



PROCESS TECHNOLOGY & COMPONENTS **2023**

MEDIA INFORMATION

for the German and English 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 63 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/Pharmaceutics/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.

In 2023, the focus of the publication will be on Filtech, Hannover Messe, DIAM Leipzig and DIAM Bochum, Powtech and BrauBeviale.

Furthermore “PuK” will be distributed on selected international trade fairs 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

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E-mail puk@harnisch.com

www.harnisch.com

Price

€ 19.- (standard), € 27.- (airmail)

Volume/Number of issues

63th volume/1 per year

Rates (see page 6)

Content

Economic data from following departments:

Pumps, vacuum technology, compressors,
compressed air, valves 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):
20 January 2023
- For Register of Trademarks and Trade Fair Exhibitors/Suppliers' Guide (dot index):
27 January 2023

Advertising deadline

24 February 2023

(Above-mentioned date in exceptional cases also possible at a later date by prior arrangement if the ad format is specified in advance.)

Publishing date

12 April 2023

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 450.- € 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>
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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

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

Special colour

On request

Special sizes

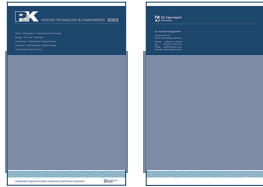
On request

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

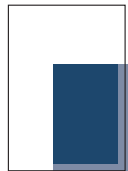
- type area size
- trimmed size (including 3 mm bleed)



Cover package
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

8,720.- €
8,390.- €

8,040.- €
7,340.- €
8,040.- €
8,040.- €
6,990.- €

4,580.- €

Rates incl. link in App/ePaper

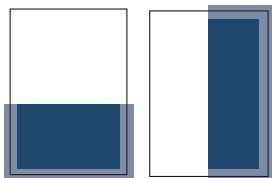
9,070.- €
8,740.- €

8,390.- €
7,690.- €
8,390.- €
8,390.- €
7,340.- €

4,930.- €

Bound inserts

On request



Mailing address for pull-out supplements

Publisher's address
(see page 2)

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

189 x 128 mm
216 x 143 mm**
92 x 250 mm
107 x 303 mm**

4,370.- € 4,720.- €
4,370.- € 4,720.- €

Loose inserts

On request



Translations

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

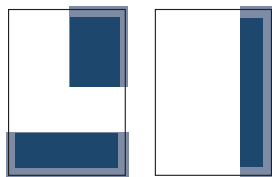
1/3 page wide
1/3 page wide with bleed*
1/3 page high
1/3 page high with bleed*

189 x 82 mm
216 x 85 mm**
60 x 250 mm
75 x 303 mm**

3,610.- € 3,960.- €
3,610.- € 3,960.- €

Printing materials

High-res pdfs
(incl. 3 mm bleed)



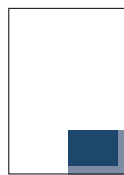
Data transfer

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

1/4 p. 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 with bleed*

92 x 123 mm
107 x 145 mm**
189 x 62 mm
216 x 66 mm**
44 x 250 mm
59 x 303 mm**

2,860.- € 3,210.- €
2,860.- € 3,210.- €
2,860.- € 3,210.- €



1/8 p. 2-columned
1/8 p. 2-columned with bleed

92 x 62 mm
107 x 81 mm*

1,795.- € 2,145.- €

*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 2022

YOUR BENEFIT!

