



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: HOLZ-HANDWERK/WiN woodworking



Publishing company

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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

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 Surface mail € 57.- + 20.- p + h
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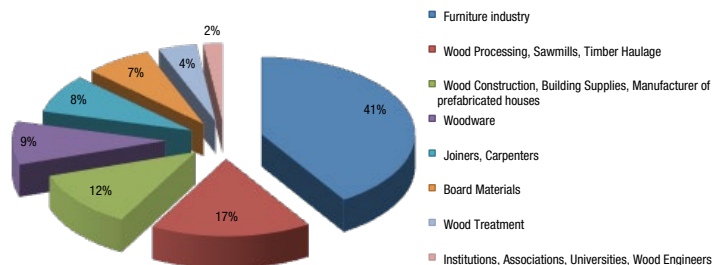
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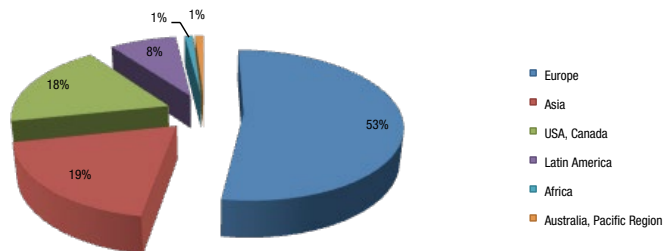
Circulation/Database *

Total print run	9,100 copies
Actual circulation	8,900 copies
Specimen copies, file copies	200 copies

Circulation breakdown by product area



Worldwide Geographic circulation



Distribution overview total

YOUR BENEFIT!

Print run
8,900 copies

Total distribution
18,900 copies

Digital distribution
10,000 copies



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

List of topics and publication schedule

Issue	Issue Features	Regular Departments	Fairs
1 Closing date for ads and editorial contributions: 6. February Publication date: March	Design & Trends Laminating Surfaces Flooring Edge Banding Furniture Trends	Production Process New Technologies Furniture Production Board Materials & Technology Sustainability Trends	CIFM/interzum Guangzhou, China DELHIWOOD New Delhi, India FIMMA Brasil Bento Gonçalves, Brazil MEM Industrial Mexico City, Mexico Wood Taiwan Taipei, Taiwan
2 Closing date for ads and editorial contributions: 3. April Publication date: May	Industry 4.0 Automation Horizontal Panel Sizing Technology Production Lines Tools Extraction Technology	Production Process New Technologies Furniture Production Board Materials & Technology Sustainability Trends	interzum Cologne, Germany LIGNA Hanover, Germany ForMóbile Sao Paulo, Brazil AWFS Las Vegas, USA FITECMA Buenos Aires, Argentina

List of topics and publication schedule

Issue		Issue Features	Regular Departments	Fairs
3	<p>Closing date for ads and editorial contributions: 10. July</p> <p>Publication date: August</p>	<p>Doors & Windows</p> <p>Decors</p> <p>Safety</p>	<p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Sustainability</p> <p>Trends</p>	<p>DREMA Poznan, Poland</p> <p>FURNITURE CHINA Shanghai, China</p> <p>VIETNAM WOOD Ho Chi Minh City, Vietnam</p>
4	<p>Closing date for ads and editorial contributions: 4. October</p> <p>Publication date: October</p>	<p>Timber Construction</p> <p>Edge Banding</p> <p>Tools</p>	<p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Sustainability</p> <p>Trends</p>	<p>Mokkiten Nagoya, Japan</p> <p>SICAM Pordenone, Italy</p> <p>WOOD-TEC Brno, Czechia</p> <p>MUMBAIWOOD Mumbai, India</p> <p>Woodtech Istanbul, Turkey</p> <p>ifmac & woodmac Jakarta, Indonesia</p> <p>TIMBER Tel Aviv, Israel</p> <p>HOLZ-HANDWERK 2024</p>

Advertisement sizes and prices 2023


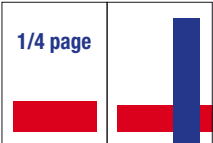
journal format:

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	€ 5,650.–	€ 6,000.–
	1/2 page				
	horizontal vertical	229 x 152 mm 115 x 305 mm	235 x 158 mm 121 x 311 mm	€ 3,400.–	€ 3,750.–

	Size	Width x Depth	incl. Bleed	basic rate 4c	incl. e-paper link
	1/3 page				
	horizontal	229 x 101 mm	235 x 107 mm	€ 2,500.–	€ 2,850.–
	vertical	80 x 305 mm	86 x 311 mm		
	1/4 page				
	horizontal	187 x 87 mm	193 x 93 mm	€ 1,750.–	€ 2,100.–
	horizontal	217 x 76 mm	223 x 82 mm		
	vertical	59 x 280 mm	65 x 286 mm		

GUIDE TO PRODUCTS AND MANUFACTURERS

235 x 43 mm (Price for all four issues per year)

€ 1,200.–



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www.hymmen.com

Industrial digital printing lines
Lacquering and liquid coating machines
Laminating presses
Presses, multiopenning
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)

Price EUR 3,550.- (2 pages)

 EUR 4,300.- (4 pages)

Bigger inserts upon request.

