

journal of

hp tooling 

 Dr. Harnisch
Publications

media kit 2024

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, published in print and online.

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

■ news & facts

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

publishing company

Dr. Harnisch Publications
journal of hp tooling
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Germany

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internet www.harnisch.com
www.hptooling-mag.com

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(computer to plate)
printing materials digital printing materials
for CTP

your partners

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editorial calendar

You're missing your topic? Don't hesitate to get in contact with us, we will be very happy to meet your requirements!

issue #1 – 2024 <i>prior to GrindingHub!</i>		issue #2 – 2024 <i>with GrindingHub special!</i>		issue #3 – 2024 <i>with IMTS/AMB special!</i>		issue #4 – 2024	
publication	February 29, 2024	publication	April 30, 2024	publication	August 22, 2024	publication	November 14, 2024
deadlines		deadlines		deadlines		deadlines	
- print materials	February 5, 2024	- print materials	March 28, 2024	- print materials	July 29, 2024	- print materials	October 18, 2024
- editorials/ads	January 29, 2024	- editorials/ads	March 22, 2024	- editorials/ads	July 22, 2024	- editorials/ads	October 11, 2024
metal processing		grinding technology		metal processing		grinding technology	
tool machines		tool making		diamond tools		laser processing	
automation		clamping		turning/drilling/milling		ceramic tools	
gear management/dressing		software		glass processing		coating	
erosion technology		medical technology		composite materials		lubrications cooling	
micro and carbide tools		mould and tool manufacture		additive manufacturing		robotics	
tool management		cutting/sawing		deburring		measurement technology	
system solutions		woodworking		surface treatment		clamping	
SteelFab	Sharjah, United Arab Emirates January 8–11, 2024	MACH-TECH and INDUSTRY DAYS 2024	Budapest, Hungary May 7–10, 2024	Stone+tec	Nürnberg, Germany June 19–22, 2024	JIMTOF	Tokyo, Japan November 5–10, 2024
Automotive Weight Reduction Expo	Tokyo, Japan January 17–19, 2024	FEIMEC	São Paulo, Brazil May 7–11, 2024	IMTS	Chicago, USA September 9–14, 2024	sps	Nuremberg, Germany November 14–16, 2024
TMTS	Taichung, Taiwan March 27–31, 2024	GrindingHub	Stuttgart, Germany May 14–17, 2024	AMB	Stuttgart, Germany September 10–14, 2024	baumaCHINA	Shanghai, China November 26–29, 2024
SIMTOS	Seoul, South Korea April 1–5, 2024	Surface Technology	Stuttgart, Ger. June 4–6, 2024	glasstec	Düsseldorf, Germany October 22–25, 2024	METALEX	Bangkok, Thailand exp. November, 2024
SIAMS	Moutier, Switzerland April 16–19, 2024	FABTECH	Toronto, Canada June 11–13, 2024	MSV	Brno, Czech Republic exp. October, 2024 2025	
Hannover fair	Hanover, Germany April 22–26, 2024	EPHJ	Geneva, Switzerland June 11–14, 2024			TIMTOS	Taipei, Taiwan March 3–8, 2025

general newsletters	newsletter #1: March	deadline end of February	newsletter #3: September , prior to IMTS/AMB	deadline end of August
	newsletter #2: May , prior to GrindingHub	deadline end of April	newsletter #4: November	deadline end of October

print distribution *

40 % Europe	4,980 copies
Germany	1,450
Italy	700
UK	590
France	540
Switzerland	340
Scandinavia	320
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

* data analysis as of August 2023

-> page 8 detailed list of digital and print distribution!

application areas

47 %	toolmakers, metal processing industry
17 %	processing of composite materials, deep frozen products and other materials
14 %	wood processing
11 %	other machining
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, institutes, technical schools

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
- security and environmental technology
- disposal
- controls and drives
- mechanic components
- hydraulic and pneumatic components
- electric and electronic equipment for tooling machines

YOUR BENEFIT!

