



PROCESS TECHNOLOGY & COMPONENTS **2021**

MEDIA INFORMATION

for the German, English and Russian edition

Water | Wastewater | Environmental Technology

Energy | Oil | Gas | Hydrogen

Automotive | Shipbuilding | Heavy Industry

Chemistry | Pharmaceuticals | Biotechnology

Food and Beverage Industry

Independent magazine for Pumps, Compressors and Process Components



Aims and Scope

“PuK – Process Technology & Components“ is a technical trade magazine with a history of 61 years.

To explain the vast range of applications of pumps, compressors and components, five special topics have been determined according to economic and research needs:

- **Water/Wastewater/Environmental Technology**
- **Energy/Oil/Gas/Hydrogen**
- **Automotive/Shipbuilding/Heavy Industry**
- **Chemistry/Pharmaceuticals/Biotechnology**
- **Food and Beverage Industry**

The scientific aspect of the articles is of great importance for us. This is successfully ensured by the editorial board composed of recognized experts from science and industry and presided by professor Dr.-Ing. Eberhard Schlücker. To top off the content, company news and innovations as well as a Technical Data Purchasing Guide and

brand name register have been included.

The annual edition “PuK – Process Technology & Components“ serves as an intersectoral guide, which is published in two languages in the run-up of the Hanover Fair – complemented by special editions (in Russian language) which also cover the main topics.

In 2021, the focus of the publication will be on Pumps & Valves Dortmund, Hanover Fair/ ComVac, IVS,ACHEMA, drinktec, DIAM Bochum as well as SPS.

Furthermore “PuK“ will be distributed on selected trade fairs in Latin America, Asia and Russia and individually dispatched to qualified readers.

Publisher

Dr. Harnisch Verlags GmbH in cooperation with the editorial advisory of Prof. Dr.-Ing. Eberhard Schlücker.

Your Partners, Publishing company**Planning and editorial work****Silke Watkins**

Phone +49 (0)911 2018-115

E-mail watkins@harnisch.com

Representative (Germany, Austria, Switzerland)**Thomas Mlynarik**

Phone +49 (0) 911 2018-165

+49 (0) 9127 9023 46

Mobile +49 (0) 151 5481 8181

E-mail mlynarik@harnisch.com

Representative (international)**Gabriele Fahlbusch**

Phone +49 (0)911 2018-275

E-mail fahlbusch@harnisch.com

Representative and Editor North America**Bill Kaprelian**

Phone +1 262 729 2629

E-mail kaprep@harnisch.com

Advertising material/Suppliers' Guide

Silke Watkins/Ursula Hahn

Publishing company

Dr. Harnisch Verlagsgesellschaft mbH

Eschenstr. 25

90441 Nuremberg, Germany

Phone +49 (0) 911 2018-0

Fax +49 (0) 911 2018-100

E-mail puk@harnisch.com

www.harnisch.com

Price

€ 12.– (standard), € 20.– (airmail)

Volume/Number of issues61th volume/1 per year**Rates** (see page 5)**Content****Economic data from following departments:**Pumps, vacuum technology, compressors,
compressed air and components**New developments from all departments**

Topics and Publication schedule

Subject areas

Oscillating displacement pumps, rotating displacement pumps, rotary pumps, reciprocating piston compressors, rotary piston compressors, turbo compressors, vacuum technology, compressed air technology and components.

In our feature articles, sales representatives of manufacturers and operators as well as research scientists all give account to recent innovations and comment on the status of technology and future perspectives.

The selection of the authors is made in close cooperation with the editorial advisory under the direction of Prof. Dr.-Ing. Eberhard Schlücker and the editors of the publisher. This ensures that trends of development will be described from varying points of view.

Companies – Innovations – Products

Producers from these subject areas can introduce their product range by word and image and can further point out their capabilities.

Editorial deadline

- Please provide all manufacturing company's product reviews (text documents and images):
Middle of January 2021
- For Register of Trademarks and Trade Fair Exhibitors/Suppliers' Guide (dot index):
End of January 2021

Advertising deadline

26 February 2021

(Above mentioned dates in exceptional cases also possible later by arrangement.)

Publishing date

8 April 2021


Register of Trademarks, Trade Fair Exhibitors and Internet Link

Each entry in the Register of Trademarks and Trade Fair Exhibitors contains the company logo, address, product range and trade fair reference.

The entry in the Register of Trademarks and Trade Fair Exhibitors costs 390.– € **including** entry in **Directory »Links to Companies»**.

