

Media Information 2021

 Dr. Harnisch
Publications


woodworking
INTERNATIONAL



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.

Cover Photo: HOLZ-HANDWERK/NuernbergMesse, Heiko Stahl



Publishing company

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

Total print run: 9,100 copies
Circulation: 8,900 copies
Place of publication: Nuremberg
Volume/Year: Vol. 39/2021
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 | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>1</p> <p>Closing date for ads and editorial contributions: 12 February</p> <p>Publication date: February</p> | <p>Safety</p> <p>Conveying, Logistics</p> <p>Doors, Windows</p> <p>Furniture</p> <p>Flooring</p> <p>Design & Trends</p> | <p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Design & Trends</p> | <table> <tr> <td>DELHIWOOD</td> <td>New Delhi, India</td> <td>March</td> </tr> <tr> <td>AfriWood East Africa</td> <td>Tanzania, United Republic</td> <td>March</td> </tr> <tr> <td>CIFM/interzum</td> <td>Guangzhou, China</td> <td>March</td> </tr> <tr> <td>Dubai Woodshow</td> <td>Dubai, United Arab Emirates</td> <td>March</td> </tr> <tr> <td>Salone del Mobile</td> <td>Milano, Italy</td> <td>April</td> </tr> <tr> <td>WOOD TECH</td> <td>Warsaw, Poland</td> <td>April</td> </tr> <tr> <td>WOOD TAIWAN</td> <td>Taipei, Taiwan</td> <td>April</td> </tr> <tr> <td>FIMMA Brasil</td> <td>Bento Gonçalves, Brazil</td> <td>April</td> </tr> </table> | DELHIWOOD | New Delhi, India | March | AfriWood East Africa | Tanzania, United Republic | March | CIFM/interzum | Guangzhou, China | March | Dubai Woodshow | Dubai, United Arab Emirates | March | Salone del Mobile | Milano, Italy | April | WOOD TECH | Warsaw, Poland | April | WOOD TAIWAN | Taipei, Taiwan | April | FIMMA Brasil | Bento Gonçalves, Brazil | April |
| DELHIWOOD | New Delhi, India | March | | | | | | | | | | | | | | | | | | | | | | | | | |
| AfriWood East Africa | Tanzania, United Republic | March | | | | | | | | | | | | | | | | | | | | | | | | | |
| CIFM/interzum | Guangzhou, China | March | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dubai Woodshow | Dubai, United Arab Emirates | March | | | | | | | | | | | | | | | | | | | | | | | | | |
| Salone del Mobile | Milano, Italy | April | | | | | | | | | | | | | | | | | | | | | | | | | |
| WOOD TECH | Warsaw, Poland | April | | | | | | | | | | | | | | | | | | | | | | | | | |
| WOOD TAIWAN | Taipei, Taiwan | April | | | | | | | | | | | | | | | | | | | | | | | | | |
| FIMMA Brasil | Bento Gonçalves, Brazil | April | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>2</p> <p>Closing date for ads and editorial contributions: 12 April</p> <p>Publication date: April</p> | <p>Tools</p> <p>Edge Banding</p> <p>Industry 4.0</p> <p>Surfaces</p> <p>Board Materials</p> <p>Drilling, Combining</p> | <p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Design & Trends</p> | <table> <tr> <td>interzum</td> <td>Cologne, Germany</td> <td>Mai</td> </tr> <tr> <td>LIGNA</td> <td>Hanover, Germany</td> <td>Mai</td> </tr> <tr> <td>ForMóbile</td> <td>Sao Paulo, Brazil</td> <td>June</td> </tr> <tr> <td>AfriWood East Africa</td> <td>Nairobi, Kenya</td> <td>June</td> </tr> <tr> <td>AWFS</td> <td>Las Vegas, USA</td> <td>July</td> </tr> <tr> <td>FITECMA</td> <td>Buenos Aires, Argentina</td> <td>July</td> </tr> </table> | interzum | Cologne, Germany | Mai | LIGNA | Hanover, Germany | Mai | ForMóbile | Sao Paulo, Brazil | June | AfriWood East Africa | Nairobi, Kenya | June | AWFS | Las Vegas, USA | July | FITECMA | Buenos Aires, Argentina | July | | | | | | |
| interzum | Cologne, Germany | Mai | | | | | | | | | | | | | | | | | | | | | | | | | |
| LIGNA | Hanover, Germany | Mai | | | | | | | | | | | | | | | | | | | | | | | | | |
| ForMóbile | Sao Paulo, Brazil | June | | | | | | | | | | | | | | | | | | | | | | | | | |
| AfriWood East Africa | Nairobi, Kenya | June | | | | | | | | | | | | | | | | | | | | | | | | | |
| AWFS | Las Vegas, USA | July | | | | | | | | | | | | | | | | | | | | | | | | | |
| FITECMA | Buenos Aires, Argentina | July | | | | | | | | | | | | | | | | | | | | | | | | | |

