



PROCESS TECHNOLOGY & COMPONENTS **2024**

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# MEDIA INFORMATION

for the German and English edition

Water | Wastewater | Environmental Technology

Energy | Oil | Gas | Hydrogen

Mechanical Engineering | Shipbuilding | Heavy Industry

Chemistry | Pharmaceuticals | Biotechnology

Food and Beverage Industry

## Aims and Scope

“PuK – Process Technology & Components” is a technical trade magazine with a history of 64 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**
- **Mechanical Engineering/Shipbuilding/Heavy Industry**
- **Chemistry/Pharmaceuticals/Biotechnology**
- **Food and Beverage Industry**

The scientific aspect of the articles is of great importance for us. 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 2024, the focus of the publication will be on Hannover Messe, IFAT,ACHEMA, Filtech, BrauBeviale and Valve World Expo.

Furthermore “PuK” will be distributed on selected international trade fairs and individually dispatched to qualified readers both as a print version and digitally.

## Your Partners, Publishing company

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E-mail [puk@harnisch.com](mailto:puk@harnisch.com)

[www.harnisch.com](http://www.harnisch.com)

### Price

€ 19.- (standard), € 27.- (airmail)

### Volume/Number of issues

64<sup>th</sup> volume/1 per year

**Rates** (see „Ad rates and sizes“)

### 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.

### 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)
- For Register of Trademarks and Trade Fair Exhibitors/Suppliers' Guide (dot index)

**25 January 2024**

### Advertising deadline

**29 February 2024**

(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

**17 April 2024**


## 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><b>Dr. Harnisch Verlags GmbH</b>          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><b>Trade fair 1</b> Date Hall, Stand  <b>Trade fair 2</b> Date Hall, Stand  <b>Trade fair 3</b> Date Hall, Stand  <b>Trade fair 4</b> Date Hall, Stand</p>
<p><b>Company logo 4c</b>          Width max. 35 mm          Height max. 20 mm</p>	<p><b>Address</b>          7 rows at a max,          35 characters each</p>	<p><b>Product range</b>          8 rows at a max,          50 characters each</p>	<p><b>Trade fair reference</b>          8 rows at a max,          35 characters each</p>

## 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



2. cover page

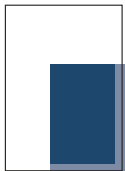
Right page to contents, right page to advisory board

3. cover page

4. cover page

1/1 page

1/1 page with bleed\*



Junior Page

Junior Page with bleed\*

### Width x Height

### Basic rates 4c

### Rates incl. link in App/ePaper

216 x 182 mm

(incl. 3 mm bleed on each side)

8,790.- €

9,140.- €

8,090.- €

8,440.- €

8,090.- €

8,440.- €

7,390.- €

7,740.- €

8,490.- €

8,840.- €

7,140.- €

7,490.- €

189 x 250 mm

216 x 303 mm\*\*

135 x 200 mm

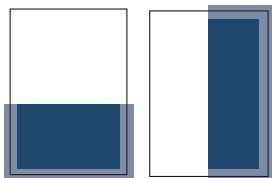
150 x 219 mm\*\*

4,640.- €

4,990.- €

### Bound inserts

On request



### Mailing address for pull-out supplements

Publisher's address

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\*\*

4,440.- €    4,790.- €  
4,440.- €    4,790.- €

### Loose inserts

On request



### Translations

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

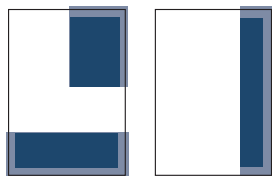
1/3 page wide  
1/3 page wide with bleed\*  
1/3 page high  
1/3 page high with bleed\*

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

3,690.- €    4,040.- €  
3,690.- €    4,040.- €

### Printing materials

High-res pdfs  
(incl. 3 mm bleed)



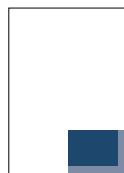
### Data transfer

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\*\*

2,920.- €    3,270.- €  
2,920.- €    3,270.- €  
2,920.- €    3,270.- €



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

92 x 62 mm  
107 x 81 mm\*

1,840.- €    2,190.- €

\*Bleed surcharge: 15% of the basic rate.

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

## Circulation and Distribution

**YOUR BENEFIT!**

### Distribution overview total



### German issue

Print version	4,750 copies
Digital version	40,000 copies
<b>Total circulation DE</b>	<b>44,750 copies</b>

### English issue

Print version	8,000 copies
Digital version	71,450 copies
<b>Total circulation EN</b>	<b>79,450 copies</b>

### Geographical distribution

Europe	63%
USA, Canada	9%
Asia (South, South East, Fernost)	15%
Middle East	2%
Latin and South America	8%
Africa	2%
Australia, Oceania	1%

### Distribution per function

executive directors, managers	12 %
R&D, product development, process engineers	61 %
product managers et al.	22 %
others (sales, fairs etc.)	5 %

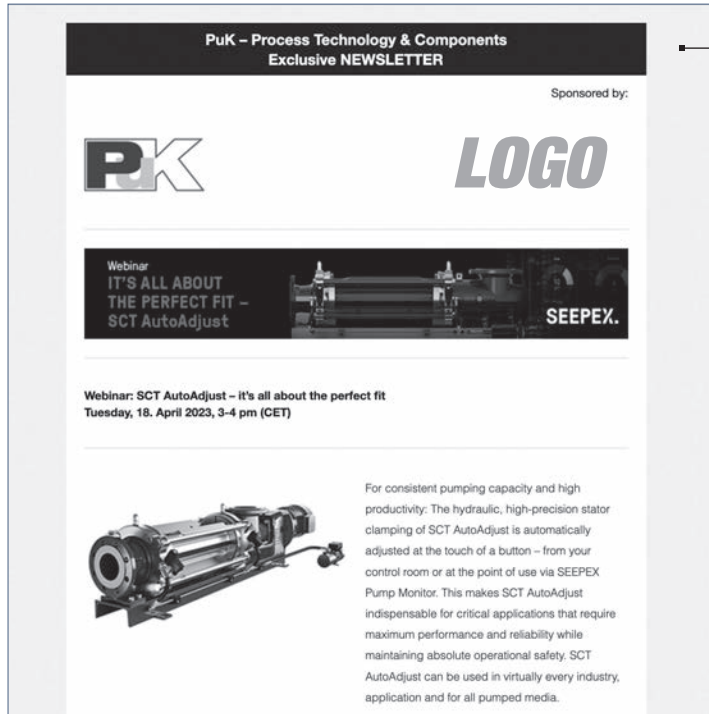


## Distribution by target groups

Agriculture/Silo technology  
Chemistry/Pharmaceutics/Biotechnology  
Civil and structural engineering  
Energy industry  
Engineering offices  
Environmental engineering  
Food and beverage industry  
Heavy industry  
Institutes of Technology/Universities  
Medical and laboratories technology  
Metal and electrical industry  
Machinery and plant engineering  
Mining  
Oil and gas industry  
Paper and cellulose industry  
Power plant and reactor technology  
Precision mechanics and optical industry  
Ship technology/Shipyard  
Supply engineering  
Water supply/Wastewater disposal

## Advertising with the digital standalone newsletter

The dispatch of an individually designed **standalone newsletter** offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.



### Standalone newsletter

(Text approx. 2,500 characters + images/logos + links)

**Dispatch possible up to 154,000 recipients,  
Individual selection according to countries  
and sectors**

**- Prices from € 1,900.- in detail on request -**

As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

**Please contact us!**



## Advertising in the general newsletter

Your Sponsored News + banner in the **general PuK newsletter** in the run-up to trade fairs such as ACHEMA, IFAT and Valve World Expo. (Dispatch to approx. 25,000 addresses in the industry sector)

<b>Leaderboard</b> 600 x 100 px	€ 780.-
<b>Sponsored News</b>	<b>Spons. News + Square</b>
- Text 700 characters	- Text 700 characters
- Image 290x290 px	- Image 290x290 px
- Link	- Link
€ 650.-	- Square 240x240 px
	€ 980.-
<b>Square</b> 240 x 240 px	€ 550.-

## Advertising in digital magazine mailing

### Exclusive sponsorship banner

600 x 100 px  
€ 1590.-

Digital issue 2023 of PuK – Process Technology & Components

**PuK – Process Technology & Components 2023. For English language click on the cover**

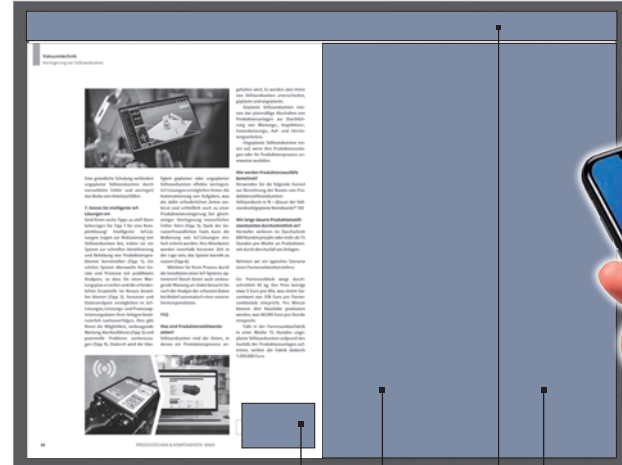
Technical trade magazine with a history of more than 60 years. The cross-sectoral media platform for suppliers and users in two languages: English and German

- The industry-wide media platform for suppliers and users in German and English
- Exclusive information around the pump and compressor industry as well as systems and components
- Developments and trends
- First-hand future technology
- Targeted at international trade shows for 2023
- New: special issue „Green Efficient Technologies“ in English in July and November

