

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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Airmail € 57.- + 36.- p + h

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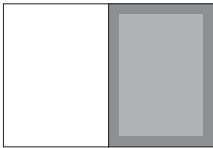
List of topics and publication schedule

Issue	Issue Features	Regular Departments	Fairs
<p>1</p> <p>Closing date for ads and editorial contributions: 8 February</p> <p>Publication date: March</p>	<p>Adhesives</p> <p>Furniture</p> <p>Safety</p> <p>Flooring</p> <p>Edge Banding</p>	<p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Design & Trends</p>	<p>TEKHODREV March 19. - 21. St. Petersburg, Russia</p> <p>DELHIWOOD March 13. - 16. India</p> <p>EUROPEAN COATINGS SHOW March 19. - 21. Nuremberg, Germany</p> <p>FIMMA BRASIL March 26. - 29. Bento Gonclaves, Brazil</p> <p>TECHNOMEBEL March 26.- 30. Sofia, Bulgaria</p> <p>CIFM / interzum guangzhou March 28. - 31. Guangzhou ,China</p> <p>Salon de Mobile Milano April 09.-14. Milano, Italy</p> <p>WOOD FLOORING EXPO May 1. - 3. Forth Worth, Texas USA</p>
<p>2</p> <p>Closing date for ads and editorial contributions: 19 April</p> <p>Publication date: May</p>	<p>Tools</p> <p>Machining Technology</p> <p>Conveying, Logistics</p> <p>Drilling, Combining</p> <p>Industry 4.0</p>	<p>Production Process</p> <p>New Technologies</p> <p>Furniture Production</p> <p>Board Materials & Technology</p> <p>Design & Trends</p>	<p>INTERZUM May 21.- 24. Cologne, Germany</p> <p>LIGNA May 27. - 31. Hannover, Germany</p> <p>FITECMA ARGENTINIEN July 2. - 6. Buenos Aires, Argentina</p> <p>AWFS July 17. - 20. Las Vegas, USA</p>

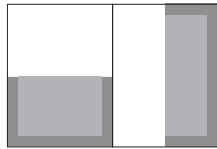
<p>3</p>	<p>Closing date for ads and editorial contributions: 07 July</p> <p>Publication date: August</p>	<p>Kitchen Solid Wood Tools Automation Surfaces</p>	<p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p>	<p>DREMA Sept 10-13 Poznan, Poland VIETNAM WOOD Sept 18. -21. Saigon, Vietnam MUMBAIWOOD Oct 17. - 19. Mumbai, India HOLZ Oct 15. - 19. Basel, Switzerland</p>
<p>4</p>	<p>Closing date for ads and editorial contributions: 14 September</p> <p>Publication date: October</p>	<p>Doors, Windows Décors Laminating Energy Production Lines</p>	<p>Production Process New Technologies Furniture Production Board Materials & Technology Design & Trends</p>	<p>WOOD-TEC Oct 29. - Nov 01. Brno, Czech Republic WMS Oct 31. - Nov 02. Toronto, Canada WOODDEX MOSKAU Dec 03. - 06. Moscow, Russia DACH+HOLZ Jan 28. - 31. 2020 Stuttgart, Germany EUROBOIS Feb 4. - 7. 2020 Lyon, France HOLZ HANDWERK March 18. - 21. 2020 Nuremberg, Germany</p>

Advertisement sizes and prices in Euro

Price list valid as from 1.1.2019
journal format/type area: 229 x 305 mm/187 x 258 mm (Width x Depth)

Size	Width x Depth (mm)	Basic rate s/w	2-coloured	3-coloured	4-coloured
 <p>Cover package Cover picture + 2/1 page cover story</p>	235 x 224 *				6,000.-
 <p>1/1 page</p> <ul style="list-style-type: none"> ■ 1/1 ■ 1/1 incl. * 	<p>187 x 258</p> <p>235 x 311</p>	3,680.-	4,130.-	4,580.-	5,000.-
 <p>Junior page</p> <ul style="list-style-type: none"> ■ Junior page ■ Junior page incl. * 	<p>123 x 186</p> <p>159 x 206</p>	2,130.-	2,510.-	2,900.-	3,270.-

* Format includes 3 mm bleed on each edge. Bleed surcharges 10% on net price.