Distribution overview total

Actual circulation
24,100 copies

Total distribution
114,100 copies

Digital distribution
approx. 90,000 copies



Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

Circulation

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

Actual circulation	24,100 copies
Subscriptions/requests	3,589 copies
Retail sale incl. free samples	20,511 copies

Remainder, repository, samples **400 copies**

Geographical distribution

Europe	11,896 copies
USA, Canada	2,678 copies
Asia (South, South East, Fernost)	4,730 copies
Middle East	1,627 copies
Latin America	1,587 copies
Africa	1,036 copies
Australia, Oceania	546 copies

24,100 copies

Distribution per function

(source: publisher's analysis, July 2022)

executive directors, managers	11.4 %
R&D, product development, process engineers	60.8 %
product managers et al.	22.5 %
others (sales, fairs etc.)	5.3 %

Analysis of Circulation and Distribution

Inquiry period: 2nd quarter of 2022

Market penetration for each industry

Agriculture/Silo technology	428 copies	Paper and cellulose industry,	
Chemistry/Pharmaceutics/ Biotechnology	1,703 copies	textile industry	521 copies
Construction industry	882 copies	Power plant and reactor technology	176 copies
Electrical industry	1,028 copies	Precision mechanics and optical industry	1,016 copies
Energy industry	1,264 copies	Printing industry	315 copies
Environmental engineering	658 copies	Public service	1,132 copies
Food and beverage industry	1,357 copies	Refrigeration and air conditioning technology/Building technology	278 copies
Institutes of Technology/Universities, Research & Development/ Engineering offices	1,287 copies	Ship technology/Shipyard	977 copies
Iron and steel industry	452 copies	Vehicle construction	956 copies
Medical and laboratories technology	458 copies	Water supply/Wastewater disposal	2,467 copies
Metallurgic industrie/Machinery and plant engineering	2,455 copies	Woodworking and wood processing industry	4825 copies
Mining, pit and quarry	819 copies	No indication	955 copies
Oil and gas industry	2,034 copies	Actual circulation	24,100 copies

Banner advertising on the magazine website www.puk-mag.com

The screenshot shows a magazine website layout with several banner ad placements highlighted in blue. Callout boxes on the left and right provide details for each placement:

- Leaderboard**: 728 x 90 px, € 490.-
- Leaderboard XL**: 1040 x 90 px, € 590.-
- Button**: 240 x 90 px, € 200.-
- Square**: 240 x 240 px, € 410.-
- Skyscraper**: 240 x 600 px, € 740.-

All banner prices are for a **placement of four weeks**. Other formats on request.
 Display and placement may vary on mobile devices.

News on www.puk-mag.com and social media

The magazine website www.puk-mag.com offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

Sponsored news + social media notices

News item on www.puk-mag.com incl. linking (Video/YouTube integration possible)

€ 700.-

Individual Paper with direct link

Integration of a detailed article (PDF) on the magazine website www.puk-mag.com

€ 950.-



Social media post with link (facebook/Twitter/LinkedIn)

Post a news item on our social media channels with a direct link to your homepage.

€ 600.-

NEW!

Digital delivery options

The possibility of sending an individual **Standalone Newsletter** as well as the placement of banner advertising or Sponsored News in the **Magazine Newsletter** are primary communication tools for information and advertising. In addition, the issue is published parallel to the publication dates of the print editions in the **digital magazine dispatch (Newsletter)** with the possibility of integrating an exclusive sponsorship banner.

Standalone Newsletter

Newsletter gesponsert von:



LOGO

Sicherheit in Sachen Süßstoff



Natürliche, pflanzliche und weitere Trends auf den Süßstoffmärkten

Angesichts des wachsenden Verbraucherbewusstseins für Gesundheit und Wellness ist es wichtig, einen Süßstoffanbieter zu wählen, der fundierte Marktkenntnis und Stabilität in dieser unbeständigen Produktkategorie bieten kann. Durch hohe globale Lagerbestände und langjährige Herstellerbeziehungen können wir beispiellose Sicherheit in der Lieferkette bieten. Unsere hauseigenen Experten beraten Sie gern, um den richtigen Süßstoff zu finden mit dem Sie wohlschmeckende, gesündere Produkte liefern können.

