



PROCESS TECHNOLOGY & COMPONENTS **2017**

MEDIA INFORMATION

Water | Wastewater | Environmental Technology

Energy | Oil | Gas | Heavy Industry

Automotive | Shipbuilding

Chemistry | Pharmaceuticals | Biotechnology

Food and Beverage Industry



Magazine for Pumps, Compressors and Process Components



1

Aims and Scope

“PuK – Process Technology & Components“ is a technical trade magazine with a history of 57 years.

To explain the vast range of applications of pumps, compressors and components, five special topics have been determined according to economic and research needs:

- **Water/Wastewater/Environmental Technology**
- **Energy/Oil/Gas/Heavy Industry**
- **Automotive/Shipbuilding**
- **Chemistry/Pharmaceutics/Biotechnology**
- **Food and Beverage Industry**

The scientific aspect of the articles is of great importance for us. This is successfully ensured by the editorial board composed of recognized experts from science and industry and presided by professor Dr.-Ing. Eberhard Schlücker. To top off the content, company news and innovations as well as a Technical Data Purchasing Guide and

brand name register have been included. The annual edition “PuK – Process Technology & Components“ serves as an intersectoral guide, which is published in two languages in the run-up of the Hanover Fair – complemented by special editions (in Russian language) which also cover the main topics.

In 2017, the focus of the publication will be on Hannover Messe/ComVac, IVS Industrial Valve Summit, drinktec, Powtech, Pumps & Valves Rotterdam, DIAM as well as sps ipc drives.

Furthermore “PuK“ will be distributed on selected trade fairs in Latin America, Asia and Russia and individually dispatched to qualified readers.

Publisher

Dr. Harnisch Verlags GmbH in cooperation with the editorial advisory of Prof. Dr.-Ing. Eberhard Schlücker.

2

Your Partners, Publishing company

Planning and editorial work

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Advertising material/Suppliers' Guide

Silke Watkins/Ursula Hahn

Price

€ 12.– (standard)
 € 20.– (airmail)

Publishing company

Dr. Harnisch Verlagsgesellschaft mbH
 Blumenstr. 15
 90402 Nuremberg, Germany
 Phone +49 (0) 911 2018-0
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 E-mail puk@harnisch.com
 www.harnisch.com

Volume

57th volume

Number of issues

1 per year

Rates (see page 5)

Content

Economic data from following departments:

Pumps, vacuum technology, compressors, compressed air and components

New developments from all departments

Topics and Publication schedule

Subject areas

Oscillating displacement pumps, rotating displacement pumps, rotary pumps, reciprocating piston compressors, rotary piston compressors, turbo compressors, vacuum technology, compressed air technology and components.

In our feature articles, sales representatives of manufacturers and operators as well as research scientists all give account to recent innovations and comment on the status of technology and future perspectives.

The selection of the authors is made in close cooperation with the editorial advisory under the direction of Prof. Dr.-Ing. Eberhard Schlücker and the editors of the publisher. This ensures that trends of development will be described from varying points of view.

Companies – Innovations – Products

Producers from these subject areas can introduce their product range by word and image and can further point out their capabilities.

Editorial deadline

- Please provide all manufacturing company's product reviews (text documents and images): **Middle of January 2017**
- For Register of Trademarks and Trade Fair Exhibitors/Suppliers' Guide (dot index): **At the beginning of January 2017**

Advertising deadline

24 February 2017

Publishing date


12 April 2017

Register of Trademarks, Trade Fair Exhibitors and Internet Link

Each entry in the Register of Trademarks and Trade Fair Exhibitors contains the company logo, address, product range and trade fair reference.

Each entry in the Register of Trademarks and Trade Fair Exhibitors **including Internet Link** costs 295.– €.

Trade Fair Exhibitor and Trademark Register
(Sample scaled-down)

	<p>Dr. Harnisch Verlags GmbH Blumenstr. 15 D-90402 Nuremberg Phone: +49 (0)911 20 18-0 Fax: +49 (0)911 20 18-100 E-mail: service@harnisch.com www.harnisch.com</p>	<p>Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here.</p>	<p>Trade fair 1 Date Hall, Stand Trade fair 2 Date Hall, Stand Trade fair 3 Date Hall, Stand Trade fair 4 Date Hall, Stand</p>
<p>Company logo 4c Width max. 35 mm Height max. 20 mm</p>	<p>Address 7 rows at a max, 35 characters each</p>	<p>Product range 8 rows at a max, 50 characters each</p>	<p>Trade fair reference 8 rows at a max, 35 characters each</p>

Ad rates and sizes

Format

- type area size
- trimmed size (including 3 mm bleed)

Width x Height

Rates

Basic rate 4c

Size
(width x height)
DIN A4 high size: 210 x 297 mm
with bleed: 216 x 303 mm

Type area
189 x 250 mm (width x height)

Special colour
Upon request.

