

journal of

# hp tooling

A stylized white line drawing of a drill bit with a gear-like shape above it, positioned to the right of the 'hp tooling' text.

Dr. Harnisch  
Publications

## media kit 2025

### high precision tooling

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

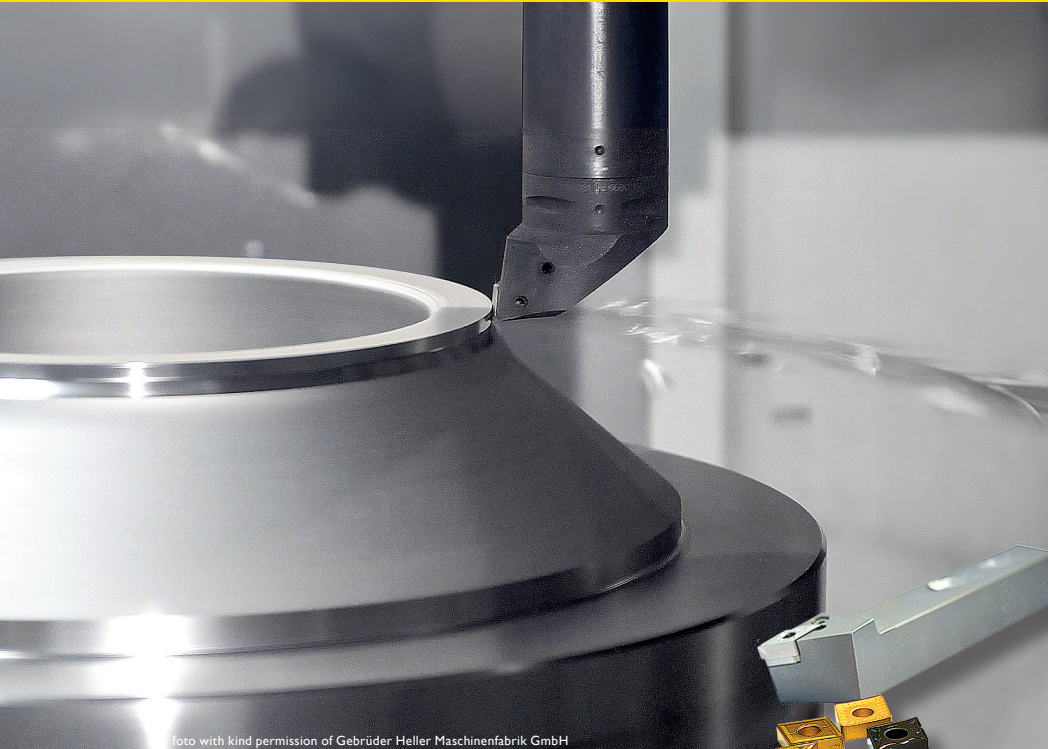
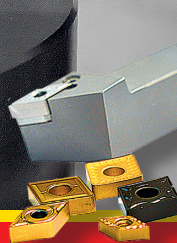


foto with kind permission of Gebrüder Heller Maschinenfabrik GmbH





## 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  
Eschenstrasse 25  
90441 Nuremberg  
Germany

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**e-mail** [hpt@harnisch.com](mailto:hpt@harnisch.com)  
**internet** [www.harnisch.com](http://www.harnisch.com)  
[www.hptooling-mag.com](http://www.hptooling-mag.com)

**digital distribution** 26,000 copies  
**print run** 13,000 copies  
**controlled circulation** 12,410 copies  
**place of publication** Nuremberg, Germany  
**volume/year** 7/2025  
**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

