



## 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](http://www.woodworking-international.com)) will further be expanded according to reader requests.

**WIN – woodworking INTERNATIONAL** is published in English.



Cover: HOLZ-HANDWERK, NürnbergMesse

[harnisch-digital.de](http://harnisch-digital.de)

## publishing company

address: Dr. Harnisch Publications  
**WiN - woodworking INTERNATIONAL**  
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 Germany

phone: +49 911 2018 0  
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 e-mail: win@harnisch.com  
 internet: www.woodworking-international.com  
 www.harnisch.com

actual circulation: 8,900 copies  
 digital distribution: 10.000 copies  
 place of publication: Nuremberg  
 volume/year: vol. 42/2024  
 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
1	<p>closing date for ads and editorial contributions: <b>5. February</b></p> <p>publication date: <b>March / week 10</b></p>	<p>doors &amp; windows edge banding laminating tools</p>	<p>production process <b>new technologies</b> furniture production board materials &amp; technology sustainability trends</p>	<p><b>INDIAWOOD</b> February   Bangalore, India</p> <p><b>EUROBOIS</b> February   Lyon, France</p> <p><b>DACH+HOLZ</b> March   Stuttgart, Germany</p> <p><b>HOLZ-HANDWERK</b> March   Nuremberg, Germany</p> <p><b>CIFM / Interzum guangzhou</b> March   Guangzhou ,China</p>
2	<p>closing date for ads and editorial contributions: <b>15. April</b></p> <p>publication date: <b>May / week 19</b></p>	<p>extraction technology horizontal panel sizing technology industry 4.0 surfaces</p>	<p>production process new technologies furniture production board materials &amp; technology <b>sustainability</b> trends</p>	<p><b>FIMMA-MADERALIA</b> May   Valencia, Spain</p> <p><b>interzum bogotá</b> May   Bogota, Colombia</p> <p><b>XYLEXPO</b> May   Milan, Italy</p> <p><b>SurfaceTechnology</b> June   Stuttgart, Germany</p> <p><b>FORMÓBILE</b> July   São Paulo, Brazil</p> <p><b>FITECMA</b> July   Buenos Aires, Argentina</p>

## list of topics and publication schedule

issue		issue features	regular departments	fairs
3	<p>closing date for ads and editorial contributions: <b>27. June</b></p> <p>publication date: <b>July / week 30</b></p>	<p>production lines</p> <p>safety</p> <p>timber construction</p> <p>tools</p>	<p><b>production process</b></p> <p>new technologies</p> <p>furniture production</p> <p>board materials &amp; technology</p> <p>sustainability</p> <p>trends</p>	<p><b>IWF</b> August   Atlanta, USA</p> <p><b>INTERNATIONALE HOLZMESSE</b> August   Klagenfurt, Austria</p> <p><b>DREMA</b> September   Poznan, Poland</p>
4	<p>closing date for ads and editorial contributions: <b>2. October</b></p> <p>publication date: <b>October / week 44</b></p>	<p>design &amp; trends</p> <p>edge banding</p> <p>furniture trends</p> <p>timber construction</p>	<p>production process</p> <p>new technologies</p> <p><b>furniture production</b></p> <p>board materials &amp; technology</p> <p>sustainability</p> <p>trends</p>	<p><b>SICAM</b> October   Pordenone, Italy</p> <p><b>WOODTECH</b> October   Istanbul, Türkiye</p> <p><b>DELHIWOOD</b> March 2025</p> <p><b>LIGNA</b> May 2025</p> <p><b>Interzum</b> May 2025</p>

## advertisement sizes/prices

Please keep all important text and graphic elements within a safety area of min. 5 mm from trim size.

magazine format: 229 x 305 mm

type area: 187 x 263 mm

**bleed: min. 3 mm on each side**



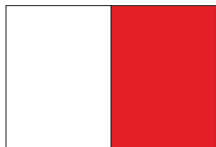
### cover package

Cover picture  
incl. 2/1 page cover story

■ trim size: 229 x 200 mm

basic rate 4c  
incl. e-paper link

€ 6,200.–  
€ 6,550.–



### 1/1 page

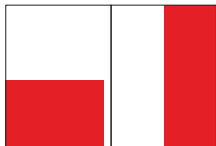
inside front cover, inside or  
outside back cover

