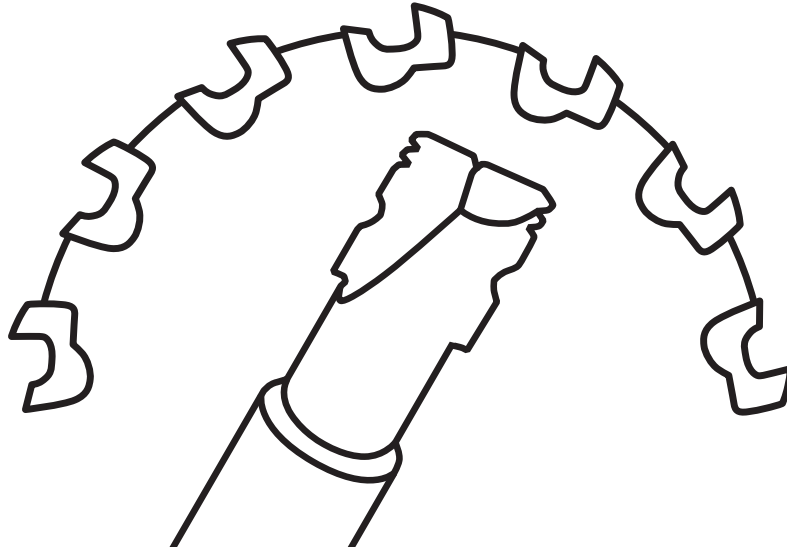


media information 2019

Dr. Harnisch
International Publications

high precision tooling

Machine Tools, PCD, PVD, CVD, CBN, Hard Metal





aims and scope

The **journal of hp tooling** is the brand-new global publication on all aspects of high precision tools, accessories and their applications.

contents

Reports regarding the specific use and application of machine tools and accessories made of hard metal, PCD, PVD, CVD, CBN, for machining metal, alloys, composites, stone, wood and glass – in mechanical engineering, automotive, aerospace and energy industries, medical technology, plastics and the furniture industry.

target groups

Decision-makers and specialists in the processing industry using high precision tooling for tool making including coating and finishing and the specific use of machine tools.

presentation and structure

■ **cover**

cover and cover story on current topics

■ **reports**

interview, application highlights, feature articles, case studies and solutions

■ **news & facts**

short communications, product information, marketing, events and reviews

■ **science and research**

recent research projects

■ **companies and people**

publishing company

publishing company: Dr. Harnisch Publications
journal of hp tooling
Blumenstrasse 15,
90402 Nuremberg, Germany

tel: +49 (0)911 2018-0

fax: +49 (0)911 2018-100

e-mail: hpt@harnisch.com

internet: www.harnisch.com

print run: 13 000 copies

controlled circulation: 12 410 copies

place of publication: Nuremberg, Germany

volume/year: vol. 1/2019

number of issues: two 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

		database ¹⁾	controlled circulation ²⁾ basic distribution planned for 2019	additional distribution at exhibitions ³⁾
1	production of machines for toolmaking	1 534	700	Moulding Expo 2019 hp tooling 1 500
2	toolmakers, tools service	5 187	900	
3	metalworking and processing incl. compounds alu-titan	1 864	850	
4	steel and light metal construction, alu processing	8 412	750	
5	manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	445	240	
6	manufacture of vehicles and engines	321	310	
7	manufacture of stocks, gears, gear wheels and drives	851	400	
7a	manufacture of parts for vehicles, fittings, panels, suppliers	978	520	
8	manufacture of technical plastic parts, composites, airplane construction	753	410	
9	ship and boat construction	514	210	
10	medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1 843	850	
11	electricity generation, wind parks, wind energy plants	15	15	
1	woodworking machines	550	450	LIGNA 2019 hp tooling 1 500
2	manufacture of woodworking tools	1 358	600	
3	processing of wood and plastic boards, composite materials	1 100	900	
4	processing of wooden sections, furniture parts	536	480	
1	stone processing	200	100	
2	glass processing	120	90	
3	stone processor, manufacture of ceramic parts, composites	646	430	
4	manufacture of sanitary technology, other glass, deep frozen products	686	500	
	other		1 205	
	grand total	27 913	10 910	

¹⁾ individual addresses in the database

²⁾ controlled circulation on a rolling basis

³⁾ an additive circulation is available in these branches at these exhibitions

geographic distribution*

40 % Europe	4 980 copies
Germany	1 450
Italy	620
UK	510
France	460
Switzerland	340
Scandinavia	320
Russia	240
Austria	230
Czech Republic	200
Poland	160
Spain	150
other	300
24 % Asia	2 960
Japan	650
S-Korea	500
Taiwan	460
China	400
India	250
other	700
20 % Americas	2 470
U.S.A.	1 600
Canada	360
Latin America	510
2 % Oceania, Africa	250
2 % Middle East	250
12 % distribution at fairs	1 500
total circulation distribution	12 410
specimen and archive copies	590

total print run **13 000**

* as per September 2018, preliminary distribution

application areas

- 47 % toolmakers, metal processing industry
- 17 % processing of composite materials, deep frozen production and others
- 14 % wood processing
- 11 % other
- 5 % stone processing
- 5 % plastic processing
- 1 % glass processing