total distribution overview

print run
13,000 copies

total distribution
35,000 copies

digital distribution
22,000 copies

2022:
journal views 127,345 clicks,
average of 31,500 per issue

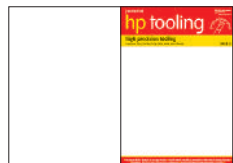
...and other digital distribution channels such as • e-paper • newsletter • websites • social media •



advertisement sizes/prices

Journal format DIN A4 (210x297 mm; bleed size 216x303 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

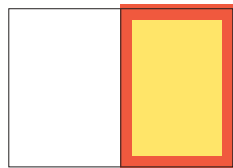
incl. 2/1 pages cover story
cover 216 x 207.5 mm (3 mm bleed included)

basic rate € 7,440
with e-paper link € 7,790

special positions

inside front cover; inside or outside back cover;
page 5 (right side, opposite table of contents)

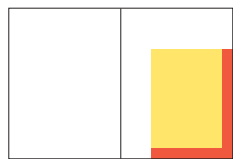
→ prices on request!



1/1 page (w×h)

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

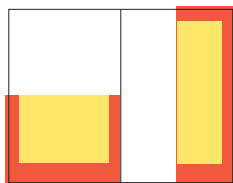
basic rate € 5,840
with e-paper link € 6,190



juniorpage (w×h)

■ type area 118.5 x 190.5 mm
■ bleed 139.5 x 217 mm (3 mm bleed included)

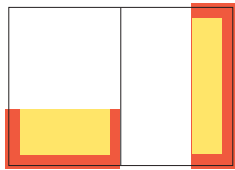
basic rate € 3,840
with e-paper link € 4,190



1/2 page (w×h)

horizontal ■ type area 180 x 128.5 mm
■ bleed 216 x 155 mm (3 mm bleed included)
vertical ■ type area 90 x 257 mm
■ bleed 111 x 303 mm (3 mm bleed included)

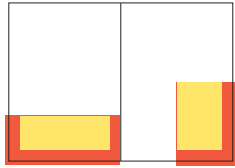
basic rate € 3,590
with e-paper link € 3,940



1/3 page (w×h)

horizontal	■ type area	180 x 85 mm
	■ bleed	216 x 111.4 mm (3 mm bleed included)
vertical	■ type area	60 x 257 mm
	■ bleed	81 x 303 mm (3 mm bleed included)

basic rate	€ 2,790
with e-paper link	€ 3,140



1/4 page (w×h)

horizontal	■ type area	180 x 64.2 mm
	■ bleed	216 x 90.6 mm (3 mm bleed included)
vertical	■ type area	90 x 128.5 mm
	■ bleed	111 x 149.5 mm (3 mm bleed included)

basic rate	€ 1,990
with e-paper link	€ 2,340



1/8 page (w×h)

horizontal	■ type area	180 x 32 mm
vertical	■ type area	45 x 128.5 mm

basic rate	€ 1,090
with e-paper link	€ 1,440

→ printed in euroscale → prices for special colors/sizes on request → see page 14 for discounts and surcharges



Please also consider *dihw* when planning your german markets:

dihw HIGH PERFORMANCE TOOLS & PROCESSING

The specialist publication *dihw* reports in german about machine tools for machining metals, metal alloys, composite materials, natural stone, concrete, wood and products made of wood, glass or other materials.

publication dates 2024:

dihw # 1	March	11, closing date	February	12
dihw # 2	May	6, closing date	April	8
dihw # 3	September	2, closing date	August	5
dihw # 4	December	2, closing date	November	4

Further information in the *dihw* media kit!



