

journal of

**hp** tooling 

 Dr. Harnisch  
Publications

media information 2021

## high precision tooling

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



## aims and scope

The **journal of hp tooling** is a global english language 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 story**

cover and cover story on current topics

### **reports**

interview, application highlights, feature articles, science and research, case studies and solutions on

#### ■ **materials & tools**

#### ■ **processes**

#### ■ **machining center**

#### ■ **components**

### ■ **departments**

short communications, product information, marketing, fairs, events and reviews, companies and people

## **publishing company**

### **Dr. Harnisch Publications**

*journal of hp tooling*

Eschenstrasse 25

90441 Nuremberg

Germany

**tel** +49 (0)911 2018-0

**fax** +49 (0)911 2018-100

**e-mail** hpt@harnisch.com

**internet** www.harnisch.com

www.hptooling-mag.com

**print run** 13,000 copies

**controlled circulation** 12,410 copies

**place of publication** Nuremberg, Germany

**volume/year** 3/2021

**number of issues** four 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 <sup>1)</sup>	controlled circulation <sup>2)</sup> basic distribution	additional distribution at exhibitions <sup>3)</sup>
1	production of machines for toolmaking	1,534	700	<b>hp tooling #1:</b>
2	toolmakers, tools service	5,187	900	TIMTOS 500
3	metalworking and processing incl. compounds alu-titan	1,864	850	METAV 500
4	steel and light metal construction, alu processing	8,412	750	Hannover fair 500
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	<b>hp tooling #2:</b>
7a	manufacture of parts for vehicles, fittings, panels, suppliers	978	520	LIGNA 500
8	manufacture of technical plastic parts, composites, airplane construction	753	410	Stone+tec 500
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	<b>hp tooling #3:</b>
2	manufacture of woodworking tools	1,358	600	MOLDING EXPO 500
3	processing of wood and plastic boards, composite materials	1,100	900	FABTECH 500
4	processing of wooden sections, furniture parts	536	480	EMO 1,000
1	stone processing	200	100	<b>hp tooling #4:</b>
2	glass processing	120	90	METALEX 500
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	

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

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

<sup>3)</sup> an additive circulation is available in these branches at these exhibitions

## geographic distribution

<b>40% Europe</b>	<b>4,980 copies</b>
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

<b>24% Asia</b>	<b>2,960</b>
Japan	650
S-Korea	500
Taiwan	460
China	400
India	250
other	700

<b>20% Americas</b>	<b>2,470</b>
U.S.A.	1,600
Canada	360
Latin America	510

**2% Oceania, Africa**      **250**

**2% Middle East**      **250**

**12% distribution at fairs**      **1,500**

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total circulation distribution	12,410
specimen and archive copies	590

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**total print run**      **13,000**

## 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
- hydraulic and pneumatical components
- electric and electronic equipment  
for tooling machines