Trade Fair Exhibitor and Trademark Register

(Sample scaled-down)

	<p>Dr. Harnisch Verlags GmbH Eschenstr. 25 D-90441 Nuremberg Phone: +49 (0)911 20 18-0 Fax: +49 (0)911 20 18-100 E-mail: service@harnisch.com www.harnisch.com</p>	<p>Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here.</p>	<p>Trade fair 1 Date Hall, Stand Trade fair 2 Date Hall, Stand Trade fair 3 Date Hall, Stand Trade fair 4 Date Hall, Stand</p>
---	---	---	---

Company logo 4c
 Width max. 35 mm
 Height max. 20 mm

Product range
 8 rows at a max,
 50 characters each

Address
 7 rows at a max,
 35 characters each

Trade fair reference
 8 rows at a max,
 35 characters each

5

Size

(width x height)
 DIN A4 high size:
 210 x 297 mm
 with bleed:
 216 x 303 mm

Type area

(width x height)
 189 x 250 mm

Special colour

On request

Special sizes

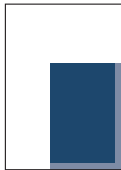
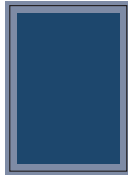
On request

Dot entry (Suppliers' Guide Technical Data Purchasing)

Every dot entry costs 78.- € and contains:
 » Company name plus full address in the printed versions
 » Entry in Product search online under Business Contacts

Format

- type area size
- trimmed size (including 3 mm bleed)



Cover page
 4. cover page

2. cover page
 3. cover page
 Right side next to contents
 Right side next to advisory board
 1/1 page
 1/1 page with bleed*

Junior Page
 Junior Page with bleed*

Width x Height

216 x 182 mm
 216 x 182 mm
 (incl. 3 mm bleed
 on each side)

189 x 250 mm
 216 x 303 mm**

135 x 200 mm
 150 x 219 mm**

Basic rates 4c

8,390.- €
 8,070.- €

7,740.- €
 7,060.- €
 7,740.- €
 7,740.- €
 6,730.- €

4,290.- €

Rates incl. link in App/ePaper

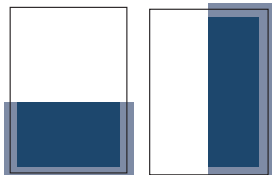
8,740.- €
 8,420.- €

8,090.- €
 7,410.- €
 8,090.- €
 8,090.- €
 7,080.- €

4,640.- €

Bound inserts

On request



1/2 page wide

189 x 128 mm

4,090.– €

4,440.– €

1/2 page wide with bleed*

216 x 143 mm**

1/2 page high

92 x 250 mm

4,090.– €

4,440.– €

1/2 page high with bleed*

107 x 303 mm**

Mailing address for pull-out supplementsPublisher's address
(see page 2)**Loose inserts**

On request

**Translations**

Translations of advertising copy are free of charge. Prices for translation of articles on request.

1/3 page wide

189 x 82 mm

3,380.– €

3,730.– €

1/3 page wide with bleed*

216 x 85 mm**

1/3 page high

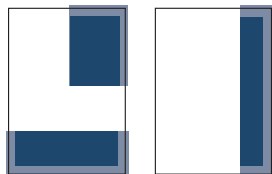
60 x 250 mm

3,380.– €

3,730.– €

1/3 page high with bleed*

75 x 303 mm**

Printing materialsHigh-res pdfs
(incl. 3 mm bleed)

1/4 p. 2-columned

92 x 123 mm

2,670.– €

3,020.– €

1/4 p. 2-columned with bleed*

107 x 145 mm**

1/4 page wide

189 x 62 mm

2,670.– €

3,020.– €

1/4 page wide with bleed*

216 x 66 mm**

1/4 page high

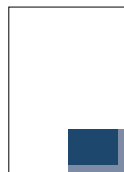
44 x 250 mm

2,670.– €

3,020.– €

1/4 page with bleed*

59 x 303 mm**

Data transferBy E-mail:
watkins@harnisch.com
or on request

1/8 p. 2-columned

92 x 62 mm

1,680.– €

2,030.– €

1/8 p. 2-columned with bleed

107 x 81 mm*

*Bleed surcharge: 15% of the basic rate.

**The measurements are already with 3 mm bleed on the side edges.

Analysis of Circulation and Distribution

Survey period: 2nd quarter of 2020

Circulation

Total circulation	24,500 copies
German	8,500 copies
English	16,000 copies

Actual circulation

Actual circulation	23,995 copies
Subscriptions/requests	3,637 copies
Retail sale incl. free samples	20,358 copies

Remainder, repository, samples **505 copies**

Geographical distribution

Europe	11,738 copies
USA, Canada	2,561 copies
Asia (South, South East, Fernost)	4,921 copies
Middle East	1,619 copies
Latin America	1,578 copies
Africa	1,024 copies
Australia, Oceania	554 copies
	23,995 copies

Distribution per function

(source: publisher's analysis, July 2020)

executive directors, managers	11.2 %
R&D, product development, process engineers	61.3 %
product managers et al.	22.1 %
others (sales, fairs etc.)	5.4 %

Analysis of Circulation and Distribution

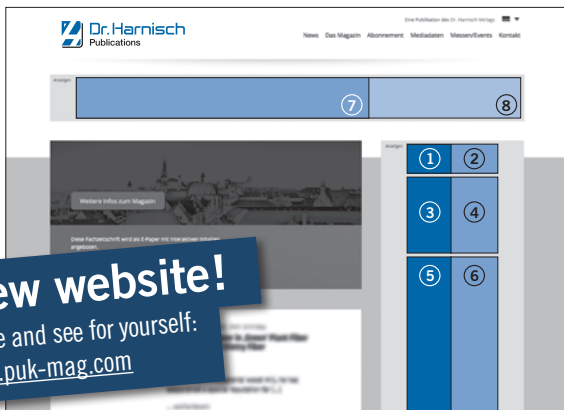
Inquiry period: 2nd quarter of 2020

Market penetration for each industry

Agriculture/Silo technology	428 copies	Paper and cellulose industry,	
Chemistry/Pharmaceutics/		textile industry	534 copies
Biotechnology	1,695 copies	Power plant and reactor technology	177 copies
Construction industry	896 copies	Precision mechanics and	
Electrical industry	1,031 copies	optical industry	1,024 copies
Energy industry	1,244 copies	Printing industry	318 copies
Environmental engineering	628 copies	Public service	1,137 copies
Food and beverage industry	1,362 copies	Refrigeration and air conditioning	
Institutes of Technology/Universities,		technology/Building technology	267 copies
Research & Development/		Ship technology/Shipyard	978 copies
Engineering offices	1,306 copies	Vehicle construction	957 copies
Iron and steel industry	453 copies	Water supply/Wastewater disposal	2,146 copies
Medical and laboratories technology	439 copies	Woodworking and	
Metallurgic industrie/Machinery		wood processing industry	485 copies
and plant engineering	2,457 copies	No indication	1,223 copies
Mining, pit and quarry	817 copies	Actual circulation	23,995 copies
Oil and gas industry	1,993 copies		

Online advertising – Our digital portfolio at a glance

Standard Display Ads: Banners at www.puk-mag.com



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105.– (\$ 120.–)
② Button XL	240 x 90 px	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 px	€ 150.– (\$ 175.–)
④ Vert. Banner XL	240 x 240 px	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 px	€ 350.– (\$ 405.–)
⑥ Skyscraper XL	240 x 600 px	€ 650.– (\$ 750.–)
⑦ Leaderboard	728 x 90 px	€ 365.– (\$ 420.–)
⑧ Leaderboard XL	1.040 x 90 px	€ 495.– (\$ 570.–)

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.puk-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 app “**Dr. Harnisch Publications**” and on our **new website** our E-Paper can be read and searched free of charge anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

Additional link to advert per issue in the digital edition € 350.– (\$ 400.–)

A link to a specialist editorial contribution, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 months.

Additional link per feature article in the digital edition € 350.– (\$ 400.–)

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) € 2000.– (\$ 2300.–)

Digital edition branding for the complete issue € 990.– (\$ 1139.–)

Sponsored news and social media posts

At www.puk-mag.com you have the possibility to place a story/message 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.– (\$ 520.–)

Social media post with direct link (website, landing page etc.) € 600.– (\$ 690.–)

Topics and Publication schedule

Subject areas

Pumps, vacuum technology, compressors, compressed air technology and components.

The topical range of articles is adapted to the special requirements of the Russian market.

The focus of this issue will be on leading trade fairs in Russia, Kazakhstan, Azerbaijan and Uzbekistan for the pump, compressor and industrial component industry.

Moreover, the Russian issue will also be individually dispatched to qualified readers.

Editorial deadline

- Please provide all text documents and images:
27 August 2021
- For providing advertising material:
27 September 2021

Advertising deadline

17 September 2021

Publication date

18 October 2021

10

Ad rates and sizes

Size

(width x height)
 DIN A4 high size:
 210 x 297 mm
 with bleed:
 216 x 303 mm

Type area

(width x height)
 189 x 250 mm

Preferred positioning

2nd inside cover:
 10% price premium

Bound inserts

On request

Loose inserts

On request

Special sizes

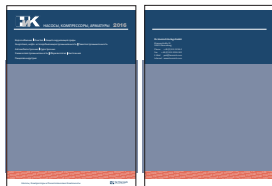
On request

Mailing address for inserts

Publisher's address
 (see page 2)

Format

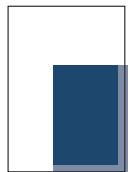
- type area size
- trimmed size (incl. 3 mm bleed)



