



Aims and Scope

WIN – woodworking INTERNATIONAL
international magazine for the woodworking industry.

We report on all aspects of woodworking from board materials, wood treatment to machines, tools and technical know-how, from timber engineering supplies to the latest developments in technologies and markets. We address factory managers and production engineers directly, and thus ensure coverage of the decision makers within the industry.

Circulation is worldwide with special emphasis on the most important growing markets. An increasing share are subscriptions and requested copies. Our online-section (www.woodworking-international.com) will further be expanded according to reader requests.

WIN – woodworking INTERNATIONAL is published in English.



Publishing company

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Internet: www.woodworking-international.com
www.harnisch.com

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Number of issues: 4 per year

Magazine format: 229 x 305 mm
Type area: 187 x 258 mm
Printing process: CTP (Computer to Plate) Offset
Subscription rate: Annual subscription (4 issues)
Surface mail € 57.- + 20.- p + h
Airmail € 57.- + 36.- p + h

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List of topics and publication schedule

Issue	Issue Features	Regular Departments	Fairs
<p>1</p> <p>Closing date for ads and editorial contributions: 23 January</p> <p>Publication date: February</p>	<p>Doors, Windows Furniture Tools Flooring Edge Banding Design & Trends</p>	<p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p>	<p>MEM Industrial Jan. 22-24 Mexico City, Mexico EUROBOIS Feb. 4-7 Lyon, France ZOW Feb. 4-6 Bad Salzuflen, Germany INDIAWOOD Feb. 27- Mar. 2 Bangalore, India FIMMA-MADERALIA Mar. 10-13 Valencia, Spain HOLZ-HANDWERK/fensterbau frontale Mar. 18-21 Nuremberg, Germany CIFM/interzum guangzhou Mar. 28 - 31 Guangzhou ,China</p>
<p>2</p> <p>Closing date for ads and editorial contributions: 14 April</p> <p>Publication date: May</p>	<p>Furniture Surfaces Board Materials Conveying, Logistics Drilling, Combining Safety</p>	<p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p>	<p>Salone del Mobile Apr. 21-26 Milan, Italy interzum bogotá May 26-29 Bogota, Colombia XYLEXPO May 26-29 Milan, Italy FORMÓBILE Jun. 30- Jul. 3 São Paulo, Brazil</p>

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Issue	Issue Features	Regular Departments	Fairs
<p>3</p>	<p>Closing date for ads and editorial contributions: 07 July</p> <p>Publication date: August</p>	<p>Décors Production Lines Tools Adhesives Automation</p>	<p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p> <p>IWF Aug. 25-28 Atlanta, USA HOLZMESSE Sept. 2-5 Klagenfurt, Austria DREMA Sept. 19-22 Poznan, Poland</p>
<p>4</p>	<p>Closing date for ads and editorial contributions: 02 October</p> <p>Publication date: October</p>	<p>Industry 4.0 Laminating Furniture Trends Safety Energy Tools</p>	<p>LESDREVMASH Oct. 19-22 Moscow, Russia SICAM October Pordenone, Italy WOOD-TEC November Brno, Czech Republic WOOD TAIWAN Apr. 2021 LIGNA May 2021 Interzum May 2021</p>

Advertisement sizes and prices 2020


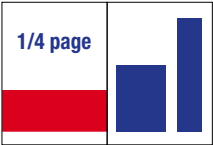
journal format:

229 x 305 mm

type area:

187 x 263 mm

	Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
	Cover package Cover picture incl. 2/1 page cover story	229 x 200 mm	235 x 206 mm	€ 6,000.–	€ 6,350.–
	1/1 page 1/1	229 x 305 mm	235 x 311 mm	€ 5,500.–	€ 5,850.–
	1/2 page horizontal vertical	229 x 153 mm 121 x 305 mm	235 x 159 mm 127 x 311 mm	€ 3,300.–	€ 3,650.–

	Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
	1/3 page				
	horizontal	229 x 109 mm	235 x 115 mm	€ 2,450.–	€ 2,800.–
	vertical	89 x 305 mm	95 x 311 mm		
	1/4 page				
	horizontal	229 x 77 mm	235 x 83 mm	€ 1,700.–	€ 2,050.–
	2-column	123 x 133 mm	129 x 139 mm		
	1-column	59 x 263 mm	193 x 93 mm		
GUIDE TO PRODUCTS AND MANUFACTURERS		235 x 43 mm (Price for all four issues per year)		€ 800.–	€ 1,200.–



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www.hymmen.com

Industrial digital printing lines
 Lacquering and liquid coating machines
 Laminating presses
 Presses, multilooping
 Presses, short cycle
 Printing machines, direct

Product entries with company LOGO plus full address
 in the INDEX OF MANUFACTURERS.

Entries only possible for all four issues per year.

Colour surcharges

Not subject to discounts.

European scale colours are applicable for additional colours.

Spot colours on request.

Bound and loose inserts

Untrimmed: format 235 x 311 mm (incl. 3 mm bleed on each edge)

Price EUR 3,450.- (2 pages)

EUR 4,100.- (4 pages)

Bigger inserts upon request.

Prices for special positions

2. and 4. cover page 10 %, 3. cover page 5 % to net price.

On advertisements ordered at the same time:

3 adverts 5 %

5 adverts 10 %

10 adverts 15 %

Adverts to be published within three years.

Technical specifications

Printing materials for CTP (Computer to Plate) in digital form

For adverts closed files preferred (including fonts and picture files):

– high resolution pdf files (incl. pass marks)

– eps or tif files

Data transfer:

per E-mail: win@harnisch.com or per ftp (data per request).

Proofs are required for all colour adverts.

If not furnished, reproduction quality is at advertiser's risk.

Data forms for text documents:

doc (Word document),

Data forms for photos and graphs:

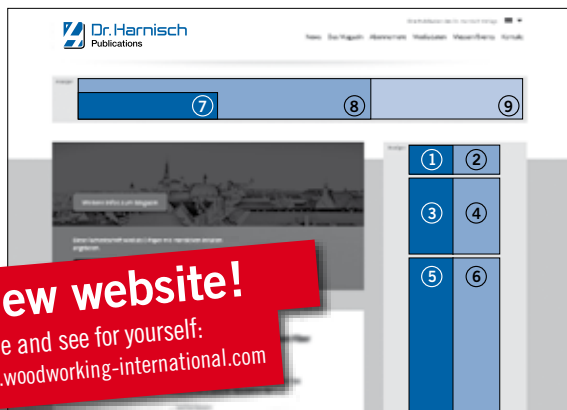
tif/jpg (300 dpi)

eps (with embedded fonts, pictures and logos)

Online advertising – Our digital portfolio at a glance

With a continually growing outreach, **WiN woodworking INTERNATIONAL** digital platform is proving itself a strong advertising tool. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

Standard Display Ads: Banners at www.woodworking-international.com



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105.–
② Button XL	240 x 90 px	€ 160.–
③ Vertical Banner	120 x 240 px	€ 150.–
④ Vert. Banner XL	240 x 240 px	€ 230.–
⑤ Skyscraper	120 x 600 px	€ 295.–
⑥ Skyscraper XL	240 x 600 px	€ 450.–
⑦ Fullsize-Banner	468 x 60 px	€ 165.–
⑧ Leaderboard	728 x 90 px	€ 265.–
⑨ Leaderboard XL	1.040 x 90 px	€ 395.–

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.woodworking-international.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.–

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.–

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) € 2,000.–

Digital edition branding for the complete issue € 990.–

Sponsored content, combined with social media

At www.woodworking-international.com you have the possibility to place a story/report at the top of the „NEWS“ section for one week. Additionally it is possible to post the story on the publisher’s social media page.

Sponsored posts € 350.–

Sponsored posts in combination with social media € 500.–

Circulation/Database *

Worldwide Geographic circulation

Europe	4,935	copies
USA, Canada	1,087	„
Asia	1,921	„
Latin America	548	„
Africa	213	„
Australia, Pacific Region	196	„
<hr/>		
Total circulation	8,900	„

Circulation breakdown by functions

Managing directors, Plant managers	21 %
Production engineers, Technical managers, incl. Product development	42 %
R & D institutions, Associations	14 %
Others (buying departments etc.)	12 %
Distribution at Fairs	11 %

Circulation breakdown by product area

Timber Haulage, Sawmills, Wood Processing	6 %
Wood Construction, Building Supplies	11 %
Wood Treatment	14 %
Furniture	38 %
Woodware	12 %
Board Materials	9 %
Institutions, Associations, Universities, Wood Engineers	10 %

Circulation per issue 8,900 copies

Bonus circulation of various issues to Europe, Asia, USA and to specific main topics resp. exhibitions

*Source: data analysis of publishing house July 2019. The magazine is circulated to 8,900 addresses per issue.

General Terms of Business

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 to him 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 % discount rate. 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 fulfillment 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://harnisch.com/en/datenschutzzerklaerung/>.

Our magazines and journals



food Marketing & Technology
www.food-mt.com

International magazine for the entire food industry worldwide.
17,700 copies

foodTECHNOLOGIE

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.
23,000 copies

dedica

dedica
www.dedica.de

German language magazine for business gifts, incentives & promotions.
21,000 copies



drinkworld T+M
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

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



petfood pro
www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.
9,600 copies



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