Preferred positioning
2nd inside cover:
10% to basic rate.

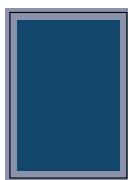
Suppliers' Guide
Basic entries (Company name plus full address) are free of charge.
Every dot entry: € 78.– (up to the size of the ordered advertisement, free of charge).



Cover page
4. cover page

216 x 182 mm
216 x 182 mm
(incl. 3 mm bleed
on each side)

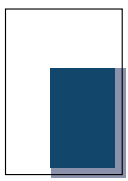
8,250.– €
7,890.– €



1/1 page
1/1 page with bleed*

189 x 250 mm
216 x 303 mm

6,595.– €
7,590.– €

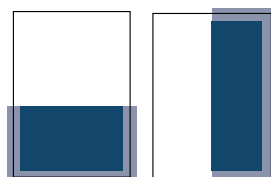


Junior Page
Junior Page with bleed*

135 x 200 mm
150 x 219 mm

4,220.– €
4,855.– €

Bound inserts
DIN A4, with bleed: 216 x 303 mm
Cost per thousand:
€ 210.– (2 pages)
€ 250.– (4 pages)
Paper weight: 70–160 g/qm



1/2 page wide
1/2 page wide with bleed*
1/2 page high
1/2 page high with bleed*

189 x 128 mm
216 x 143 mm
92 x 250 mm
107 x 303 mm

4,020.– €
4,620.– €
4,020.– €
4,620.– €

Translations
Translations of advertising copy are free of charge. Prices for translation of articles on request.



1/3 page wide
1/3 page wide with bleed*
1/3 page high
1/3 page high with bleed*

189 x 82 mm
216 x 85 mm
60 x 250 mm
75 x 303 mm

3,230.– €
3,715.– €
3,230.– €
3,715.– €

Printing materials
High-res pdfs (incl. 3 mm bleed)

Data format for text documents
doc (Word documents)

Data format for pictures and graphs
tif/jpg (high resolution; at least 300 dpi)
eps (incl. embedded fonts, pictures and logos)

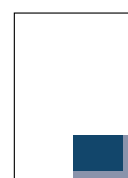
Data transfer
By E-mail: watkins@harnisch.com
By ftp-Server: on request



1/4 page, 2-columned
1/4 page, 2-columned with bleed*
1/4 page wide
1/4 page wide with bleed*
1/4 page high
1/4 page high with bleed*

92 x 123 mm
107 x 145 mm
189 x 62 mm
216 x 66 mm
44 x 250 mm
59 x 303 mm

2,610.– €
2,995.– €
2,610.– €
2,995.– €
2,610.– €
2,995.– €



1/8 page, 2-columned
1/8 page, 2-columned with bleed*

92 x 62 mm
107 x 81 mm

1,640.– €
1,890.– €

*Please make sure to include 3 mm of bleed in your advertising material.

6

Analysis of Circulation and Distribution

Inquiry period: 2nd quarter of 2016

Market penetration for each industry

Agriculture/Silo technology	472 copies	Oil and gas industry	1,962 copies
Chemistry/Pharmaceutics/ Biotechnology	2,097 copies	Paper and cellulose industry, textile industry	634 copies
Construction industry	921 copies	Power plant and reactor technology	195 copies
Electrical industry	998 copies	Precision mechanics and optical industry	1,128 copies
Energy industry	1,195 copies	Printing industry	336 copies
Environmental engineering	537 copies	Public service	1,235 copies
Food and beverage industry	1,298 copies	Refrigeration and air conditioning technology/Building technology	253 copies
Institutes of Technology/Universities, Research & Development/ Engineering offices	1,329 copies	Ship technology/Shipyard	931 copies
Iron and steel industry	483 copies	Vehicle construction	967 copies
Medical and laboratories technology	424 copies	Water supply/Wastewater disposal	1,536 copies
Metallurgic industrie/Machinery and plant engineering	2,143 copies	Woodworking and wood processing industry	575 copies
Mining, pit and quarry	894 copies	No indication	1,432 copies
		Actual circulation	23,975 copies

7

Analysis of Circulation and Distribution

Survey period: 2nd quarter of 2016

Circulation

Total circulation	24,500 copies
German	8,500 copies
English	16,000 copies
Actual circulation	23,975 copies
Subscriptions/requests	3,221 copies
Retail sale	958 copies
Free samples	19,796 copies