Individual Newsletter

(Text + images/logos + links)

Dispatch:
„World“
€ 4,600.-

„Europe“
€ 3,750.-

„German-sp. Europe“
€ 2,500.-

Digital magazine dispatch (Newsletter)

Exclusive Sponsorship banner

600 x 100 px
€ 1,590.-

The digital Issue is online



PK PROZESSTECHNIK & KOMPONENTEN 2022

Wasser | Abwasser | Lebensmittel
Energie | Öl | Gas | Wasserstoff
Korrosion | Schutz | Filtertechnik
Chemie | Pharma | Biotechnik
Lebensmittel- und Getränkeindustrie

W
WANGER PUMPEN

Hygienisch fördern
WANGER VarioTwin NG

Stahlhülzen | Teflonhülzen | Pumpen | Komponenten und Prozess-technische Komponenten

Magazine Newsletter in the run-up to relevant trade fairs



The Editor's Focus



Reliable information today is a premium good. At Dr. Harnisch Publications we are right at the source of a whole range of subjects, including the latest in ingredients, processing and packaging throughout the food and beverage industries. This newsletter is a selection of the most up to date and forward looking topics. Our focus for you. Feel free to learn, share, enjoy and please come back to us with your comments, so that we can do more for you next time around.
Sincerely, Ian D. Healey

Plant Boom in Colors and Flavors



Plant Boom in Colors and Flavors

Now we are into 2020, Christiane Lippert, Head of Marketing for Food at Lycored gives her thoughts on the big trends influencing color choices for manufacturers...

...continue reading here

Leaderboard

600 x 100 px

€ 700.-

Sponsored News

(Text + image)

€ 600.-

Sponsored News + Square

(Text + image + banner)

€ 900.-

Square

240 x 240 px

€ 500.-



Stevia Innovation

Saquist Ramday, Category Director at Tate & Lyle, discusses the evolution of stevia applications, from early formulations to new usages as a flavoring substance with modifying properties...

...continue reading here

Click here for the latest issue!



PuK – Process Technology & Components is a technical trade magazine with a history of more than 60 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/Heavy Industry
- Automotive/Shipbuilding
- Chemistry/Pharmaceuticals/Biotechnology
- Food and Beverage Industry

You don't want to miss anything?

Get the free Newsletter here

More Information about our Magazines:

Read more here



Digital issue dispatch statistics PuK (April 2022)

Dispatch „World“: approx. 90,000 copies

Dispatch „Europe“: of which approx. 49,000 copies

Dispatch „German-speaking Europe“: of which approx. 21,000 copies

Average click rate: ~ 25%

Newsletter

Aktuelles +++ Informationen +++ Nachrichten +++ Aktuelles +++ Informationen

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 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 the 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 or 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 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 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 publication, the publisher will send the customer a specimen copy free of charge/link 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 the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.

10. 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 advertisement/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 of 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 fulfillment 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

 **INTERNATIONAL** Marketing & Technology

food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

Approx. 17,700 printed copies
Approx. 22,000 digital copies

 **drinkworld**

Technology + Marketing

drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 11,800 printed copies
Approx. 17,000 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. 11,000 digital copies

 **petfood pro**
Technology & Marketing

petfood pro

www.petfoodpro-mag.com

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

Approx. 9,600 printed copies
Approx. 8,800 digital copies

 **food TECHNOLOGIE**

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

 **Getränke!**

TECHNOLOGIE & MARKETING

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

 **HYGIENE REPORT**

Hygiene Report

www.hygiene-report-magazin.de

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

Approx. 14,000 printed copies
Approx. 12,700 digital copies

 **bb** guide
Beverage & Brewing

bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 15,500 printed copies
Approx. 19,000 digital copies

 **fng** **GENUSS ATELIER**

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

 **PK**

PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 24,500 printed copies
Approx. 90,000 digital copies

 **dihw**
MAGAZIN

dihw

www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

Approx. 9,000 printed copies
Approx. 7,000 digital copies

 **woodworking**
INTERNATIONAL

WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 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. 43,000 digital copies

 **GET**

GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

Approx. 5,500 printed copies GER
Approx. 40,000 digital copies

journal of
 **hp tooling**

hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 22,000 digital copies

 **element+** **BAU**

element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,600 printed copies
Approx. 7,300 digital copies