journal of

hp tooling

Dr. Harnisch Publications

media information 2020

high precision tooling

Machine Tools, PCD, PVD, CVD, CBN, Hard Metal

aims and scope

The **journal of hp tooling** is the brand-new global publication on all aspects of high precision tools, accessories and their applications.

contents

Reports regarding the specific use and application of machine tools and accessories made of hard metal, PCD, PVD, CVD, CBN, for machining metal, alloys, composites, stone, wood and glass - in mechanical engineering, automotive, aerospace and energy industries, medical technology, plastics and the furniture industry.

target groups

Decision-makers and specialists in the processing industry using high precision tooling for tool making including coating and finishing and the specific use of machine tools.

presentation and structure

cover
cover and cover story on current topics

reports
interview, application highlights, feature articles, science and research, case studies and solutions

- **materials & tools**
- **processes**
- **machining center**
- **components**

news & facts
short communications, product information, marketing, fairs, events and reviews, companies and people

publishing company

Dr. Harnisch Publications
journal of hp tooling
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e-mail:	hpt@harnisch.com
internet:	www.harnisch.com www.hptooling-mag.com
print run:	13,000 copies
controlled circulation:	12,410 copies
place of publication:	Nuremberg, Germany
volume/year:	2/2020
number of issues:	four issues per year
journal format:	DIN A4 (210 x 297 mm)
type area:	180 x 257 mm
printing process:	offset, CTP (computer to plate)
printing materials:	digital printing materials for CTP

your partners

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distribution

		database[1]	controlled circulation[2] basic distribution	additional distribution at exhibitions[3]
1	production of machines for toolmaking	1,534	700	
2	toolmakers, tools service	5,187	900	
3	metalworking and processing incl. compounds alu-titan	1,864	850	**hp tooling 1**
4	steel and light metal construction, alu processing	8,412	750	
5	manufacture of electric motors, generators, combustion engines, turbines (without engines for air and road vehicles)	445	240	
6	manufacture of vehicles and engines	321	310	
7	manufacture of stocks, gears, gear wheels and drives	851	400	CCMT 500
7a	manufacture of parts for vehicles, fittings, panels, suppliers	978	520	
8	manufacture of technical plastic parts, composites, airplane construction	753	410	**hp tooling 2**
9	ship and boat construction	514	210	
10	medicine technology (orthopaedic products, surgical steel, titanium, artificial limbs)	1,843	850	
11	electricity generation, wind parks, wind energy plants	15	15	
1	woodworking machines	550	450	IMTS 500
2	manufacture of woodworking tools	1,358	600	AMB 1,000
3	processing of wood and plastic boards, composite materials	1,100	900	**hp tooling 3**
4	processing of wooden sections, furniture parts	536	480	
1	stone processing	200	100	GrindTec 1,000
2	glass processing	120	90	JIMTOF 500
3	stone processor, manufacture of ceramic parts, composites	646	430	**hp tooling 4**
4	manufacture of sanitary technology, other glass, deep frozen products	686	500	
	other		1,205	
	grand total	27,913	10,910	

[1] individual addresses in the database
[2] controlled circulation on a rolling basis
[3] an additive circulation is available in these branches at these exhibitions

geographic distribution

40 %	***Europe***	***4,980 copies***
	Germany	1,450
	Italy	620
	UK	510
	France	460
	Switzerland	340
	Scandinavia	320
	Russia	240
	Austria	230
	Czech Republic	200
	Poland	160
	Spain	150
	other	300
24 %	***Asia***	***2,960***
	Japan	650
	S-Korea	500
	Taiwan	460
	China	400
	India	250
	other	700
20 %	***Americas***	***2,470***
	U.S.A.	1,600
	Canada	360
	Latin America	510
2 %	***Ozeania, Africa***	***250***
2 %	***Middle East***	***250***
12 %	***distribution at fairs***	***1,500***
	total circulation distribution	12,410
	specimen and archive copies	590
	total print run	**13,000**

application areas

47 % toolmakers, metal processing industry

17 % processing of composite materials, deep frozen production and others

14 % wood processing

11 % other

5 % stone processing

5 % plastic processing

1 % glass processing

target groups

10 % owners, managing directors

3 % purchase managers

35 % technical management research & development

20 % production management

25 % marketing & sales, product management

7 % universities, colleges, technical education

fields of interest

machines/machining centers

- cutting tool machines
- ablating tool machines
- other machines

precision tools

- processing tools
- grinding tools and abrasive materials
- clamping tools

measurement technology

- measuring equipment
- testing machines

components, assemblies, accessories

- lubrication and cooling
- accessories
- safety and environmental technology
- disposal
- controls and drives
- mechanical components
- hydraulical and pneumatical components
- electric and electronic equipment for tooling machines