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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 – 2025		issue #2 – 2025		issue #3 – 2025 <i>prior to EMO and PARTS FINISHING!</i>		issue #4 – 2025 <i>EMO report!</i>	
publication	March 11, 2025	publication	May 6, 2025	publication	September 2, 2025	publication	November 11, 2025
deadlines		deadlines		deadlines		deadlines	
- print materials	February 4, 2025	- print materials	April 1, 2025	- print materials	July 28, 2025	- print materials	October 7, 2025
- editorials/ads	January 28, 2025	- editorials/ads	March 25, 2025	- editorials/ads	July 21, 2025	- editorials/ads	September 30, 2025
grinding technology		clamping		metal processing		coating	
tool making		medical technology		diamond tools		automation	
micro tools		composite materials		turning/drilling/milling		tool making	
tool machines		measurement technology		tool machines		clamping	
gear management/dressing		software		glass processing		robotics	
erosion technology		mould and tool manufacture		digitization		laser processing	
tool management		surface treatment		additive manufacturing		filtration	
system solutions		woodworking		cooling lubricants		ceramic tools	
<b>SteelFab</b>	Sharjah, United Arab Emirates January 13–16, 2025	<b>CIMT</b>	Beijing, China April 21–26, 2025	<b>HIMTEX</b>	Hyderabad, India August 2025	<b>sps</b>	Nuremberg, Germany November 25–27, 2025
<b>Automotive Lightweight Technologies Expo</b>	Tokyo, Japan January 22–24, 2025	<b>MOULDING EXPO</b>	Stuttgart, Germany May 6–9, 2025	<b>EMO</b>	Hanover, Germany September 22–26, 2025	<b>METALEX</b>	Bangkok, Thailand November 2025
<b>TIMTOS</b>	Taipei, Taiwan March 3–8, 2025	<b>MACH-TECH and INDUSTRY DAYS 2025</b>	Budapest, Hungary May 13–16, 2025	<b>CMTS</b>	Toronto, Canada Sept 29–Oct 2, 2025	.....	
<b>intec (GrindTec)</b>	Leipzig, Germany March 11–14, 2025	<b>LIGNA</b>	Hanover, Germany May 26–30, 2025	<b>MSV</b>	Brno, Czech Republic October 2025	<b>2026</b>	
<b>Hannover fair</b>	Hanover, Germany Mar 31–Apr 4, 2025	<b>EPHJ</b>	Geneva, Switzerland June 3–6, 2025	<b>PARTS FINISHING (DEBURRING Expo)</b>	Karlsruhe, Germany November 13–14, 2025	<b>GrindingHub</b>	Stuttgart, Germany May 5–8 2026

<b>general newsletters</b>	newsletter #1: <b>March 18</b>	deadline March 11	newsletter #3: <b>September 9</b> , prior to <b>EMO/Parts Finishing</b>	deadline September 2
	newsletter #2: <b>April 29</b>	deadline April 22	newsletter #4: <b>October 14</b> , <b>EMO report</b>	deadline October 7

## print distribution \*

<b>40 % Europe</b>	<b>4,980 copies</b>
Germany	1,450
Italy	700
UK	590
France	540
Switzerland	340
Scandinavia	320
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
<b>2 % Oceania, Africa</b>	<b>250</b>
<b>2 % Middle East</b>	<b>250</b>
<b>12 % distribution at fairs</b>	<b>1,500</b>

total circulation distribution 12,410  
specimen and archive copies 590

**total print run 13,000**

\* data analysis as of August 2024

-> 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



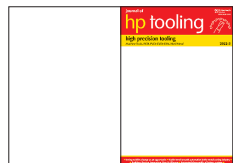
...and other digital distribution channels such as • e-paper • newsletter • websites • social media •



## 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

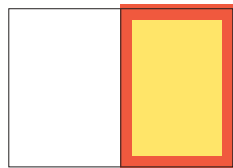
incl. 2/1 pages cover story  
cover 216 x 207.5 mm (3 mm bleed included)

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)

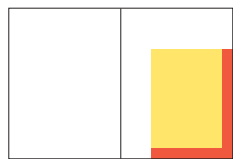
→ prices on request!



### 1/1 page (w×h)

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

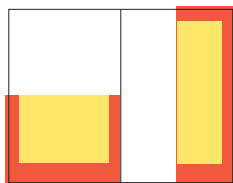
basic rate € 5,840  
with e-paper link € 6,190



### juniorpage (w×h)

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

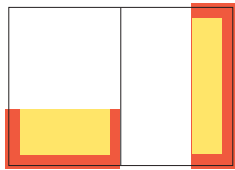
basic rate € 3,840  
with e-paper link € 4,190



### 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)

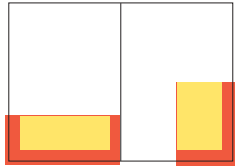
basic rate € 3,590  
with e-paper link € 3,940



### 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 2025:

dihw # 1	March	10,	closing date	February	10
dihw # 2	June	2,	closing date	May	5
dihw # 3	September	15,	closing date	August	18
dihw # 4	December	1,	closing date	November	3

Further information in the *dihw* media kit!