■ trim size: 229 x 305 mm

basic rate 4c  
incl. e-paper link

€ 5,850.–  
€ 6,200.–

add 10% to basic rate



### 1/2 page

opposite table of contents

■ trim size: 217 x 157 mm  
■ trim size: 115 x 305 mm

basic rate 4c  
incl. e-paper link

€ 3,600.–  
€ 3,950.–

add 10% to basic rate

size printing materials -> trim size + bleed: min. 3 mm on each side

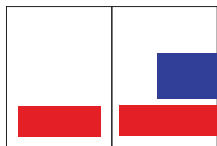


1/3 page

■ trim size: 229 x 101 mm  
■ trim size: 80 x 305 mm

basic rate 4c  
incl. e-paper link

€ 2,600.–  
€ 2,950.–



1/4 page

■ trim size: 187 x 87 mm  
■ trim size: 217 x 77 mm  
■ trim size: 153 x 103 mm

basic rate 4c  
incl. e-paper link

€ 1,850.–  
€ 2,200.–

size printing materials -> trimm size + bleed: min. 3 mm on each side

## GUIDE TO PRODUCTS AND MANUFACTURERS

235 x 43 mm

Price for all four issues per year  
incl. e-paper link

€ 1,250.–



Hymmen GmbH  
Maschinen- und Anlagenbau  
Theodor-Hymmen-Str. 3, 33613 Bielefeld  
Germany  
Tel: +49-521-5806-516  
Fax: +49-521-5806-3145  
Email: sales@hymmen.com

[www.hymmen.com](http://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 3,730.-              (2 pages)

            EUR 4,530.-              (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](mailto: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

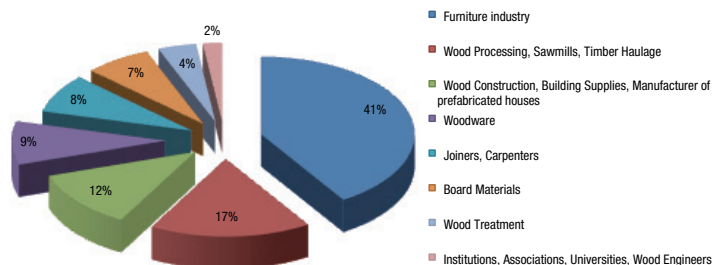
wood-free, high-quality uncoated paper with excellent runnability  
was produced without the use of optical brighteners and therefore  
has a reader-friendly, cream-white coloring



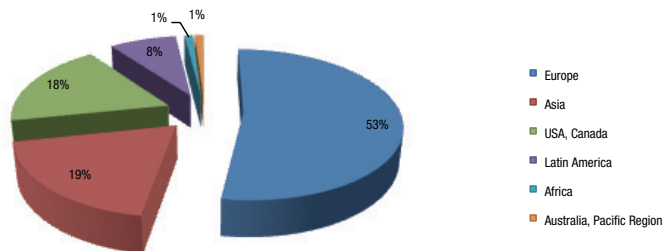
## circulation/database \*

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)

## 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.

**LIGNA 2023: wood cutting tool manufacturing made easy with ANCA technology**

ANCA presents the latest in machine, tooling, software and simulation solutions for flexible and cost-effective production of blades, round tools and PCD applications in Hannover from May 15-19

VISIT US AT LIGNA 2023


Hall 27, A60 | 15-19 May  
Hannover Showground

LIGNA

Click here to get your exclusive free ticket.

Contact us at [gerinfo@anca.com](mailto:gerinfo@anca.com) to arrange your expert meeting.

Want to be more efficient and flexible when producing profile blades and rotary cutting tools? See ANCA's two-in-one solution at LIGNA!



Special tooling systems for the affordable FX5 and FX7 machines offer the ability to easily change automated production between woodworking profile blades, used to form skirting boards and architraves, and solid round shank tools such as routers and drills used in production of furniture and cabinetry. Switch between the two systems is done in minutes and use the tailored software packages for quick data import, design and optimization.

### Standalone newsletter

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

### Transmission International:

approx. 10.000 copies

€ 1.900,-

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!

**Newsletter**

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

## advertising in the general newsletter

Your Sponsored News + banner in the general WIN newsletter.