Remainder, repository, samples 525 copies

Geographical distribution

Europe	11,754 copies
USA, Canada	2,554 copies
Asia (South, South East, Fernost)	4,873 copies
Middle East	1,643 copies
Latin America	1,546 copies
Africa	1,058 copies
Australia, Oceania	547 copies
	23,975 copies

Distribution per function

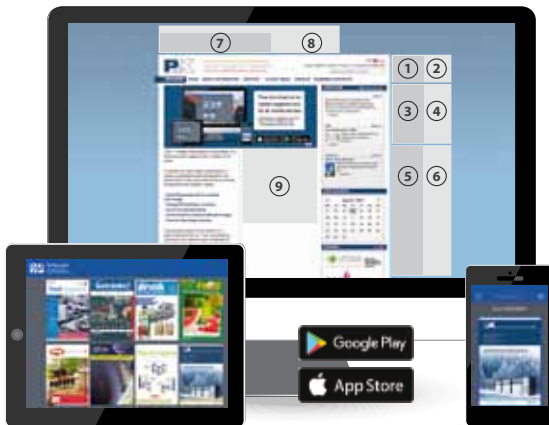
(source: publisher's analysis, July 2014)

executive directors, managers	11.2 %
R&D, product development, process engineers	60.8 %
product managers et al.	21.7 %
others (sales, fairs etc.)	6.3 %

Online advertising – Our digital portfolio at a glance

With around 11,700* individual sessions per month and a continually growing outreach, PuK's 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: Banners



Banner type	Size (WxH)	www.puk-mag.com
① Button	120 x 90 Pixel	€ 105.– (\$ 120.–)
② Button XL	240 x 90 Pixel	€ 160.– (\$ 185.–)
③ Vertical Banner	120 x 240 Pixel	€ 150.– (\$ 175.–)
④ Vertical Banner XL	240 x 240 Pixel	€ 230.– (\$ 265.–)
⑤ Skyscraper	120 x 600 Pixel	€ 295.– (\$ 340.–)
⑥ Skyscraper XL	240 x 600 Pixel	€ 450.– (\$ 520.–)
⑦ Fullsize-Banner	468 x 60 Pixel	€ 165.– (\$ 190.–)
⑧ Leaderboard	728 x 90 Pixel	€ 265.– (\$ 305.–)
⑨ Square Content	240 x 240 Pixel	€ 250.– (\$ 290.–)

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.– (\$ 400.–)

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 per feature article in the digital edition € 350.– (\$ 400.–)

Digital edition Sponsorship

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) € 700.– (\$ 805.–)

Digital edition sponsorship for the complete issue € 700.– (\$ 805.–)

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

On www.puk-mag.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.– (\$ 400.–)

*Google analytics www.harnisch.com (Between 01.01.2016 and 08.06.2016): 209K page views, 113K sessions and 48,646 individual users

€1 ≈ \$1.15



Topics and Publication schedule

Subject areas

Pumps, vacuum technology, compressors, compressed air technology and components.

The topical range of articles is adapted to the special requirements of the Russian market.

The focus of this issue will be on leading trade fairs in Russia, Kazakhstan, Azerbaijan and Uzbekistan for the pump, compressor and industrial component industry.

Moreover, the Russian issue will also be individually dispatched to qualified readers.

Editorial deadline

- Please provide all text documents and images: **14 August 2017**
- For advertising material: **8 September 2017**

Advertising deadline

31 August 2017

Publication date

6 October 2017

Ad rates and sizes

Format

- type area size
- trimmed size (incl. 3 mm bleed)

Width x Height

Rates

Basic rate 4c

Size

(width x height)
DIN A4 high size: 210 x 297 mm
with bleed: 216 x 303 mm

Type area

189 x 250 mm (width x height)

Preferred positioning

2nd inside cover:
10 % price premium

Bound inserts

DIN A4, with bleed: 216 x 303 mm
Cost per thousand:
€ 210.– (2 pages)
€ 250.– (4 pages)
Paper weight: 70–160 g/qm

Translations

Translations of advertising copy are free of charge. Prices for translation of articles on request.

Mailing address for pull-out supplements

Publisher's address (see page 2)



Cover page
4. cover page

216 x 182 mm
216 x 182 mm
(incl. 3 mm bleed
on each side)

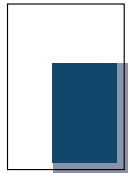
4,790.– €
4,550.– €



1/1 page
1/1 page with bleed*

189 x 250 mm
216 x 303 mm

3,880.– €



Junior Page
Junior Page with bleed*

135 x 200 mm
150 x 219 mm

2,480.– €

Suppliers' Guide

Basic entries (Company name plus full address) are free of charge.
Every dot entry: € 40.– (up to the size of the ordered advertisement, free of charge).