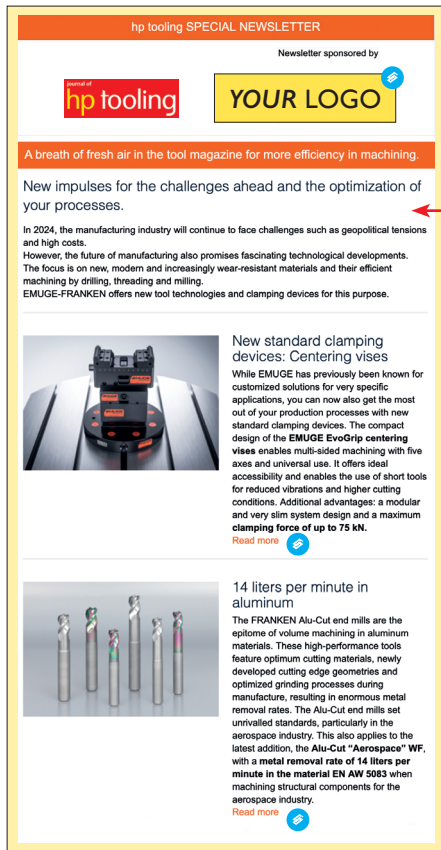
**distribution**

	database <sup>1)</sup>	controlled circulation <sup>2)</sup> / print	additional digital distribution	
production of machines for toolmaking	1,534	770	<b>hp tooling #1</b> 26,000	
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 <small>(without engines for air/road vehicles)</small>	445	340	<b>hp tooling #2</b> 26,000	
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		<b>hp tooling #3</b> 26,000
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	<b>hp tooling #4</b> 26,000	
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		
<b>grand total</b>	<b>27,913</b>	<b>12,410</b>		

<sup>1)</sup> individual addresses in the database <sup>2)</sup> controlled circulation on a rolling basis



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



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 26,000 addresses worldwide;  
possibility to targeted groups:

- worldwide €3,500
- Europe €2,900
- german-speaking Europe €2,100

*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., HTML versions are welcome.

Don't hesitate to contact us!





digital

advertisement in general newsletters

The collage shows several ad formats: a yellow 'leaderboard' with a blue link icon; a yellow 'leaderboard XL' with a blue link icon; the 'hp tooling' logo; a newsletter header 'hp tooling general newsletter - 2024/April'; a sponsored news article titled 'Insights into the latest innovations in grinding technology' with a photo of a factory and a 'continue to read' link; a yellow 'horizontal banner'; a yellow 'horizontal banner XL'; and two 'square' ads, one for 'Apprative' and another with a blue link icon.

**leaderboard** + link  
600x 100 px  
€ 900

**leaderboard XL** + link  
XL 600x200 px  
€ 1,200

**sponsored news** + link  
article, up to 500 characters,  
foto 290x290 px  
€ 750

**horizontal banner** + link  
600x 100 px  
€ 800

**horizontal banner XL** + link  
XL 600x200 px  
€ 1,000

**sponsored news & square**  
article, foto, square + link  
€ 1,090

**square** + link  
240x240 px  
€ 650

advertisement in the journal dispatch (newsletter)

The collage shows: a yellow 'cover banner' with a blue link icon; a yellow 'cover banner XL' with a blue link icon; a full newsletter cover for 'hp tooling' featuring a tiger and the headline '»CONTOUR PROFILED« SHOWS THE CLAWS'; and a white box with the text 'hp tooling - high precision tooling - see the latest news on the website -' and a link to the latest issue.

**cover banner**  
+ link 600x 100 px  
€ 990

**cover banner XL** + link  
XL 600x200 px  
€ 1,290

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

# advertisement in the journal

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

€ 1,490

**digital ad placement,**  
 only in the e-paper possible  
 incl. link, position as agreed

1 page € 1,390

2 pages € 2,090

**e-paper link (advertisement/article)**  
 € 350

**BALINIT ALCRONA EVO**  
 The evolution of a FVD coating legend!

materials & tools

**The new kid in town**

It's official! SPR Abrasives GmbH, located south of Berlin, has been founded. SPR Abrasives is the result of a collaboration between three well-known companies in the superabrasives industry.