distribution

	database ¹⁾	controlled circulation ²⁾ / print	additional digital distribution	
production of machines for toolmaking	1,534	770	hp tooling #1 22,000	
toolmakers, tool service	5,187	1,080		
metalworking and processing, including alu-titan compounds	1,864	935		
steel and light metal constructions, alu processing	8,412	825		
production of electric motors, generators, combustion engines, turbines (without engines for air/road vehicles)	445	340	hp tooling #2 22,000	
production of vehicles and engines	321	310		
production of stocks, gears, gear wheels and drives	851	560		
production of parts for vehicles, fittings, panels, suppliers	978	572		
production of technical plastic parts, composites, airplane constructions	753	510		
ship and boat constructions	514	210		
medical technology (surgical steel, titanium, orthopaedic products, artificial limbs)	1,843	935		
production of electricity through wind parks, wind energy plants	15	15		
woodworking machines	550	450		hp tooling #3 22,000
production of woodworking tools	1,358	660		
processing of wood and plastic boards, composite materials	1,100	990		
processing of wooden sections, furniture parts	536	480		
stone processing	200	120	hp tooling #4 22,000	
glass processing	120	90		
stone quarry, production of ceramic parts, composites	646	473		
sanitary engineering, glass, processing of deep frozen products	686	560		
others		1,525		
grand total	27,913	12,410		

¹⁾ individual addresses in the database ²⁾ controlled circulation on a rolling basis

advertising with the **digital stand-alone newsletter**

hp tooling SPECIAL NEWSLETTER

Newsletter sponsored by

hp tooling YOUR LOGO

NEW impulses for optimising your processes

Our solutions for more efficiency in your production

Ladies and Gentlemen,

Tool life, production volume and potential savings - key figures that you deal with every day and whose limits you want to push with every new project. We support you to maximise the unused potential of your processes and to optimise them. With combined solutions of target-oriented technology data and reliable tools.

Get information about our news in the areas of threading, drilling, milling and clamping.

New twist drills for steel and Incox

EMUGE has been associated with the production of high-precision threading tools for many decades. However, the extensive twist drill programme is not only aimed at creating tap holes for threads. Twist drills from EMUGE are suitable for the most diverse challenges. The SteelDrill twist drill product line is intended for use in steel and cast iron materials as well as hard materials. The IncoxDrill product line complements the range of applications with the machining of stainless steel materials and special materials such as titanium, nickel, cobalt and iron alloys.

[Read more](#)

New special taps for cast iron

The very abrasive cast iron materials with vermicular graphite (CGI) have special microstructures that require adapted tool properties. The new carbide tool versions feature a special CGI geometry with a very robust design of the cutting edge, additionally the TiCN coating has also been adapted and optimised to guarantee a long tool life.

[Read more](#)

Individually designed **stand-alone newsletters** offer the opportunity for targeted communication and for potential leads.

The focus is on your company, your products and your know-how. Each link can lead to a special landing page of your company.

stand-alone newsletter

articles, fotos, logos & links

digital dispatch, up to 22,490 addresses worldwide;
possibility to targeted groups:

- worldwide € 3,500
- Europe € 2,900
- german-speaking Europe € 1,900

Dr. Harnisch Publications offers newsletters for various subject areas: precision and machining processes, process technology, or, for example, aviation, automotive, medical technology, wood processing, building and constructing etc.

Don't hesitate to contact us!





advertisement in general newsletters

leaderboard + link

600x100 px

€ 780

sponsored news

article (up to 350 characters),
foto 290x290 px + link

€ 650

sponsored news & square
article, foto, square + link

€ 980

square + link

240x240 px

€ 550

general newsletters 2024

#1: March	deadline end of February
#2: May , prior to GrindingHub	deadline end of April
#3: September , prior to IMTS/AMB	deadline end of August
#4: November	deadline end of October

advertisement in the digital journal dispatch (newsletter)

exclusive sponsorship banner + link

600x100 px

€ 990

hp tooling 2023 - 2
The digital issue is online.



[Click here for the latest Issue!](#)

hp tooling - high precision tooling
- see the latest news on the website -

The journal of hp tooling is a global publication on all aspects of high precision tools, accessories and their applications.