target groups

- 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

fields of interest

machines/machining centers

- 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

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 tooling machines

editorial calendar

issue 1 2019 publication April 15, 2019		issue 2 2019 publication August 29, 2019	
closing date for print materials March 25, 2019 closing date for editorials/ads March 18, 2019		closing date for print materials August 08, 2019 closing date for editorials/ads August 01, 2019	
metal processing stone- and concrete 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
Hannover fair	Hannover	April 1 – April 5, 2019	EMO Hannover September 16 – September 21, 2019
bauma	Munich	April 8 – April 14, 2019	STEELFAB Sharjah, AE January 2020
Moulding Expo	Stuttgart	May 21 – May 24, 2019	Nortec Hamburg January 21 – January 24, 2020
LIGNA	Hannover	May 27 – May 31, 2019	METAV Dusseldorf March 10 – March 13, 2020
Metalloobrabotka	Moscow, Russia	May 27 – May 31, 2019	GrindTec Augsburg March 18 – March 21, 2020
notes		notes	

online advertising – our digital portfolio at a glance

With a continually growing outreach of the Dr. Harnisch sites the *journal of hp tooling* will be proving itself as a strong advertising partner. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

1. standard display ads: banners



banner type	size (w x h)	
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 period of four weeks
(acceptable formats: .JPEG, .PNG, .GIF, .HTML)

2. mobile magazine app: digital edition

Advertisements 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 ads to a specific landing page, videos, photos, photo galleries and more).

In the corresponding app “Dr. Harnisch Publications”, which can be downloaded for free 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 and 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 minium 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 or 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)

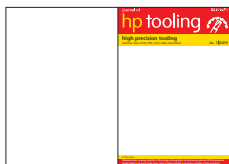
It will be possible to publish a story under «news» for one week, which will also be featured on the publisher’s facebook page.

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: 216 x 228 mm (w x h)*
incl. 2/1 pages cover story

basic rate:** € 6,990

incl. e-paper link: € 7,340

special positions

inside front cover (IFC)

outside back cover (OBC)

basic rate:** € 6,600

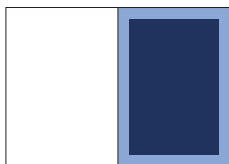
incl. e-paper link: € 6,950

inside back cover (IBC)

page 3 (next to contents)

basic rate:** € 6,050

incl. e-paper link: € 6,400



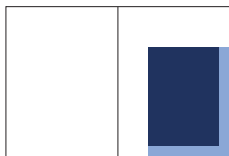
1/1 page (w x h)

■ type area: 180 x 257 mm

■ bleed: 216 x 303 mm*

basic rate:** € 5,490

incl. e-paper link: € 5,840



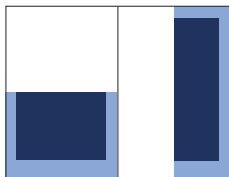
juniorpage (w x h)

■ type area: 118.5 x 190.5 mm

■ bleed: 139.5 x 216.0 mm*

basic rate:** € 3,530

incl. e-paper link: € 3,880



1/2 page (w x h)

vertical ■ type area: 88.0 x 257.0 mm

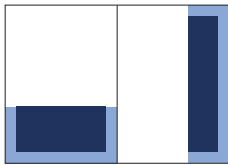
■ bleed: 109.0 x 303.0 mm*

horizontal ■ type area: 180.0 x 126.5 mm

■ bleed: 216.0 x 152.5 mm*

basic rate:** € 3,300

incl. e-paper link: € 3,650

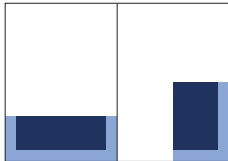


1/3 page (w x h)

vertical	■ type area:	57.0 x 257.0 mm
	■ bleed:	78.0 x 303.0 mm*
horizontal	■ type area:	180.0 x 82.5 mm
	■ bleed:	216.0 x 108.5 mm*

basic rate:** € 2,555

incl. e-paper link: € 2,905



1/4 page (w x h)

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

basic rate:** € 1,815

incl. e-paper link: € 2,165

* bleed ads: gross size 216 x 303 mm – net size 210 x 297 mm

** we use euroscale colors; for special colors prices on request;
special sizes prices on request;
see next page for surcharges and discounts



dihw DIAMANT HOCHLEISTUNGSWERKZEUGE

The German-language magazine **dihw DIAMANT HOCHLEISTUNGSWERKZEUGE** will be published in four issues 2019, March, May, September and December.

The specialist publication **dihw** reports on the manufacture of Dia, CBN, hard metal tools and their application for the processing of metals, metal alloys, composite materials, natural stone, concrete, wood and wooden products, glass as well as other products.



discounts and surcharges

color surcharges:

euroscale colors are used (CMYK).
for special colors surcharge of € 350

surcharge for bleed ads:

10% on net price

frequency discounts; also in combination with dihw:

2 ads = 5%

4 ads = 10%

8 ads = 15%

agency commission: 15% on net price

bound inserts:

only DIN A4 with bleed edges 216 x 303 mm,
paper weight up to 160 g/m²
2 pages = € 3,250
4 pages = € 4,290

loose inserts up to journal size (DIN A4):

up to 20 g, € 250 per thousand

up to 40 g, € 330 per thousand

delivery address for inserts:

Dr. Harnisch Publications
Blumenstrasse 15
90402 Nuremberg
Germany

subscription information

annual subscription in 2019 (two issues):

Germany: € 40 including postage, VAT and handling
abroad: € 50 including postage

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

from 2020 on four issues!

Germany: € 80 including postage, VAT and handling
abroad: € 100 including postage

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
- 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

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

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

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

dihw
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

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
The magazine for architects: facility construction in German language.
6,800 copies

For all devices.

The App for our digital editions:

www.harnisch.com/app-e-paper or:

