



## **Media information 2024**

Print/Online & Crossmedia

VALID FROM 01.01.2024

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**Team**



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**Titel:**  
**HEAT PROCESSING**

**Brief characteristics:**

heat processing is the leading European technical Journal in english for the entire field of industrial furnaces and thermprocessing engineering, refractories, heat treatment plants, systems and processes, as well as being the international forum for interchange of knowledge and experience between heat treatment industry suppliers and users. heat processing addresses decision makers in the heat treatment industry and related industries, who are using heat treatment in their production. The target group includes top management and technical management of leading companies in the heat treatment industry as well as owners of small and medium-sized enterprises.

**Target group:**

Processing Industry (foundries, hardening shops, industrial furnace operators, refractories, forging)  
Plant manufacturers, Refractory engineering, burner and combustion, Measuring/Control engineering

**Publication frequency:**  
quarterly

**Journal format:**  
width 210 mm x height 297 mm, A4

**Volume:**  
22<sup>nd</sup> volume 2024



[www.heat-processing.com](http://www.heat-processing.com)

### New Partnership:

Two heat treat publishing powerhouse teams join for your benefit. While still maintaining their independence, both publications, heat processing from Europe and Heat Treat Today from North America have agreed to cooperate and deliver to you the best heat treating content and market coverage of any heat treat publication in the industry.

### What's this cooperation about?

- Online Content Sharing
- American & European Insights
- Transatlantic discussion

**Heat Treat  
Today**

### Official Publication:

- CECOF – European Committee of Industrial Furnace, Heating and Metallurgical Equipment Associations
- CEMAFON – European Foundry Equipment Suppliers Association

### Editorial Board:

René Branders, President CECOF, Dr. Timo Würz, General Secretary CECOF, CEMAFON

### Advisory Board:

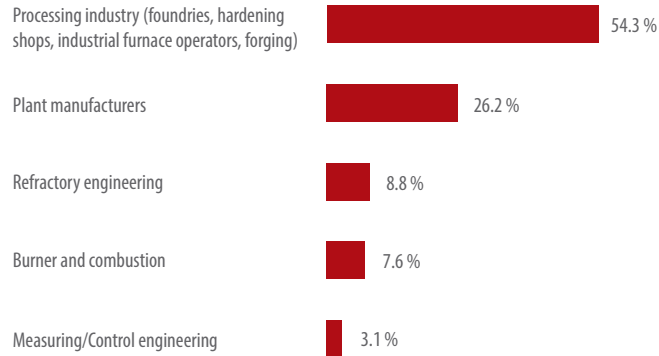
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### Corresponding Board:

Ph.D. Petruța Drugă, Uttis Industries srl., Anne Goyer, IHEA, Malte Seifert, Messe Düsseldorf GmbH, Francis Liebens, Solo Swiss Group

## Structural analysis receiver

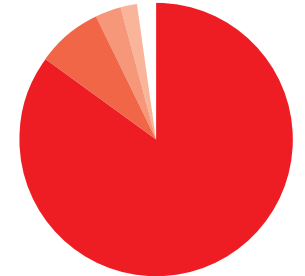
### Target group



### Circulation and dissemination analysis

Print run:	2,254
Actually distributed circulation:	2,211
	45 Copies subscribed
	3 Other sales
Commercial sales:	48
Complimentary copies:	2,163
	91 Residual, archive and voucherspecimens

### Positions



- 85 % Entrepreneurial leadership
- 8 % Operational management position
- 3 % Executive position
- 2 % No info available
- 2 % Assisting position

**Keywords:**

Additive manufacturing, Markets & economy, Sustainability, research & Development, Refractory, Plant Engineering, Metallurgy, Melting & Casting, Material Engineering, Industrial furnaces, Burner & Combustion, Induction Heating, Hydrogen, Heat Treatment, Green Steel, Energy Efficiency, Electrothermal Processing, Electromobility, Digitalisation, Thermprocess

Issue	Date	Topic	Trade Fairs and Events
1	Publication date: 29 March 2024 Advertising deadline: 05 March 2024 Print material deadline: 08 March 2024	<b>Digitalization</b> Energy Management Digital Twins Predictive Maintenance Process automation  Special: wire & Tube Technology-Special: DRI/Pelletizing	wire & Tube 2024, Düsseldorf, Germany, 15 - 19 April 2024 Hannover Messe, Hannover, Germany, 22 - 26 April 2024 International Electrical Steel Sheet Summit, Aachen, Germany, 24 - 25 April 2024 <b>ecoMetals Day, Düsseldorf, Germany, April 2024</b>
2	Publication date: 07 June 2024 Advertising deadline: 07 May 2024 Print material deadline: 14 May 2024	<b>Thermprocess technologies</b> Research & Development Non-ferrous metals Lightweight materials  Special: THERMPROCESS China	wire & Tube China / Thermprocess China, Shanghai, China, 25 - 28 September 2024 CHINA DIECASTING, Shanghai, China, 10 - 12 July 2024 ALUMINIUM, China, 03 - 05 July 2024 FABTECH Canada, Toronto, 11 - 13 June 2024
3	Publication date: 12 September 2024 Advertising deadline: 19 August 2024 Print material deadline: 22 August 2024	<b>Heat Treatment</b> Induction technology Burner technology Vacuum furnaces Sustainability concepts for heat treatment plants New material developments Material analysis and quality control  Special: HeatTreatment Congress Special: ALUMINIUM Special: Refractories Technology-Special: Hybrid Heating	International Colloquium on Refractories ICR, Aachen, Germany, 18 - 19 September 2024 ANKIROS, Istanbul, Turkey, 19 - 21 September 2024 ALUMINIUM, Düsseldorf, Germany, 08 - 10 October 2024 iMT, Taiwan, October 2024 80. HeatTreatmentCongress + 3rd Steel Innovation, 08 - 10 October 2024 GIFA Mexico, Mexico City, 16 - 18 October 2024
4	Publication date: 18 November 2024 Advertising deadline: 22 October 2024 Print material deadline: 25 October 2024	<b>Sustainability</b> Green thermprocess technologies Circular economy Hydrogen Electrotechnology  Technology-Special: Additive Manufacturing/ 3D-Printing	SPS Smart Production Solution, Nürnberg, Germany, 11 - 14 November Formnext, Frankfurt, Germany, 19 - 22 November 2024 METEC/Wire India, Mumbai, 27 - 29 November 2024

Under reserve. Status September 2023

## Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



## Data transfer

via e-mail (if necessary with download link) to: [anzeigen@vulkan-verlag.de](mailto:anzeigen@vulkan-verlag.de)  
 Create a file with information of magazine-title and issue. File-Name as follows:  
 customer\_HP\_issue\_format.pdf  
 e.g. Name of customer\_HP5\_210x297.pdf  
 (Please use abbreviations when naming magazine and issue. If possible, do not use more than 16 characters)

## Proofs

Please provide proofs (according to ISO 12647-1 with Ugra/FOGRA Media Wedge). Otherwise we cannot guarantee correct colour rendering.

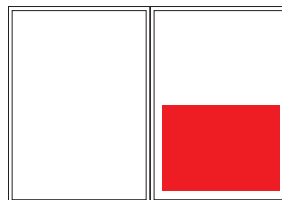
Please send the proof to:  
 Vulkan Verlag GmbH  
 Frau Melanie Zöller  
 Friedrich-Ebert-Straße 55  
 45127 Essen/Germany



## front cover

Format  
200 x 174 mm

coloured € 6,750.00

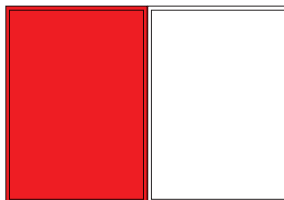


## inner front cover

right page before technical reports

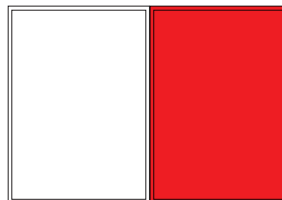
Format  
200 x 174 mm

coloured € 6,750.00



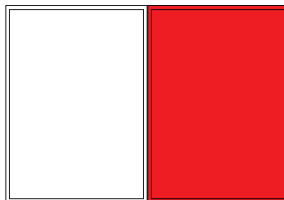
## inside front cover or outside back cover

trimming allowance  
210 x 297 mm + 3 mm bleeding  
coloured € 4,450.00



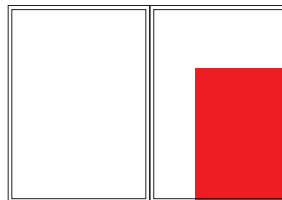
## inside back cover

trimming allowance  
210 x 297 mm + 3 mm bleeding  
coloured € 4,100.00



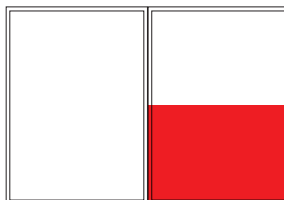
## 1/1 page

trimming allowance  
210 x 297 mm + 3 mm bleeding  
in printed page area  
180 x 250 mm  
coloured € 3,800.00



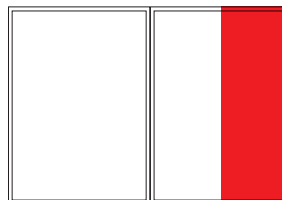
## junior page

trimming allowance  
152 x 215 mm + 3 mm bleeding  
in printed page area  
140 x 195 mm  
coloured € 2,800.00



## 1/2 page landscape

trimming allowance  
210 x 148 mm + 3 mm bleeding  
in printed page area  
180 x 125 mm  
coloured € 2,600.00



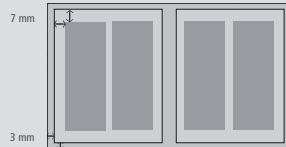
## 1/2 page portrait

trimming allowance  
102 x 297 mm + 3 mm bleeding  
in printed page area  
87 x 250 mm  
coloured € 2,600.00

## Formats and rates

### Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



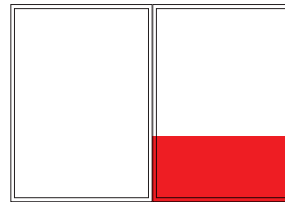
### Data transfer

via e-mail (if necessary with download link) to: [anzeigen@vulkan-verlag.de](mailto:anzeigen@vulkan-verlag.de)  
 Create a file with information of magazine-title and issue. File-Name as follows: customer\_HP\_issue\_format.pdf  
 e.g. Name of customer\_HP5\_210x297.pdf  
 (Please use abbreviations when naming magazine and issue. If possible, do not use more than 16 characters)

### Proofs

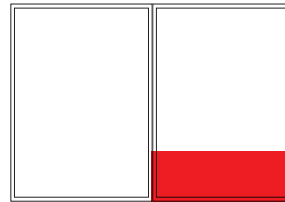
Please provide proofs (according to ISO 12647-1 with Ugra/FOGRA Media Wedge). Otherwise we cannot guarantee correct colour rendering.

Please send the proof to:  
 Vulkan Verlag GmbH  
 Frau Melanie Zöller  
 Friedrich-Ebert-Straße 55  
 45127 Essen/Germany



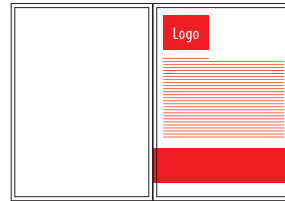
### 1/3 page landscape

trimming allowance  
 210 x 99 mm + 3 mm bleeding  
 in printed page area  
 180 x 83 mm  
 coloured € 2,350.00



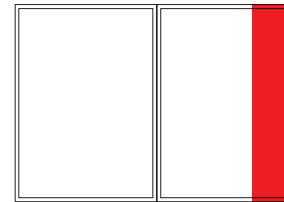
### 1/4 page landscape

trimming allowance  
 210 x 74 mm + 3 mm bleeding  
 im Satzspiegel  
 180 x 62 mm  
 coloured € 1,950.00



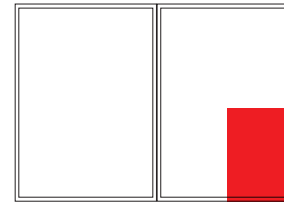
### company portrait

Your logo  
 complete address and telecommunication data.  
 Approx. 1600 to 1800 characters  
 Max. 4 images on an area of 50 mm height and 182 mm width  
 coloured € 2,100.00



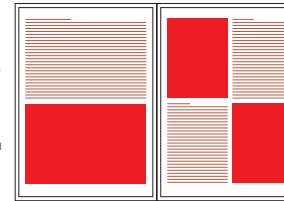
### 1/3 page portrait

trimming allowance  
 71 x 297 mm + 3 mm bleeding  
 in printed page area  
 56 x 250 mm  
 Platzierung: Inhaltsverzeichnis/  
 Nachrichtenteil  
 coloured € 2,350.00



### 1/4 page portrait

trimming allowance  
 102 x 148 mm + 3 mm bleeding  
 in printed page area  
 87 x 125 mm  
 coloured € 1,950.00



### 2/1 page advertorial

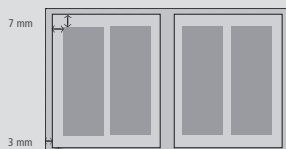
3 pictures  
 max 4,500 characters of text  
 (incl. spaces)  
 coloured € 4,650.00



## Formats and rates

### Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



### Data transfer

via e-mail (if necessary with download link) to: [anzeigen@vulkan-verlag.de](mailto:anzeigen@vulkan-verlag.de)  
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 e.g. Name of customer\_HP5\_210x297.pdf  
 (Please use abbreviations when naming magazine and issue. If possible, do not use more than 16 characters)

### Proofs

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Please send the proof to:  
 Vulkan Verlag GmbH  
 Frau Melanie Zöller  
 Friedrich-Ebert-Straße 55  
 45127 Essen/Germany

### Binder

Weight of bound-in insert: at least 135 g/m<sup>2</sup>

Format for 1 sheet: 210 x 297 mm + 3 mm bleed on all sides € 2,550.00

Format for 2 sheets: 420 x 297 mm + 3 mm trim on all sides € 4,700.00

Bound inserts must be delivered untrimmed and unfolded. The front and the run of the bound-in insert must be marked. Bound inserts must be of a type and design that eliminates the need for additional preparation and processing. Complications and additional folding and gluing work will be charged separately.

### Inserts

2-sided up to format 205 mm wide and 292 mm high up to 25 g, minimum format DIN A6), total circulation: € 2,430,00

4-sided up to format 205 mm wide and 292 mm high up to 25 g, minimum format DIN A6), total circulation: € 4,500.00

### Glued-in advertising media:

Postcards, data carriers, product samples, etc. on carrier ads on request.

All prices excl. VAT

## Discount and terms of payment

### For purchase within 12 months (insertion year)

Frequency schedule			quantity schedule		
for	2 advertisements	3%	for	2 pages	5%
for	4 advertisements	5%	for	3 pages	10%
for	6 advertisements	10%	for	6 pages	15%

### terms of payment

All invoices are payable without deduction within 15 days from day of invoice. A 3% discount is deductible in case of payment in advance. The amount of invoice is stated at the confirmation of order. Interest will be charged on arrears of payment. Direct debits facilities are available. If older invoices are outstanding, discount can not be granted

### Bank details

Nassauische Sparkasse Wiesbaden

BIC/SWIFT NASSDE55XXX

IBAN DE 38 5105 0015 0107 0926 29

USt-IdNr. (VAT): DE 812 959 878

## market place

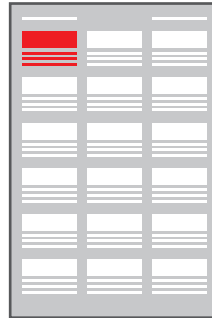
### print + online

The heat processing index of companies – the direct way to your target group. Book your company profile now and be present the whole year - 4 issues print and 365 online.



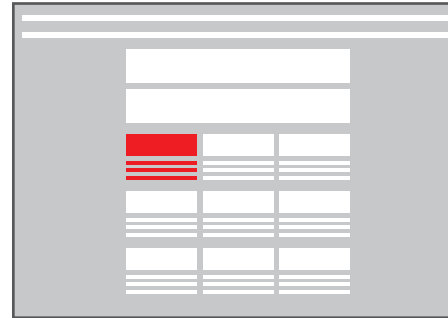
heat processing  
market place

Be present with your **company listing** 365 days a year and link company news directly with your entry!



print

+



online

#### Basic entry

- company logo
- company address
- phone, e-mail
- your URL
- QR-Code (linked to your website)
- incl. first main heading

each additional main heading € 390.-

€ 780.-

#### Business entry

- all features of print entry
- company portrait
- complete your entry with image galleries, company videos and audio files
- direct link to your social media channels
- featuring of your important experts
- product catalogues, brochures and advertising materials for download
- presentation of your online entry at the topic pages
- direct link in the heat processing newsletter to the marketplace online
- incl. 2 keywords

€ 1,500.-

All prices are excl. VAT / The order will be extended for another year at the valid list price if not cancelled in writing with a notice period of 3 months to the end of the contract.

**heat processing online offers:**

- profound research for content and B2B knowledge
- daily updated news to all topics of the industry
- relevant trade fairs and dates of the industry
- online marketplace with offering companies and products
- Network with the decisive "heads" of the industry
- latest products and processes
- large book and article shop
- event information
- job advertisements
- and much more
- All pages and functions are also mobile- on smartphone and tablet.

**Try it !**

Website  
heat processing

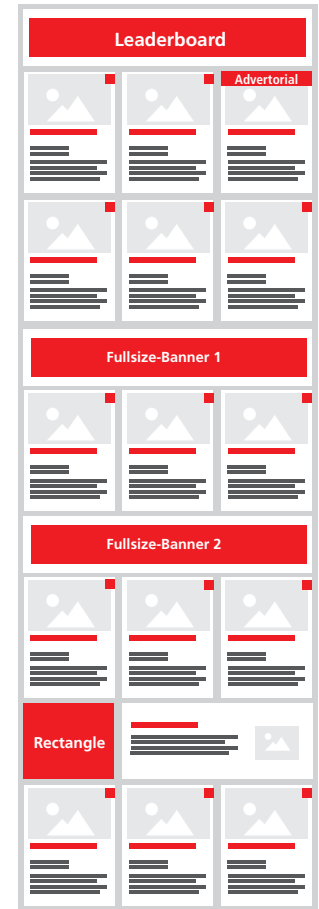
**Keyword Advertising?**  
Get in touch with us.

**www.heat-processing.com**  
unites knowledge, markets and users!

**Formats and rates**

Format	Placement	File format	Format (w x h)	Data volume	Price in €
Leaderboard	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 520.-
Fullsize-Banner 1	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 410.-
Fullsize-Banner 2	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 390.-
Fullsize-Banner 3	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 370.-
Fullsize-Banner 4	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 350.-
Rectangle	Homepage	jpg, gif, png	400 x 560 px	max. 40 KB	€ 430.-
Leaderboard	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 730.-
Fullsize-Banner 1	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 620.-
Fullsize-Banner 2	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 580.-
Fullsize-Banner 3	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 520.-
Rectangle	topic page	jpg, gif, png	400 x 560 px	max. 40 KB	€ 520.-
Online Advertorial	placed on Homepage, incl. publishing in heat processing newsletter and social media channels				€ 2,050.-

booking period: 4 weeks ( 28 days)  
all prices excl. VAT



**Brief description:**

The heat processing newsletter informs you monthly about all important topics around industrial thermal process technology, heat treatment, plant construction and operation as well as components and processes. In special editions for all major trade fairs and congresses, we also provide you with information on the most important news and relevant topics.

**Target group:**

Operations managers, technicians, engineers, managing directors, scientists and planners

Subscribers: 2,548

Opening rate: 21.2 %

Click rate: 19.3 %

**heat processing newsletter**

Frequency: monthly

Release date: first wednesday/month

Data delivery: 7 days before release date



## Formats and rates

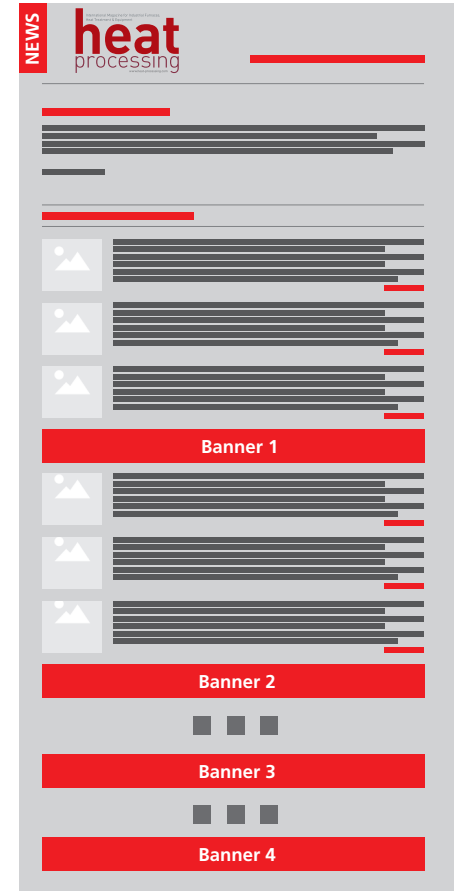
Format	File	Width/Height	Price in €
Speakers Corner	Text AD with unique Dispatch max. 150 characters (incl. spaces) incl. 1 picture, logo, link to your homepage, contact details		€ 370,-
Banner Position 1	jpg or png	600 x 120 px	€ 430.-
Banner Position 2	jpg or png	600 x 120 px	€ 410.-
Banner Position 3	jpg or png	600 x 120 px	€ 390.-
Banner Position 4	jpg or png	600 x 120 px	€ 370.-
Video embedding	on request	–	€ 630.-

**Single Shot Newsletter**

Your exclusive company newsletter -  
your content - our design  
(including text, graphics, images, videos,  
links, QR code)

Sending date by arrangement

€ 2.650,-



\*all prices excl. Vat

In addition to our regular advertising and advertising formats, you can advertise in heat processing newsletter and on heat-processing.com book exclusive formats:









## Social media formats

Organic Postings	Price*
<p><b>LinkedIn Posting</b>                      Content production of a simple posting for LinkedIn, based on text + picture or text + video                      Text: max. 1.200 characters / picture: 600 px. width x 312 px. high</p>	<p>310.- € (text + picture)                      +100.- € (text + video)                      725.- € (series of up to 3 postings)                      + 100.- € (text + video)</p>
<p><b>Carousel Posting</b>                      content production of an organic Carousel Posting, based on text + pdf with several pages                      Text: max. 1.00 characters / pdf: any format possible - we suggest a square format</p>	<p>385.- € (text + picture)                      875.- € (series of up to 3 postings)</p>
Sponsored Posts	Price*
<p><b>Sponsored LinkedIn Posting</b>                      production of a sponsored posting on LinkedIn, based on text + picture or video                      • incl. Selection consulting as well as LinkedIn selection in coordination with the customer                      max. 600 characters, incl. blanks</p>	<p>940.- €                      plus agreed media budget                      costs (1:1)                      incl. regular reporting</p>
<p><b>Sponsored Carousel Ad</b>                      production of a sponsored posting on LinkedIn, based on text + picture or video                      incl. Selection consulting as well as LinkedIn selection in coordination with the customer                      caption: max. 50 characters, incl. blanks</p>	<p>1,160.- €                      plus agreed media budget                      costs (1:1)                      incl. regular reporting</p>

\*all prices excl. VAT

In addition to our regular advertising and advertising formats, you can advertise in heat processing newsletter and on heat-processing.com book exclusive formats:

Linked 



 YouTube



## Social media formats

### Lead Generation

#### Lead Generation via Content Marketing Content: Whitepaper or Webinar

You have the content, we market it and deliver the leads.

The marketing is done e.g. via:

- Organic posting or series of postings on LinkedIn incl. sharing with other relevant media sites from our company
- Sponsored postings on LinkedIn
- Stand-alone newsletter
- Newsletter text ads
- News announcements
- News announcements on XING news page
- and many more ideas and possibilities ...

The link can be to your own website with your own registration forms or we create a neutral landing page for you on the pages of our media brands.

### Price\*

The number of leads transmitted is depends on budget, content and target group and, coordinated with this, the scope and period of the campaign.

After a concrete briefing we create for you a project, cost and media plan for the lead generation campaign for the lead generation campaign and a concrete offer.

\*all prices excl. VAT

We create and manage your crossmedia campaigns! Individually and according to your wishes.

**Contact us!**

## Team



Business Unit Manager  
**Jürgen Franke**  
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[j.franke@vulkan-verlag.de](mailto:j.franke@vulkan-verlag.de)



Editor in Chief  
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[b.pflamm@vulkan-verlag.de](mailto:b.pflamm@vulkan-verlag.de)



Media Sales  
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Project Management Books  
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Advertising Administration  
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