Despite their great differences these companies can create enormous synergies by working together. Their different experiences, interests, geographical locations and backgrounds can strengthen each other. It certainly helps that the owners and employees have known each other for years or even decades and that there is already a strong mutual trust.

The basic outline of the company was established back in January 2023 and has been gradually expanded in recent months. Decisions were made about the product range, and production areas and machines were ordered and set up. Production (planting) is ready to start in the first quarter of 2024.

**What can customers expect from SPR?**

The first products available will include CBN powders, resin and metal bond powders, in both mesh and saw grit sizes. The required master powders will also be offered and SPR will distribute natural diamond powders.

All abrasives first undergo a fusion process in the company's new facilities south of Berlin. They are then sorted and looked for strength. Then they can be coated with the desired metal or metal-free customer requirements. Despite this additional quality boost, the entire product range is offered at competitive prices. SPR works closely with its customers to develop customized coatings and continually pushing the boundaries of innovation to find the ideal solution.

SPR also offers a number of exclusive services. Customers can have products, that they have produced elsewhere, or old stock, changed or renewed and adjusted to the same rigorous testing as SPR Abrasives, at competitive prices. In addition, where customers can recover their powders used in recycling from waste liquids, this allows to reuse materials, which is considerably cheaper than buying new powders.

Furthermore, SPR's product range includes a wide variety of polyborated diamond and CBN (PCD) and PCBN as well as CVD diamonds, single crystal synthetic diamonds,

and HPHT diamonds. The company is proud to offer customizations to cover special laser and wire EDM cutting needs and to supply to customer's specifications.

**The power of partnership**

SPR is the result of a collaboration between three companies in the superabrasives industry. They are three completely different companies, each with its own identity, its own approach and its own product focus, spread across three countries and two continents. But it is precisely these differences that make their collaboration so strong. D'Amato's laboratory and production facilities for testing and manufacturing abrasive powders are unparalleled in Europe. Guzman has been a global player in the field of industrial materials for decades, while American Superabrasives is one of the largest distributors of superabrasives, powders and solids in the United States.

All three partners have a large customer base worldwide with relatively little overlap. There is an excellent relationship between the three of them everyone knows "who does what" and the different team members complement each other perfectly and do what they have to do as a result of all these factors SPR will undoubtedly become a strong player in the superabrasive market. The combined expertise in sourcing, production, marketing, customer relations and laboratory services will enable SPR to make a significant and lasting impact in the world of superabrasives.

Each partner will also act as a representative SPR office for their own local markets, ensuring that all customers have a known point of contact in their own place of business.

**SPR ABRASIVES STRONGER TOGETHER**

- Trusted global superabrasives supplier
- Guaranteed quality through testing and certification
- Setting new industry standards for excellence
- In-house formulated and produced coatings
- Commitment to innovation and customer collaboration
- Premium products that exceed expectations
- Exclusive Services including Laser and EDM cutting

CBN powder • Resin Bond powder • Metal Bond powder • Alcrone powder  
 Natural Diamond powder: PCD & PCBN • CVD • HPHT Mono • Exclusive Services

sprabrasives.com • contact@sprabrasives.com • +49 39205 74690

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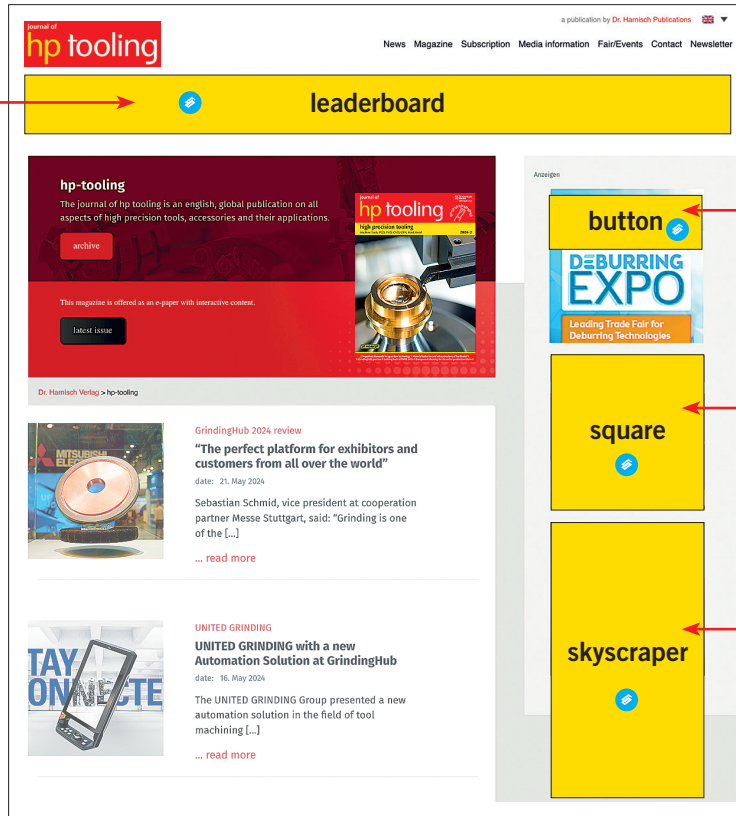
Website App Store Google Play



digital

advertisement with **banners** on our homepage [www.hptooling-mag.com](http://www.hptooling-mag.com)

**leaderboard**  
incl. link, 1040x90px  
**€ 750**



**button** incl. link  
240x90px  
**€ 350**

**square** incl. link  
240x240px  
**€ 650**

**skyscraper** incl. link  
240x400px  
**€ 900**

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](http://www.hptooling-mag.com), staying at the top for **four weeks**; on request also longer.

sponsored news

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

€ 700



posted in social media

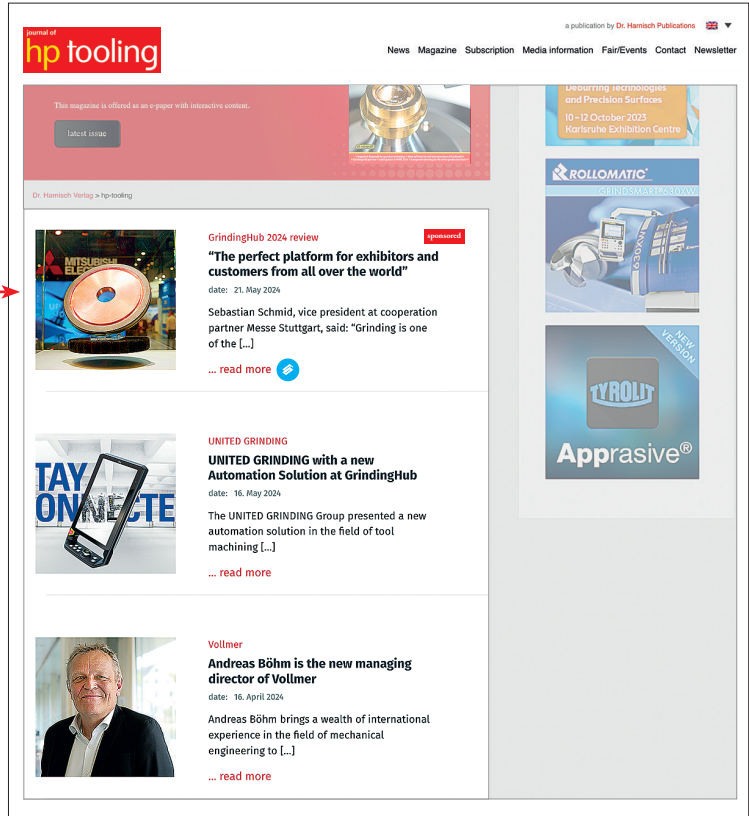
surcharge € 250

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%

### 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/m<sup>2</sup>

2 pages = € 3,410

4 pages = € 4,500

### loose inserts up to journal size (DIN A4)

up to 20g, € 285 per thousand

up to 40g, € 415 per thousand

→ *please contact us by e-mail for the delivery of inserts: [hpt@harnisch.com](mailto:hpt@harnisch.com)*

## subscription information

annual subscription in 2025 (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:  
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