**Leaderboard 600 x 100 px**  
€ 780,-

**Sponsored News**  
- Text 700 characters  
- Image 290 x 290 px  
- Link  
€ 650,-

**Spons. News + Square**  
- Text 700 characters  
- Image 290 x 290 px  
- Link  
- Square 240 x 240 px  
€ 980,-

**Square 240 x 240 px**  
€ 550,-

**Publication schedule: WIN Newsletter 2024\***

Week 10	Week 19	Week 30	Week 44
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\*Subject to change

## advertising in digital magazine mailing

### Exclusive sponsorship banner

600 x 100 px

€ 990,-

**WIN**  
**woodworking**  
INTERNATIONAL

**WiN woodworking INTERNATIONAL**  
The digital issue 2/2023 is online

**WIN**  
**woodworking**  
INTERNATIONAL

#TOOLS #MACHINERYTECHNOLOGY #TOOLS #SERVICES #SUSTAINABILITY



Focus: LIGNA 2023

**WiN woodworking INTERNATIONAL**  
is the 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.

## advertising in the digital magazine (ePaper/App)



### ePaper linking (advert/technical article)

€ 350,-

### ePaper branding throughout the entire issue

€ 1.190,-

### Digital ad placement only in the ePaper incl. linking. (Positioning by arrangement)

1/1 page € 1.290,-

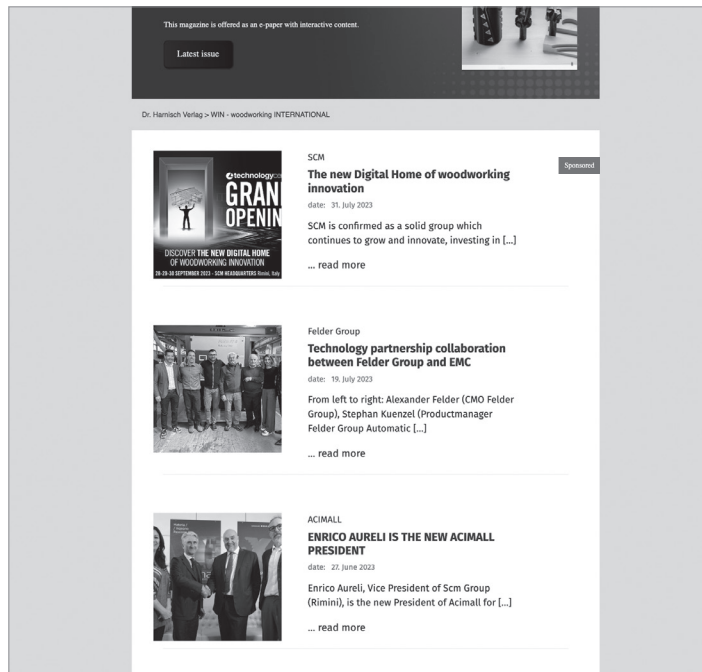
2/1 page € 1.990,-

Digital magazines of Dr. Harnisch Verlag read by:



## advertising with news reports on www.woodworking-international.com

In addition to classic banner advertising, there is also the possibility to place sponsored news on www.woodworking-international.com



### Sponsored News

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

The screenshot shows the website layout with the following banner positions:

- Leaderboard:** A horizontal banner at the top of the main content area.
- Leaderboard XL:** A horizontal banner below the main content area, spanning the width of the page.
- Button:** A small rectangular banner in the top right sidebar.
- Square:** Two square banners stacked vertically in the middle of the right sidebar.
- Skyscraper:** A tall, narrow vertical banner at the bottom of the right sidebar.

**Callout Box Details:**

- Leaderboard:** 728 x 90 px, € 590,-
- Leaderboard XL:** 1040 x 90 px, € 690,-
- Button:** 240 x 90 px, € 290,-
- Square:** 240 x 240 px, € 550,-
- Skyscraper:** 240 x 500 px, € 850,-

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

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

International magazine for the entire food industry worldwide.

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



## 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 [www.petfood-pro-mag.com](http://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](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 [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 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**



### 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**



### 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 [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**



### 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 – Green Efficient Technologies [www.get-mag.com](http://www.get-mag.com)

In German and English language.

**Approx. 5,500 printed copies GER**  
**Approx. 80,000 digital copies**



### 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 [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**