Postal address: publishing house.

Prices for special positions

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

Discounts

On advertisements ordered at the same time:

3 adverts 5 %

5 adverts 10 %

10 adverts 15 %

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

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)

Printing paper: Bio Top 3® Next 100/200 g

wood-free, high-quality uncoated paper with excellent runnability
was produced without the use of optical brighteners and therefore
has a reader-friendly, cream-white coloring

Banner advertising on the magazine website www.woodworking-international.com

The screenshot shows the homepage of the woodworking INTERNATIONAL website. Several banner ad positions are highlighted with purple boxes and labeled as follows:

- Leaderboard**
728 x 90 px
€ 490.-
- Leaderboard XL**
1040 x 90 px
€ 590.-
- Button**
240 x 90 px
€ 200.-
- Square**
240 x 240 px
€ 390.-
- Skyscraper**
240 x 600 px
€ 740.-

The website layout includes a header with the logo and navigation links (News, Magazine, Subscription, Media information, Fair/Events, Contact, Newsletter). The main content area features a magazine cover preview, a 'Latest issue' button, and several article teasers with images and text.

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.woodworking-international.com and social media

The magazine website www.woodworking-international.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

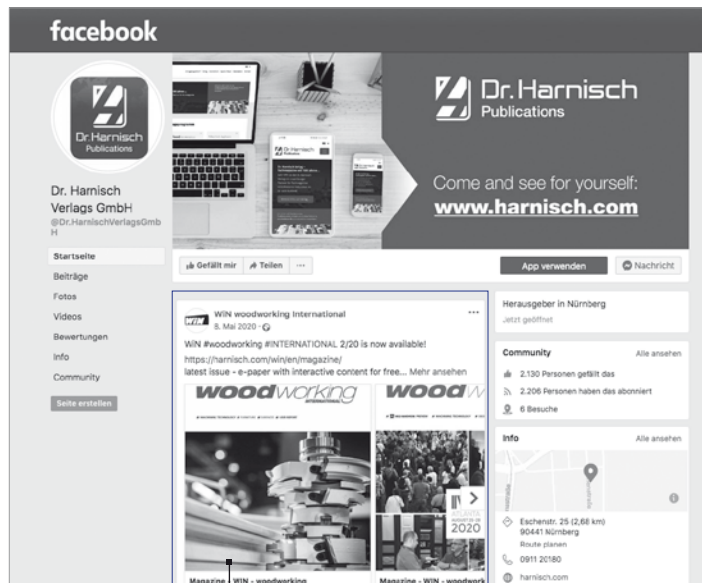
News item on www.woodworking-international.com incl. linking
(Video/YouTube integration possible)

€ 700.-

Individual Paper with direct link

Integration of a detailed article (PDF)
on the magazine website www.woodworking-international.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.-

Digital delivery options

The possibility of sending an individual Standalone Newsletter as well as the placement of banner advertising or Sponsored News in a general 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 with the possibility of integrating a cover banner.

Standalone Newsletter



**Individual
Newsletter**
(Text +
images/logos +
links)

Dispatch:
„World“ € 3500.-
„Europe“ € 2900.-
„German-sp.
Europe“ € 1900.-

Digital magazine dispatch (Newsletter)

**Sponsorship
Banner
for digital
magazine
dispatch**
600 x 100 px
€ 990.-



Digital magazine as e-paper in the app and on the magazine website www.woodworking-international.com

Let's talk about: Activities, product range and market trends

For the love of wood: millimeters can mean the world.

YOUR SOLUTION

www.homag.com

E-paper branding over entire issue

€ 1190.-

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

1/1 page € 1290.-
2/1 page € 1990.-

E-paper link (advertisement/article)

€ 350.-

Read digital magazines from Dr. Harnisch Publications per:

Website



General terms and conditions

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 or 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/datenschutzzerklaerung/>

Our magazines and journals



food Marketing & Technology www.food-mt.com

International magazine for the entire food industry worldwide.

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



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 www.petfood-pro-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 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 www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

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



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



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

In German and English language.

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



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



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 – Green Efficient Technologies www.get-mag.com

In German and English language.

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



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 www.element-und-bau.de

The magazine for architects: facility construction in German language.

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