Register of Trademarks, Trade Fair Exhibitors and Internet Link

Each entry in the Register of Trademarks and Trade Fair Exhibitors including Internet Link costs 295.– €.

Printing materials

High-res pdfs (incl. 3 mm bleed)

Data format for text documents

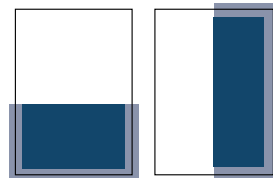
doc (Word documents)

Data format for pictures and graphs

tif/jpg (high resolution; at least 300 dpi)
eps (incl. embedded fonts, pictures and logos)

Data transfer

By E-mail: watkins@harnisch.com
By ftp-Server: on request



1/2 page wide
1/2 page wide with bleed*
1/2 page high
1/2 page high with bleed*

189 x 128 mm
216 x 143 mm
92 x 250 mm
107 x 303 mm

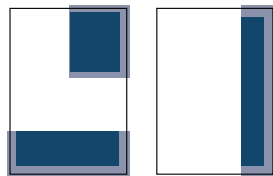
2,360.– €
2,360.– €



1/3 page wide
1/3 page wide with bleed*
1/3 page high
1/3 page high with bleed*

189 x 82 mm
216 x 85 mm
60 x 250 mm
75 x 303 mm

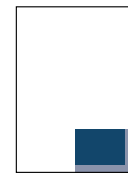
1,895.– €
1,895.– €



1/4 page, 2-columned
1/4 page, 2-columned with bleed*
1/4 page wide
1/4 page wide with bleed*
1/4 page high
1/4 page high with bleed*

92 x 123 mm
107 x 145 mm
189 x 62 mm
216 x 66 mm
44 x 250 mm
59 x 303 mm

1,535.– €
1,535.– €
1,535.– €



1/8 page, 2-columned
1/8 page, 2-columned with bleed*

92 x 62 mm
107 x 81 mm

965.– €

*Bleed surcharge: 15 % of the basic price. Please make sure to include 3 mm of bleed in your advertising material.

Analysis of Circulation and Distribution

Survey period: October 2015 – July 2016

Market penetration for each industry

Water/Wastewater/Environmental Technology	8.3 %
Energy/Oil/Gas/Heavy Industry	48.2 %
Automotive/Shipbuilding	7.4%
Chemistry/Pharmaceutics/Biotechnology	18.6 %
Food and Beverage Industry	17.5 %

Geographic circulation breakdown

Russia	9.628 copies
Belarus	507 copies
Kazakhstan	507 copies
Ukraine	214 copies
Azerbaijan	286 copies
Uzbekistan	61 copies
Armenia	39 copies
Other	36 copies
	11,278 copies

Circulation breakdown

Total print run 12,000 copies

Actual circulation	11,278 copies
Specimen copies, file copies	722 copies

Circulation breakdown by function

(Source: analysis publishing house, July 2016)

Executive directors, managers	20 %
Process engineers, technologists, including R&D	37 %
Product managers	28 %
Institutes, universities, organisations	7 %
Others (Sales, etc.)	8 %

General Terms of Business Dr. Harnisch Verlags GmbH

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 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 %. 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.

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

drink
Technologie + Marketing

drink Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

11,800 copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

8,400 copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

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

12,000 copies

Getränke!
Technologie & Marketing

Getränke! Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

9,000 copies

HYGIENE
Report

Hygiene Report

www.hygiene-report-magazin.de

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

17,800 copies

bb | **guide**

bb guide – Beverage and Brewing International Suppliers' Guide

International Suppliers' Guide for the beverage industry.

15,500 copies

fng

fng magazin

FOOD · NONFOOD · GETRÄNKE · TOBACCO

www.fng-magazin.de

The independent publication for supermarket managers in Germany.

23,000 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

24,500 copies

dihw

dihw

www.dihw-magazin.de

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

9,000 copies

WIN

Woodworking International

International magazine for the woodworking industry worldwide.

12,000 copies

dedica

dedica

www.dedica.de

German language magazine for business gifts, incentives & promotions.

21,000 copies

PK

PuK – Process Technology & Components

www.puk-mag.com

In Russian language.

12,000 copies

element+ **BAU**

element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

6,800 copies

For all devices.

The App for our digital editions:

www.harnisch.com/app-e-paper or:



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NOW
FOR FREE

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International Publications

Dr. Harnisch Verlags GmbH

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