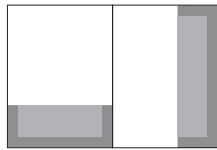
- 1/2 page**
- 1/2 horizontal 187 x 130
 - 1/2 horizontal incl. * 235 x 156
 - 1/2 vertical 91 x 258
 - 1/2 vertical incl. * 127 x 311

1,950.-

2,300.-

2,650.-

3,000.-



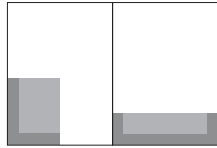
- 1/3 page**
- 1/3 horizontal 187 x 85
 - 1/3 horizontal incl. * 235 x 111
 - 1/3 vertical 59 x 258
 - 1/3 vertical incl. * 95 x 311

1,320.-

1,620.-

1,920.-

2,220.-



- 1/4 page**
- 1/4 2-column 91 x 130
 - 1/4 2-column incl. * 127 x 156
 - 1/4 horizontal 187 x 65
 - 1/4 horizontal incl. * 235 x 91

1,045.-

1,235.-

1,435.-

1,645.-

* Format includes 3 mm bleed on each edge. Bleed surcharges 10% on net price.



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Industrial digital printing lines
Lacquering and liquid coating machines
 Laminating presses
 Presses, multipapering
 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 partner. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

1. Standard Display Ads: Banner



Banner type	Size (WxH)	www.woodworking-international.com
① Button	120 x 90 Pixel	€ 105.–
② Button XL	240 x 90 Pixel	€ 160.–
③ Vertical Banner	120 x 240 Pixel	€ 150.–
④ Vertical Banner XL	240 x 240 Pixel	€ 230.–
⑤ Skyscraper	120 x 600 Pixel	€ 295.–
⑥ Skyscraper XL	240 x 600 Pixel	€ 450.–
⑦ Fullsize-Banner	468 x 60 Pixel	€ 165.–
⑧ Leaderboard	728 x 90 Pixel	€ 265.–

All banner prices are for a complete four week period. (Acceptable formats: JPEG, PNG, GIF, HTML)

2. Mobile Magazine App: Digital edition

Adverts placed in the print magazines are also published in the digital edition. Each can include interactive elements such as direct links (e.g. links from the adverts to a specific landing page, videos, photos, photo galleries and more).

In the corresponding App “Dr. Harnisch Publications”, which can be downloaded free of charge in the popular App-Stores, the digital edition can be read online and offline on all mobile devices (iOS or Android) and browsed through at any time, in any place.

Link to advert per issue in the digital edition

€ 350.–

[Link to an article in the digital edition](#)

A specific link to an editorial article, which is of course also available in the digital version, can be posted for a minimum of five months.

Link to advert per issue in the digital edition

€ 350.–

[Digital edition branding](#)

It is possible to sponsor an entire digital edition. Each single page and double page spread will include a prominent advertising space which will bring the sponsor into the additional focus of the users and digital edition readers.

2/1 page only in the digital edition (incl. link)

€ 2,000.–

Digital edition branding for the complete issue

€ 990.–

3. Sponsored content, combined with social media (Facebook)

On www.woodworking-international.com it is now possible to publish a story under “News“ for one week, which will also be featured on the publisher’s Facebook page.

Sponsored posts in combination with social media (Facebook)

€ 350.–

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 2018. 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 fulfilment 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://www.harnisch.com/en/service/privacy/> .

Our magazines and journals

INTERNATIONAL **food** Marketing & Technology

food Marketing & Technology

www.food-mt.com

International magazine for the entire food industry worldwide.

17,700 copies

food TECHNOLOGIE

Food Technologie

www.food-technologie.de

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

12,000 copies

fng

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 Technology+Marketing

drinkworld T+M

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

Getränke! TECHNOLOGIE & 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

dihw

www.dihw-magazin.de

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

9,000 copies

hp tooling

journal of hp tooling

New international magazine for high precision machining processes.

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WZN **woodworking** INTERNATIONAL

WiN Woodworking International

International magazine for the woodworking industry worldwide.

9,100 copies

element + **BAU**

element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies