HTM – your brand for a targeted communication

The HTM Journal of Heat Treatment and Materials is the magazine in the field of heat treatment and materials technology. Why not utilise the body of AWT as a powerful medium to communicate your advertising strategy?

The HTM technical magazine offers:

• exclusive and technical papers to all aspects of heat treatment
• exchange of information amongst experts (HTM is the link between science and practice)
• high degree of reader loyalty
• readers with a high interest in heat treatment developments and trends
• above average interest also for your targeted advertising and your current offers of products and services
**BRIEF PROFILE**

**HTM** is the standard periodical for materials, heat treatment and manufacture. As from 2018, all scientific articles will be printed dual-language. By publishing reports on practical experiences and progressive research, the **HTM** contributes to both industrial manufacture and the solution of scientific problems.

**TARGET GROUP**

Management in contract heat treatment shops and industrial companies with integrated heat treatment facilities, research institutes and development engineers in the fields of heat treatment, materials technology and manufacturing.

**CIRCULATION ANALYSIS**

Annual average copies per issue (01 July 2018 to 30 June 2019)

- Print run: 1,475
- Number of distributed copies: 1,406
- Sold copies: 604
  - of these, abroad: 604
- Subscribed copies: 515
  - of these, member copies: 111
- Retail sales: 89
- Other sales: 89
- Free copies: 802
- Other, archive, file copies: 69

**SECTORS / INDUSTRIES**

**HTM** is the leading information provider in the field of heat treatment, providing comprehensive overviews over fundamentals and technology in the field by means of trend-setting original publications of local and foreign authors. **HTM** will, among other, publish talks presented at the *Härterei* [Hardening] Colloquium, Cologne, as well as selected contributions on heat treatment at international events. The Institut für Werkstofftechnik, Bremen, will also publish the results of their research in the field of heat treatment in the **HTM** publication.

**RECIPIENT GROUPS**

Designation as per the classification of industrial sectors by the German Federal Statistical Office.

- **Manufacturers of plant and materials**: 332
- **Heat treatment furnaces and plant; measurement, control and test instrumentation for the hardening business; heat treatment agents; steel and metal works; rolling and extrusion; forging and pressing works; casting.**
- **Processing industry**: 778
- **General mechanical engineering; vehicle construction; tool manufacture; machine tool manufacturers; electrical engineering; hardening businesses; engine and gearbox production; construction parts.**
- **Trade**: 11
- **Powder metallurgy; steel trade; tools; industrial furnaces**
- **Other**: 23
- **Institutes, authorities, associations; research and education; laboratories**
  - Nationally: 1,144
  - abroad (not surveyed): 262
  - Number of distributed copies: 1,406

**SIZE OF COMPANY**

- Up to 49 employees: 108
- from 50 to 99 employees: 57
- from 100 to 199 employees: 127
- from 200 to 499 employees: 526
- more than 500 employees: 275
- not specified: 46

**CHARACTERISTIC ACTIVITIES**

**Field of responsibilities**

- Management, owner, Board: 423
- Research/Development/Construction: 114
- Production: 562
The HTM readers are specialists in the fields of heat treatment, hardening and materials. HTM will offer this target group trend-setting results of research and practical contributions on heat treatment plant and agents, heat treatment technology, structure and properties, materials and inspection in each issue. Every magazine will also contain current brief »HTM Praxis« reports.

<table>
<thead>
<tr>
<th>Issue / Date of publication</th>
<th>Subject focus</th>
<th>Trade fairs / Events in 2020</th>
<th>Advertisement closing date</th>
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</thead>
</table>
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Advertising formats and basic rates (in €)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height (in mm)</th>
<th>Price</th>
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<tr>
<td>Front cover</td>
<td>213 x 135 (inc trimming right margin)</td>
<td>€ 4,100.--</td>
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<tr>
<td>2/4 Cover page</td>
<td>210 x 297</td>
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<tr>
<td>1/2 page</td>
<td>85 x 250 / 175 x 122</td>
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<td>1/3 page</td>
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<tr>
<td>1/8 page</td>
<td>85 x 58 / 175 x 28 / 40 x 122</td>
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Bound inserts: 2 pages € 2,400.-- • 4 pages € 4,000.---