editorial calendar

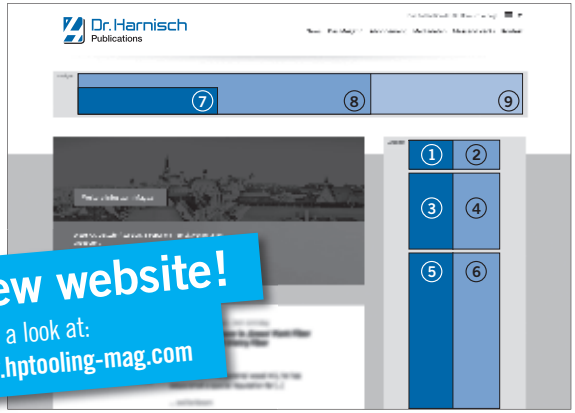
issue 2020 - 1	issue 2020 - 2	issue 2020 - 3	issue 2020 - 4
publication March 5, 2020	**publication** June 2, 2020	**publication** September 1, 2020	**publication** November 5, 2020
closing dates	closing dates	closing dates	closing dates
- print materials February 13, 2020	- print materials May 8, 2020	- print materials August 10, 2020	- print materials October 15, 2020
- editorials/ads February 6, 2020	- editorials/ads April 30, 2020	- editorials/ads August 3, 2020	- editorials/ads October 8, 2020
metal processing	stone- and concrete processing	metal processing	large part processing
clamping technology	lubrications cooling	woodworking	measurement technology
Industry 4.0	automation	glass processing	tool machines
medical technology	tool manufacture	coating	grinding technology
gear/tool management	composite material	surface treatment	micro tools
systems solutions	special tools	turning/drilling/milling	surface treatment
laser processing/	boards and composites	Industry 4.0	software
erosion technology	cutting/sawing	carbide tools	lubrications cooling
SteelFab Sharjah, United Arab Emirates January 13 - 16, 2020	**CCMT** Shanghai, China April 7 - 11, 2020	**Stone+tec** Nuremberg, Germany June 17 - 20, 2020	**TMTS** Taichung, Taiwan November 10 - 14, 2020
METAV Dusseldorf, Germany *postponed*	**FEIMEC** São Paulo, Brazil May 5 - 9, 2020	**Hannover fair** Hanov., Germany July 13 - 17, 2020	**GrindTec** Augsburg, Germany November 10 - 13, 2020
	intertool Vienna, Austria *postponed to autumn*	**IMTS** Chicago, USA September 14 - 19, 2020	**METALEX** Bangkok, Thailand November 18 - 21, 2020
	Metalloobrabotka Moscow, Russia May 25 - 29, 2020	**AMB** Stuttgart, Germany September 15 - 19, 2020	**bauma CHINA** Shanghai, China November 24 - 27, 2020
		IMT Brno, Czech Republic October 5 - 9, 2020	**JIMTOF** Tokio, Japan December 7 - 12, 2020
		SIMTOS Goyang, South Korea October 5 - 7, 2020	

trade fair dates as by March 10, 2020

Online advertising – our digital portfolio at a glance

With continually growing outreach, hp tooling's digital platform is proving itself a strong advertising tool. About 40 % of the users are from German-speaking countries. The multi-channel proposal from Dr. Harnisch Publications is made up of the following:

standard display ads: banners at www.hptooling-mag.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 www.hptooling-mag.com

App Store Google Play

The booked advertisement appears as e-paper (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 **"Dr. Harnisch Publications"** app and on our **new website** our e-paper can be read and searched free of charge anytime and anywhere on PC/MAC and on all mobile devices. (app available in the app stores)

additional link to advert per issue in the digital edition € **350**

A link to a special editorial contribution - which of course will also appear in the e-paper in addition to the print edition - can be booked for at least five 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 (facebook)

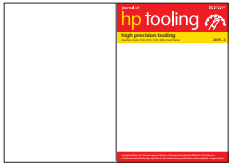
On **www.hptooling-mag.com** it is now possible to publish a story/message under "NEWS" for one week, which will also be featured on the publisher's facebook page.

sponsored posts € **350**

sponsored posts in combination with social media (facebook) € **500**

advertisement sizes/prices 2020

Journal format DIN A4 (210 x 297 mm; bleed size 216 x 303 mm), type area 180 x 257 mm.
Please keep all important text and graphic elements within a safety area of min. 5 mm from trim **for bleed ads!**



cover-package
coverpage: 216 x 207.5 mm
(width x height, including 3 mm bleed)
incl. 2/1 pages cover story

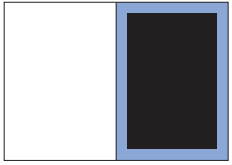
basic rate:* € 6,990
with e-paper link: € 7,340

special positions
inside front cover (IFC)
outside back cover (OBC)

basic rate:* € 6,600
with e-paper link: € 6,950

inside back cover (IBC)
page 3 *(next to contents)*

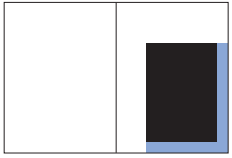
basic rate:* € 6,050
with e-paper link: € 6,400



1/1 page (w x h)

■ type area: 180 x 257 mm
■ bleed: 216 x 303 mm *(including 3 mm bleed)*

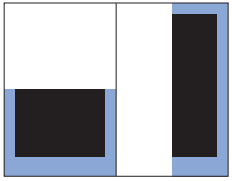
basic rate:* € 5,490
with e-paper link: € 5,840



juniorpage (w x h)

■ type area: 118.5 x 190.5 mm
■ bleed: 139.5 x 216 mm *(including 3 mm bleed)*

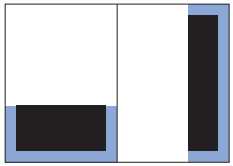
basic rate:* € 3,530
with e-paper link: € 3,880



1/2 page (w x h)

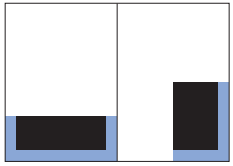
vertical ■ type area: 88 x 257 mm
■ bleed: 109 x 303 mm *(including 3 mm bleed)*
horizontal ■ type area: 180 x 126.5 mm
■ bleed: 216 x 152.5 mm *(including 3 mm bleed)*

basic rate:* € 3,300
with e-paper link: € 3,650



1/3 page (w x h)

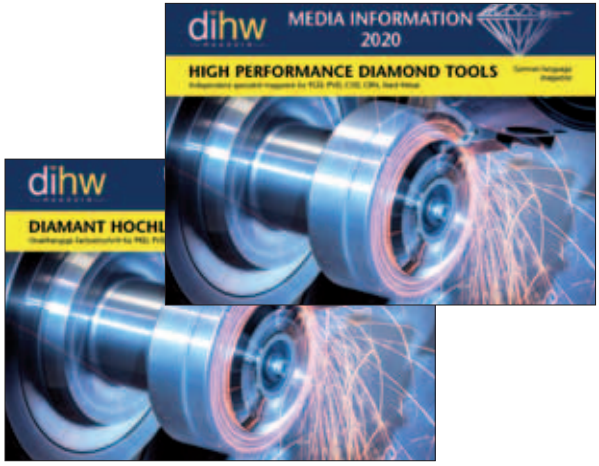
vertical	■ type area:	57 x 257	mm	**basic rate:*** € 2,555
	■ bleed:	78 x 303	mm *(including 3 mm bleed)*	**with e-paper link:** € 2,905
horizontal	■ type area:	180 x 82.5	mm	
	■ bleed:	216 x 108.5	mm *(including 3 mm bleed)*	



1/4 page (w x h)

vertical	■ type area:	88 x 126.5	mm	**basic rate:*** € 1,815
	■ bleed:	106 x 149.5	mm *(including 3 mm bleed)*	**with e-paper link:** € 2,165
horizontal	■ type area:	180 x 60.5	mm	
	■ bleed:	216 x 84	mm *(including 3 mm bleed)*	

* we use euroscale colors; special colors/sizes prices on request; see next page for discounts and surcharges



Please also consider our German-language magazine when planning your event:

dihw DIAMANT HOCHLEISTUNGSWERKZEUGE

The specialist publication **dihw** reports on manufacturing Dia, CBN and hard metal tools and their application for the processing of metals, metal alloys, composite materials, natural stone, concrete, wood and wooden products, glass and other materials.

Publication dates:

dihw 2020/1	March	5,	closing date February	6
dihw 2020/2	June	8,	closing date May	7
dihw 2020/3	September	8,	closing date August	11
dihw 2020/4	November	5,	closing date October	8

Further information can be found in the media kit of dihw!

discounts and surcharges

frequency discounts; also in combination with *dihw:*
2 ads = 5 %
4 ads = 10 %
8 ads = 15 %

agency commission: 15 % on net price

color surcharges:
euroscale colors are used (CMYK).
for special colors surcharge of € 350

surcharge for bleed ads:
10 % on net price

bound inserts:
only DIN A4 with bleed edges 216 x 303 mm,
paper weight up to 160 g/m²
2 pages = € 3,250
4 pages = € 4,290

loose inserts up to journal size (DIN A4):
up to 20 g, € 250 per thousand
up to 40 g, € 330 per thousand

delivery address for inserts:
please contact us by e-mail
hpt@harnisch.com

subscription information

annual subscription in 2019 (four issues):
Germany: € 84 plus € 8 postage
abroad: € 84 plus € 16 postage

The prices are subject to VAT.

The subscription will be renewed automatically unless cancelled three months prior to expiration date.

terms of payment

2 % cash discount within 14 days after invoice date,
30 days net.
All prices are due to VAT.

technical information

offset printing:
printing materials in digital form for CTP (computer to plate)
- print ready PDF files
- EPS files embedded fonts, pictures and logos
- all pictures and graphs in 300 dpi

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 waivered 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. Please refer to our privacy statement on our site: **https://www.harnisch.com/en/datenschutzerklaerung/**

Our magazines and journals

Dr. Harnisch Publications

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 GENUSS ATELIER

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

HK

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

journal of hp tooling
www.hptooling-mag.com
New international magazine for high precision machining processes.
13,000 copies

petfood pro - 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

bb Beverage Brewing

bb guide – Beverage & Brewing
www.beverage-brewing.com
Suppliers' Guide
for the beverage industry.
15,500 copies

WiN woodworking INTERNATIONAL

WiN woodworking INTERNATIONAL
www.woodworking-international.com
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