Cover page
 4. cover page



2. cover page
 3. cover page
 Right side next to contents
 1/1
 1/1 with bleed*



Junior Page
 Junior Page with bleed*

Width x Height

216 x 182 mm
 216 x 182 mm
 (incl. 3 mm bleed
 on **each side**)

Basic rates 4c

4,790.– €
 4,650.– €

Rates incl. link in App/ePaper

5,140.– €
 5,000.– €

4,460.– €
 4,070.– €
 4,460.– €
 3,880.– €

4,810.– €
 4,420.– €
 4,810.– €
 4,230.– €

189 x 250 mm
 216 x 303 mm**

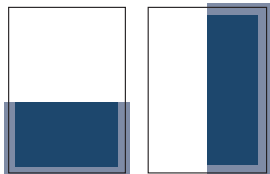
135 x 200 mm
 150 x 219 mm**

2,480.– €

2,830.– €

Dot entry (Suppliers' Guide Technical Data Purchasing)

Every dot entry costs € 40.– and contains:
» Company name plus full address in the printed versions
» Entry in Product search online under Business Contacts



1/2 page wide
1/2 page wide with bleed*
1/2 page high
1/2 page high with bleed*

189 x 128 mm	2,360.– €	2,710.– €
216 x 143 mm**		
92 x 250 mm	2,360.– €	2,710.– €
107 x 303 mm**		

Register of Trademarks, Trade Fair Exhibitors and Directory

«Link to Companies»
Each entry in the Register of Trademarks and Trade Fair Exhibitors costs 360.– € including entry in «Link to Companies»

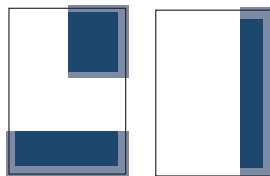


1/3 page wide
1/3 page wide with bleed*
1/3 page high
1/3 page high with bleed*

189 x 82 mm	1,950.– €	2,300.– €
216 x 85 mm**		
60 x 250 mm	1,950.– €	2,300.– €
75 x 303 mm**		

Translations

Translations of advertising copy are free of charge. Prices for translation of articles on request.



1/4 page, 2-columned
1/4 p. 2-columned with bleed*
1/4 page wide
1/4 page wide with bleed*
1/4 page high
1/4 page high with bleed*

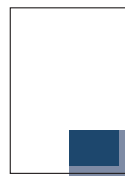
92 x 123 mm	1,540.– €	1,890.– €
107 x 145 mm**		
189 x 62 mm	1,540.– €	1,890.– €
216 x 66 mm**		
44 x 250 mm	1,540.– €	1,890.– €
59 x 303 mm**		

Printing materials

High-res pdfs (incl. 3 mm bleed)

Data transfer

By E-mail:
watkins@harnisch.com
or on request



1/8 page, 2-columned
1/8 p. 2-columned with bleed*

92 x 62 mm	980.– €	1,330.– €
107 x 81 mm**		

*Bleed surcharge: 15 % of the basic rate.

**3 mm bleed on each edge is already included.

Analysis of Circulation and Distribution

Survey period: October 2019 – July 2020

Market penetration for each industry

Water/Wastewater/Environmental Technology	10.2 %
Energy/Oil/Gas/Hydrogen	45.9 %
Automotive/Shipbuilding/Heavy Industry	7.9 %
Chemistry/Pharmaceutics/Biotechnology	18.6 %
Food and Beverage Industry	17.4 %

Geographic circulation breakdown

Russia	9,700 copies
Kazakhstan	517 copies
Belarus	510 copies
Azerbaijan	293 copies
Ukraine	202 copies
Uzbekistan	66 copies
Armenia	41 copies
Other	73 copies
Total	11,402 copies

Circulation breakdown

Total print run **12,000 copies**

Actual circulation	11,402 copies
Specimen copies, file copies	598 copies

Circulation breakdown by function

(Source: analysis publishing house, July 2020)

Executive directors, managers	19 %
Process engineers, technologists, including R&D	37 %
Product managers	28 %
Institutes, universities, organisations	7 %
Others (Sales, etc.)	9 %

General Terms of Business Dr. Harnisch Verlags GmbH

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 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 %.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. Referencing to GDPR our privacy policy can be found at:

<https://www.harnisch.com/en/datenschutzerklaerung/>.

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



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.

23,500 copies



dedica

www.dedica.de

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

21,000 copies


Technology+Marketing

drinkworld Technology + Marketing

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

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

www.hptooling-mag.com

New international magazine for high precision machining processes.

13,000 copies


Technology & Marketing

petfood pro

www.petfoodpro-mag.com

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

9,600 copies

 Beverage & Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

15,500 copies



WiN woodworking INTERNATIONAL

www.woodworking-international.com

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