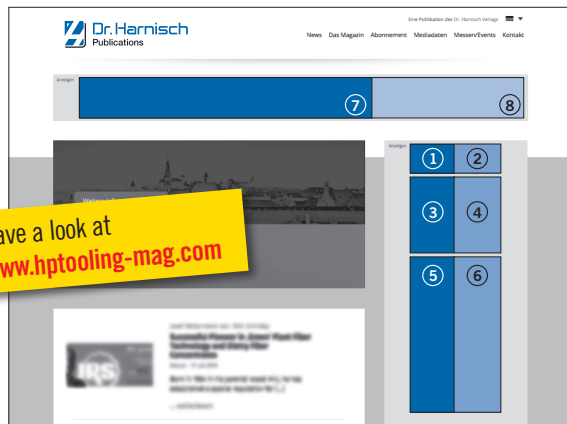
## editorial calendar

<b>issue 2021 - 1</b>	<b>issue 2021 - 2</b>	<b>issue 2021 - 3</b>	<b>issue 2021 - 4</b>
<p><b>publication</b>      <b>March 1, 2021</b></p> <p>closing dates</p> <p>- print materials      February 4, 2021</p> <p>- editorials/ads      January 28, 2021</p>	<p><b>publication</b>      <b>April 30, 2021</b></p> <p>closing dates</p> <p>- print materials      April 8, 2021</p> <p>- editorials/ads      April 1, 2021</p>	<p><b>publication</b>      <b>September 1, 2021</b></p> <p>closing dates</p> <p>- print materials      August 10, 2021</p> <p>- editorials/ads      August 3, 2021</p>	<p><b>publication</b>      <b>November 24, 2021</b></p> <p>closing dates</p> <p>- print materials      October 28, 2021</p> <p>- editorials/ads      October 21, 2021</p>
<p>metal processing</p> <p>clamping/grinding technology</p> <p>Industry 4.0</p> <p>medical technology</p> <p>tool management</p> <p>systems solutions</p> <p>laser processing/</p> <p>erosion technology</p>	<p>stone- and concrete processing</p> <p>lubrications cooling</p> <p>mould and tool manufacture</p> <p>woodworking</p> <p>composite material</p> <p>special tools</p> <p>boards and composites</p> <p>cutting/sawing</p>	<p>metal processing</p> <p>systems solutions</p> <p>glass processing</p> <p>coating</p> <p>tool machines</p> <p>turning/drilling/milling</p> <p>Industry 4.0</p> <p>carbide tools</p>	<p>large part processing</p> <p>measurement technology</p> <p>gear management</p> <p>grinding technology</p> <p>micro tools</p> <p>surface treatment</p> <p>software</p> <p>lubrications cooling</p>
<p><b>SurfaceTechnology</b></p> <p>Istanbul, Turkey</p> <p>March 10 - 13, 2021</p> <p><b>TIMTOS</b>      Taipei, Taiwan</p> <p>March 15 - 20, 2021</p> <p><b>METAV</b>      Dusseldorf, Germany</p> <p>March 23 - 26, 2021</p> <p><b>Hannover fair</b>      Hanov., Germany</p> <p>April 12 - 16, 2021</p> <p><b>CIMT</b>      Beijing, China</p> <p>April 12 - 17, 2021</p>	<p><b>WOOD TAIWAN</b>      Taipei, Taiwan</p> <p>April 22 - 25, 2021</p> <p><b>LIGNA</b>      Hanover, Germany</p> <p>May 10 - 14, 2021</p> <p><b>Stone+tec</b>      Nuremberg, Germany</p> <p>May 12 - 15, 2021</p> <p><b>Metalloobrabotka</b></p> <p>Moscow, Russia</p> <p>May 24 - 28, 2021</p> <p><b>Metallurgy Russia</b></p> <p>+ <b>Litmash Russia</b></p> <p>Moskow, Russia</p> <p>June 8 - 10, 2021</p>	<p><b>MOLDING EXPO</b></p> <p>Stuttgart, Germany</p> <p>June 8 - 11, 2021</p> <p><b>FABTECH</b>      Chicago, USA</p> <p>September 13 - 16, 2021</p> <p><b>MSV</b>      Brno, Czech Republic</p> <p>September 13 - 17, 2021</p> <p><b>EMO</b>      Milano, Italy</p> <p>October 4 - 9, 2021</p>	<p><b>METALEX</b>      Bangkok, Thailand</p> <p>November 2021</p> <p>.....</p> <p><b>EUROGUSS</b></p> <p>Nuremberg, Germany</p> <p>January 18 - 20, 2022</p> <p><b>Automotive</b></p> <p><b>Weight Reduction Expo</b></p> <p>Tokyo, Japan</p> <p>January 2022</p> <p><b>SteelFab</b>      Sharjah,</p> <p>United Arab Emirates</p> <p>January 2022</p>

trade fair dates as by end of August, 2020; we are not responsible for reliability of these dates

# Online advertising – our digital portfolio at a glance

## standard display ads: banners at [www.hptooling-mag.com](http://www.hptooling-mag.com)



banner type	size (w x h)	insertion for four weeks
① button	120 x 90 px	€ 105
② button XL	240 x 90 px	€ 160
③ vertical banner	120 x 240 px	€ 150
④ vert. banner XL	240 x 240 px	€ 230
⑤ skyscraper	120 x 600 px	€ 350
⑥ skyscraper XL	240 x 600 px	€ 650
⑦ leaderboard	728 x 90 px	€ 365
⑧ leaderboard XL	1.040 x 90 px	€ 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.hptooling-mag.com](http://www.hptooling-mag.com)



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 “*Dr. Harnisch Publications*” app and on our website our e-paper can be read and searched **free of charge** anytime and anywhere on PC/MAC and on all mobile devices, app available in the app stores.

**additional link to advert per issue in the digital edition** € 350

A link to a special editorial contribution - which of course will also appear in the e-paper in addition to the print edition - can be booked for at least five months.

**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.hptooling-mag.com](http://www.hptooling-mag.com) you have the possibility to publish 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

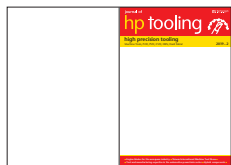
**sponsored media post with direct link (website, landing page etc.)** € 600



## advertisement sizes/prices 2021

Journal format DIN A4 (210x297 mm; bleed size 216 x 303 mm), type area 180x257 mm.

Please keep all important text and graphic elements within a safety area of min. 5 mm from trim **for bleed ads!**



### cover-package

coverpage: 216 x 207.5 mm  
(width x height, including 3 mm bleed)  
incl. 2/1 pages cover story

basic rate:\* € 6,990  
with e-paper link: € 7,340

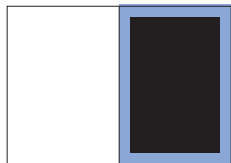
### special positions

inside front cover (IFC)  
outside back cover (OBC)

basic rate:\* € 6,600  
with e-paper link: € 6,950

inside back cover (IBC)  
page 3 (next to contents)

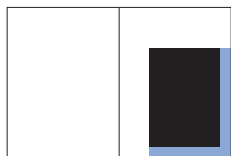
basic rate:\* € 6,050  
with e-paper link: € 6,400



### 1/1 page (w x h)

■ type area: 180 x 257 mm  
■ bleed: 216 x 303 mm (including 3 mm bleed)

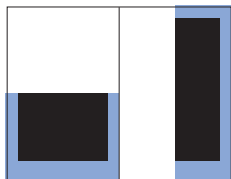
basic rate:\* € 5,490  
with e-paper link: € 5,840



### juniorpage (w x h)

■ type area: 118.5 x 190.5 mm  
■ bleed: 139.5 x 216 mm (including 3 mm bleed)

basic rate:\* € 3,530  
with e-paper link: € 3,880

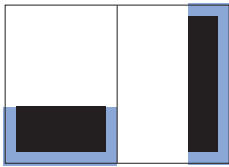


### 1/2 page (w x h)

vertical ■ type area: 88 x 257 mm  
■ bleed: 109 x 303 mm (including 3 mm bleed)  
horizontal ■ type area: 180 x 126.5 mm  
■ bleed: 216 x 152.5 mm (including 3 mm bleed)

basic rate:\* € 3,300  
with e-paper link: € 3,650



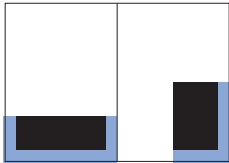


### 1/3 page (w x h)

vertical ■ type area: 57 x 257 mm  
■ bleed: 78 x 303 mm (including 3 mm bleed)

horizontal ■ type area: 180 x 82.5 mm  
■ bleed: 216 x 108.5 mm (including 3 mm bleed)

basic rate:\* € 2,555  
with e-paper link: € 2,905



### 1/4 page (w x h)

vertical ■ type area: 88 x 126.5 mm  
■ bleed: 106 x 149.5 mm (including 3 mm bleed)

horizontal ■ type area: 180 x 60.5 mm  
■ bleed: 216 x 84 mm (including 3 mm bleed)

basic rate:\* € 1,815  
with e-paper link: € 2,165

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

Please also consider our german language magazine when planning your event:

## dihw DIAMANT HOCHLEISTUNGSWERKZEUGE

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

### publication dates:

dihw 2021/1	March	10, closing date February	10
dihw 2021/2	June	1, closing date April	30
dihw 2021/3	September	16, closing date August	19
dihw 2021/4	December	1, closing date November	3

Further information can be found in the media kit of dihw!





## discounts and surcharges

frequency discounts; also in combination with *dihw*:

2 ads = 5 %

4 ads = 10 %

8 ads = 15 %

agency commission: 15 % on net price

color surcharges:

euroscale colors are used (CMYK).

for special colors surcharge of € 350

surcharge for bleed ads:

10 % on net price

bound inserts:

only DIN A4 with bleed edges 216 x 303 mm,

paper weight up to 160 g/m<sup>2</sup>

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:

please contact us by e-mail

[hpt@harnisch.com](mailto:hpt@harnisch.com)

## subscription information

annual subscription in 2021 (four issues):

Germany: € 84 plus € 8 postage

abroad: € 84 plus € 16 postage

The prices are subject to VAT.

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

## 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/datenschutzzerklaerung/>

# Our magazines and journals

**food**<sup>INTERNATIONAL</sup>  
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

## 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** GENUSS  
ATELIER

## 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**

## dedica

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

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

21,000 copies

**drink**world  
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

## Getränke! Technologie & Marketing

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

German language magazine for the entire beverage industry.

9,000 copies

**PK**

## PuK – Process Technology & Components

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

In German and English language.

24,500 copies

**HK**

## 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

## 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**  
MAGAZIN

## 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**

## hp tooling

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

New international magazine for high precision machining processes.

13,000 copies

**petfood**pro  
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

**bb** | Beverage & Brewing

## bb guide – Beverage & Brewing

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

Suppliers' Guide for the beverage industry.

15,500 copies

**wood**working  
INTERNATIONAL

## WiN woodworking INTERNATIONAL

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

International magazine for the woodworking industry worldwide.

9,100 copies

element+ **BAU**

## 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