**PuK – Prozesstechnik & Komponenten 2023. Für die deutsche Ausgabe bitte auf den Titel klicken**

Ein seit über 60 Jahren bestehendes technisches Fachmagazin

## Advertising in the digital magazine (E-Paper/App)



### E-paper linking (advert/technical article)

€ 350.-

### E-paper branding throughout the entire issue

€ 1190.-

### Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)

1/1 page € 1290.-

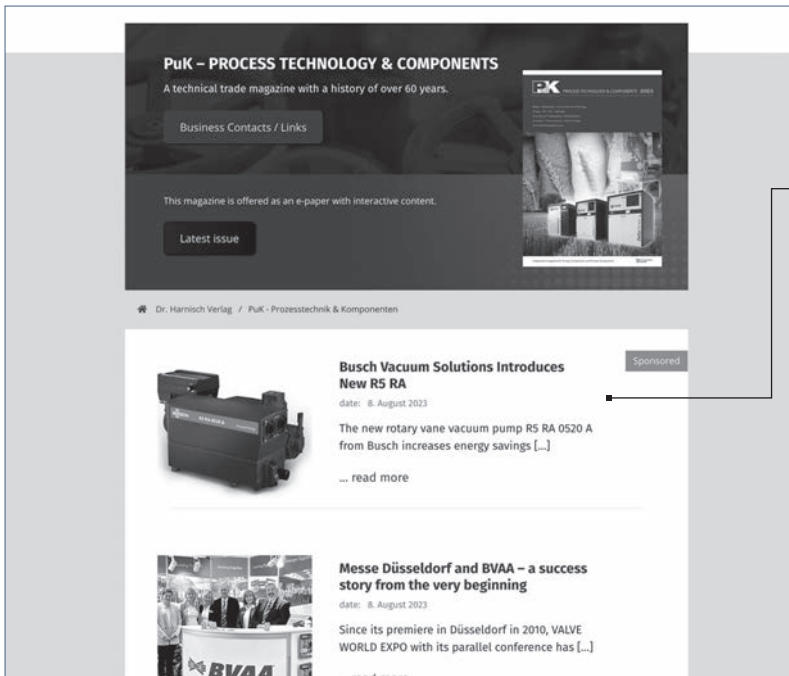
2/1 page € 1990.-

Digital magazines of Dr. Harnisch Verlag read by:



## Advertising with news reports on [www.puk-mag.com](http://www.puk-mag.com)

In addition to classic banner advertising, there is also the possibility to place sponsored news on [www.puk-mag.com](http://www.puk-mag.com)



### Sponsored News

News on [www.puk-mag.com](http://www.puk-mag.com)  
incl. linking:

€ 700,-

incl. social media linking:

Surcharge: € 250,-

incl. video/Youtube integration:

Surcharge: € 250,-

incl. integration of a detailed

Article as PDF (Whitepaper):

Surcharge: € 250,-

## Advertising with banners on www.puk-mag.com

The screenshot shows the website layout with several banner ad positions marked by blue boxes and connected to callout boxes:

- Leaderboard**: 728 x 90 px, € 590.- (top horizontal banner)
- Leaderboard XL**: 1040 x 90 px, € 690.- (wide horizontal banner below the main content)
- Button**: 240 x 90 px, € 290.- (small rectangular banner on the right sidebar)
- Square**: 240 x 240 px, € 550.- (square banner on the right sidebar)
- Skyscraper**: 240 x 500 px, € 850.- (tall vertical banner on the right sidebar)

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

## 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](http://www.food-tm.com)

International magazine for the entire food industry worldwide.

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

 **drinkworld**

Technology+Marketing

## drinkworld Technology + Marketing

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

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

## Wellness Foods & Supplements

### Wellness Foods & Supplements

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

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

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

 **petfood pro**  
Technology & Marketing

### petfood pro

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

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

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

 **food TECHNOLOGIE**

### Food Technologie

[www.food-technologie.de](http://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](http://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](http://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**

 **bb** Beverage & Brewing

### bb guide – Beverage & Brewing

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

Suppliers' Guide for the beverage industry.

**Approx. 14,500 printed copies**  
**Approx. 19,000 digital copies**

 **GENUSS ATELIER**

### fng MAGAZIN

**FOOD · NONFOOD · GETRÄNKE · TOBACCO**

[www.fng-magazin.de](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

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

 **PK**

### PuK – Process Technology & Components

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

In German and English language.

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

 **dihw**  
MAGAZIN

### dihw

[www.dihw-magazin.de](http://www.dihw-magazin.de)

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

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

 **woodworking**  
INTERNATIONAL

### WiN woodworking INTERNATIONAL

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

 **GET**

### GET – Green Efficient Technologies

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

In German and English language.

**Approx. 5,500 printed copies**  
**Approx. 126,000 digital copies**

 **hp tooling**

### hp tooling

[www.hptooling-mag.com](http://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](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

**Approx. 6,000 printed copies**  
**Approx. 7,300 digital copies**