List of topics and publication schedule

| Issue | Issue Features | Regular Departments | Fairs | | | |
|---|---|--|--|--|--|--|
| <p style="text-align: center; font-size: 2em; font-weight: bold;">3</p> | <p>Closing date for ads and editorial contributions: 15 July</p> <p>Publication date: August</p> | <p>Timber Construction Production Lines Tools Adhesives Automation</p> | <p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p> | <p>AfriWood East Africa FURNITURE CHINA LISDEREVMASH VIETNAM WOOD DREMA</p> | <p>Ethiopia Shanghai, China Kiev, Ukraine Vietnam Poznan, Poland</p> | <p>September September September September September</p> |
| <p style="text-align: center; font-size: 2em; font-weight: bold;">4</p> | <p>Closing date for ads and editorial contributions: 15 October</p> <p>Publication date: November</p> | <p>Horizontal panel-sizing technology Extraction technology Laminating Furniture Trends Safety Tools</p> | <p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p> | <p>Mokkiten SICAM WOOD-TEC FIMAP MUMBAIWOOD Woodtech WOODEX Cairo WoodShow</p> | <p>Nagoya, Japan Pordenone, Italy Brno, Czechia Porto, Portugal Mumbai, India Istanbul, Turkey Moscow, Russia Cairo, Egypt</p> | <p>October October October October October October November December</p> |

Advertisement sizes and prices 2021


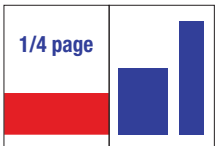
journal format:

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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Industrial digital printing lines
 Lacquering and liquid coating machines
 Laminating presses
 Presses, multipenning
 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:

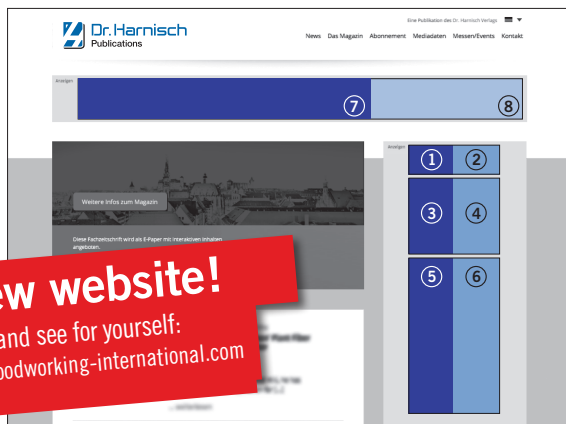
tif/jpg (300 dpi)

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 | € 350.– |
| ⑥ Skyscraper XL | 240 x 600 px | € 650.– |
| ⑦ Leaderboard | 728 x 90 px | € 365.– |
| ⑧ Leaderboard XL | 1.040 x 90 px | € 495.– |

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.–

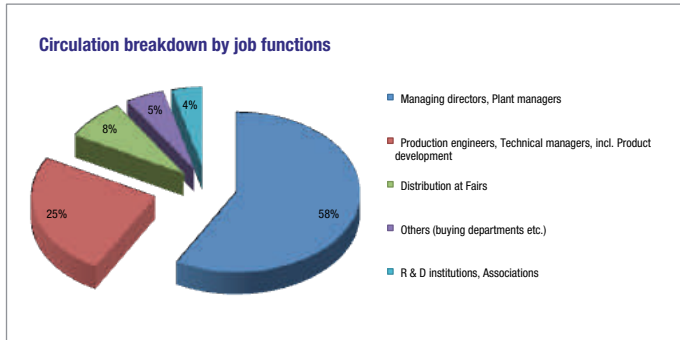
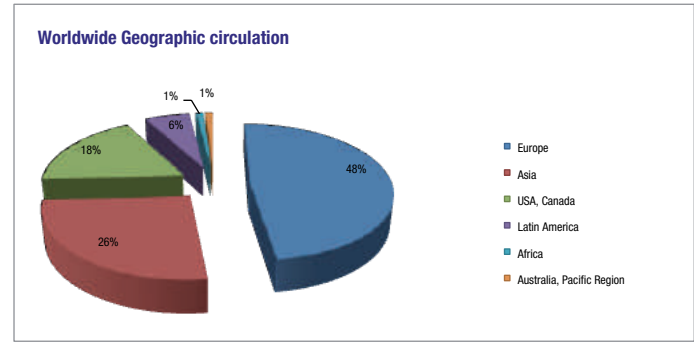
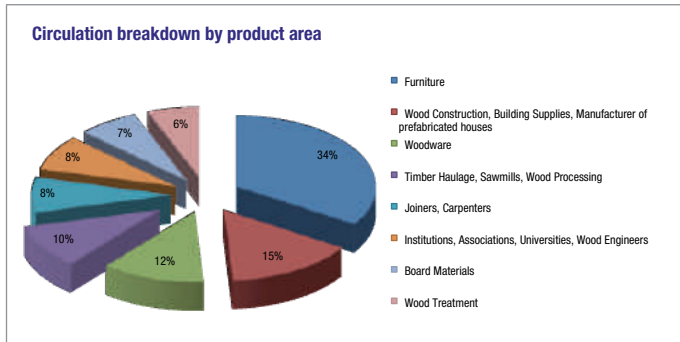
Sponsored content, combined with social media

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

Sponsored news + social media link € 450.–

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

Circulation/Database *



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 2020. 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/datenschutz/erklaerung/>.

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

foodTECHNOLOGIE

Food Technologie
www.food-technologie.de

German magazine for the food
industry: Ingredients, Processing
and Packaging.

12,000 copies

 **GENUSS
ATELIER**

fng MAGAZIN
FOOD - NONFOOD - GETRÄNKE - TOBACCO
www.fng-magazin.de

The independent publication for
supermarket managers in Germany.

23,500 copies

dedica

dedica
www.dedica.de

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

21,000 copies

drinkworld
Technology+Marketing

drinkworld Technology + Marketing
www.drink-tm.com

Magazine for the entire
drink industry worldwide.

11,800 copies

Getränke!
Technologische Marketing

**Getränke!
Technologie & Marketing**
www.getraenke-tm.de

German language magazine for
the entire beverage industry.

9,000 copies

PK

**PuK – Process Technology &
Components**
www.puk-mag.com

In German and English language.

24,500 copies

PK

**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**

Hygiene Report
www.hygiene-report-magazin.de

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

17,800 copies

dihw
MAGAZIN

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

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


WOODWORKING
INTERNATIONAL

WiN woodworking INTERNATIONAL
www.woodworking-international.com

International magazine for the
woodworking industry worldwide.

9,100 copies

 **BAU**

element + BAU
www.element-und-bau.de

The magazine for architects:
facility construction in
German language.

6,800 copies