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.

advertisement in the digital journal

**International exhibition
MACH 2020
15. - 17.09.2020
Messe Stuttgart**

materials & tools

TIGRA with interesting innovations at the GrindTec show 2020

For the Oberdorf-based company TIGRA the importance of the Augsburg GrindTec is growing each year. The world's leading trade show for grinding technologies takes place every two years and has proven itself for many years as an ideal platform to inform customers and interested parties of the latest developments and innovations for the processing of metal, composite materials, aluminium, board materials, wood and many more.

Significant investments in TIGRA's production over the last few years have resulted in many innovations, which the Bavarian company will present at GrindTec 2020 in Hall 5.50A. In the spotlight of the impressively grown product range for tool tipping are especially carbide blanks, which are manufactured in Oberdorf and Lech, as well as attach-ment cutting materials such as PCD and PCBN.

Solid carbide blanks, so-called perform, are used for the production of end mills with central and decentral tool coolant holes, also with lateral exits at various angles and aligned with the chip surfaces. The chip spaces are performed. The design of the blank dimensions is based on the customer's blank and finished drawings. The parts are subject to multi-stage quality controls and are not as finished common, thus the customer has low grinding and erosion effort. Depending on the application, TIGRA offers two different carbide blanks for this purpose, which have

Carbide blanks for tools

TIGRA has various carbide blanks in its program, the performed blank or so-called perform are manufactured individually according to customer drawings. The milling cutter blanks are available from stock in the diameter range from 8 to 25 mm, they can have 2-6 radial coolant holes and are also ground, with or without HSS-M surface.

14 | m.s. 2020, mach

branding

THE ART OF GRINDING.
BECAUSE PRECISION IS CREATED UNDER A KEEN EYE.

TIGRA supplies PCD blanks and segments with PCD layer thicknesses of 0.5, 0.7 and 1 mm. The segments are laser-cut or coated according to customer requirements, for the hard milling steels, blanks and segments are available made of PCBN.

optimized soldering and toughness properties for tipping with PCD or PCBN. TIGRA's short delivery times are also important for the customer.

Further carbide blanks are flat bars and tools in application-specific carbide grades and in various dimensions, standard milling cutter blanks with central coolant hole and two to five radial coolant exits as well as carbide inserts for positive and negative plates for tipping with diamond and PCBN. The wide range of saw tips for circular and hand saws will also be presented to the international trade visitors. They are manufactured in metric and inch sizes. Unique to TIGRA is the fact that every single saw tip is subject to 100% quality control! Depending on the carbide grade, the carbide saw tips are used for sawing steel with coolant, for cutting non-ferrous metals, for machining cast iron and for heavily interrupted cuts.

Further information at www.tigra.com or from the new TIGRA catalogue for the machining of metal and composite materials, which will be published at GrindTec. During the trade show, TIGRA offers interested visitors the opportunity to visit the nearby company for blank vehicles and to see the production processes with a guided tour of the company. Further information is available at the exhibition stand or via TIGRA's service.

GrindTec 2020
The Art of Grinding
A member of the UNITED GRINDING Group

Frid. Steiner AG, established in 1912, is a market and technology leader in internal, external and mirror grinding as well as corncircular grinding. Visit us at MACH 2020 in our booth 508, hall 7.

© Hilti/Stein

e-paper branding
banner placed over every page, incl. link
210x30-40 mm; 300 dpi
€ 1,190

digital ad placement,
only in the e-paper possible
incl. link, position as agreed
1/1 page € 1,290
2/1 page € 1,990

e-paper link (advertisement/article)
€ 350

Read the digital magazines from **Dr. Hamisch Publications** with:





advertisement with **banners** on our homepage www.hptooling-mag.com

leaderboard

728x90px

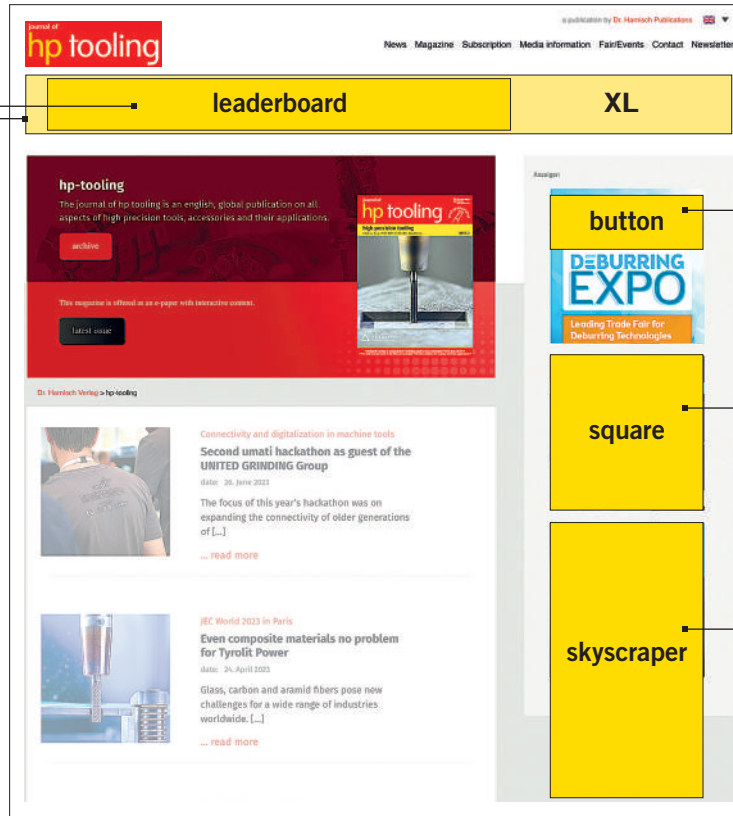
€ 590

leaderboard XL

1040x90px

€ 690

Banners run for **four weeks**;
other periods on request;
display and placement may
vary on mobile devices



Sponsored news is *your* story/announcement/article on the hp tooling homepage www.hptooling-mag.com, staying at the top for **four weeks**; other time periods on request.

sponsored news

company news on the hp tooling homepage,
including link + foto

€ 700

posted in **social media**

surcharge € 250

with **video/YouTube** integration

surcharge € 250

with long **article as PDF** (whitepaper)

surcharge € 250





discounts and surcharges

frequency discounts,

also in combination with *dihw* and/or *WiN*:

2 ads = 5%

4 ads = 10%

8 ads = 15%

agency commission 15% on net price

surcharge for special colors

printed with euroscale colors (CMYK),

€ 350 surcharge for special colors

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/m²

2 pages = € 3,410

4 pages = € 4,500

loose inserts up to journal size (DIN A4)

up to 20g, € 260 per thousand

up to 40g, € 345 per thousand

→ please contact us by e-mail for the delivery of inserts: hpt@harnisch.com

subscription information

annual subscription in 2024 (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 and conditions

1. These *General Terms and Conditions* as well as the advertising media kit 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 and as a digital promotion tool.
3. A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.
4. For any errors in publication for which the publisher is responsible, the client shall receive compensation in form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.
5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
6. The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed/digital 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.
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 kit. 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/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 the publication the publisher will send the customer a specimen copy/link—free of charge—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 case of default in payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.
10. In case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements/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 or 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 fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Please refer to our data protection statement on our site:
<https://www.harnisch.com/en/datenschutzerklaerung/>

Our magazines and journals



food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

Approx. 16,500 printed copies
Approx. 22,000 digital copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

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

Approx. 12,000 printed copies
Approx. 6,500 digital copies



fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 23,500 printed copies
Approx. 9,200 digital copies

dedica

dedica

www.dedica.de

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

Approx. 19,600 printed copies
Approx. 39,000 digital copies



drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 18,000 digital copies



Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 12,750 printed copies
Approx. 111,450 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

Approx. 5,500 printed copies
Approx. 80,000 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

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

Approx. 8,400 printed copies
Approx. 10,500 digital copies

HYGIENE REPORT

Hygiene Report

www.hygiene-report-magazin.de

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

Approx. 12,000 printed copies
Approx. 12,700 digital copies



dihw

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