

# HTM – Journal of Heat Treatment and Materials



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

## Editor

On behalf of AWT Arbeitsgemeinschaft Wärmebehandlung und Werkstofftechnik e.V., published by Dr.-Ing. Herwig Altena, Aichelin GmbH, A-Mödling, Prof. Dr. Ir. Eric J. Mittemeijer, Stuttgart, Prof. Dr.-Ing. Olaf Keßler, Rostock

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## HTM Praxis

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**Title**

HTM Journal of Heat Treatment and Materials

**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.

**Publication Frequency**

6 times a year

**Readership**

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.

**Subscription**

Print+Online (incl. access since 2004) €514,00

(€428,00 Print + €86,00 Online)

single copy € 107,00

(Prices including value-added tax, Print 7 %; Online 19 %, plus shipping costs)

**Institution**

AWT – Arbeitsgemeinschaft Wärmebehandlung und Werkstofftechnik

**Technical Facts**

Magazine format	210 mm × 280 mm (w x h)
Type area	175 mm × 242 mm (w x h) 4 columns each 40 mm width
Language	German
Reach	Print Run: 1,475 Number of distributed copies: 1,406 Sold copies: 604 Subscribed copies: 555 of these, member copies: 111 Other sales: 89 Free copies: 802 Other, archive, file copies: 69 Nationally: 814 Abroad: 186

**Content Analysis of the Editorial Part**

Technical articles	348 pages = 62.4 %
Product information	72 pages = 12.9 %
AWT News	115 pages = 20.6 %
Books, Norms, Apps	5 pages = 0.9 %
Table of contents, imprint, index	18 pages = 3.2 %



**Increase of Circulation**  
**Issue 5/2021 = 1,900 Ex.**  
**Trade fair „Härtereikongress**  
**HK 2021“**

**CIRCULATION Analysis****SIZE OF COMPANY**

	Share of distributed copies	
	%	Ex. (ca.)
Up to 49 employees	9	108
from 50 to 99 employees	5	57
from 100 to 199 employees	12	127
from 200 to 499 employees	46	526
more than 500 employees	24	275
not specified	4	46
Nationally	100	1.144
abroad (not surveyed)		262
Number of distributed copies		1.406

**CHARACTERISTIC ACTIVITIES****Field of responsibilities**

Management, owner, Board	423
Research/Development/Construction	114
Production	562

## Editorial schedule

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. .

Issue	Date of publication	Subject focus	Trade fairs / Events in 2020	Advertisement closing date
<b>1</b>	Feb. 23rd 2021	<b>Quenching / Plant / Automation / Cleaning of parts / Testing parts / Properties of applications and steels / Case hardening / Tension release and warpage development / High energy blasting / Errors and damages during heat treatment / FE simulation / Batch hardening / Gas nitriding / Structure of metals / Annealing / Hardening and tempering / Induction hardening / Integrating heat treatment into manufacture / Laser hardening / Changing dimension and shape / Test and measurement / Modern reduction / Nitrocarburising / Numeric simulation / Surface technologies / Plasma nitriding / Press hardening / Process chain effects on heat treatment / Process optimisation / Testing the condition after heat treatment / Case hardening / Aligning methods / Sensors / Safety technology / Temperature measurement / Thermochemical diffusion / Vacuum hardening / Procedures with different application methods / Heat treatment of tool steel / Properties of material and components / Material and heat treatment techniques</b>	<b>SFM Surface Finishing Mexico</b> , 09.-10.03.2021 Guadalajara <b>EuroBLECH 2021</b> 09.03.-12.03.2021 Hannover <b>Fachtagung „Härterei“</b> 18.03- 19.03.2021 München <b>METAV</b> 23.-26.03.2021 Düsseldorf <b>Hannover Messe</b> 12.04.- 16.04.2021 Hannover <b>European Conference on Heat Treatment &amp; QDE Conference</b> 26.04-28-04.2021 Berlin	01.22.2021
<b>2</b>	Apr. 28th 2021		<b>Control</b> 04.05.-07.05.2021 Stuttgart <b>Aluminium</b> 18.05.-20.05.2021 Düsseldorf <b>CastForge</b> 08.06.-10.06.2021 Stuttgart <b>Surtech Eurasia: 5th International Surface Treatment Galvanizing Chemicals and Technologies Exhibition</b> , 10.06.-12.06.2021 Istanbul/ Türkei	03.19.2021
<b>3</b>	June 25th 2021			05.21.2021
<b>4</b>	Aug. 26th 2021		<b>5th International Conference on Thermal Process Modelling and Simulation (ICTPMS)</b> 08.09. -12.09.2021 Cavtat, Kroatien <b>Heat Treat</b> 2021, 14.09.-16.09. 2021 St. Louis/USA <b>ZVO Oberflächentage</b> 22.09.-24.09.2021 Berlin <b>EMO Mailand</b> 04.10.-09.10. 2021 Mailand/Italien	07.22.2021
<b>5</b>	Oct. 18th 2021		<b>Parts2clean</b> 05.10.-07.10 2021 Stuttgart <b>77. Härtereikongress</b> 26.10.-28.10.2021 Köln	09.17.2021
<b>6</b>	Dec. 16th 2021			11.12.2021

Subjects to be changed.

**Advertising formats and basic rates (in €) Net price**

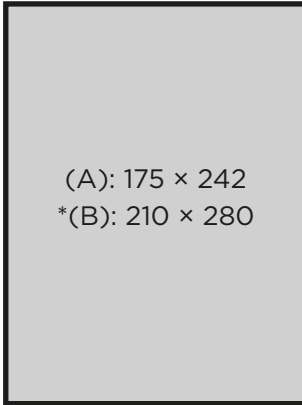
Format	Width × height	Price (€) 4c
Cover page	213 mm × 125 mm (inc trimming right margin)	4.100,00
2./4. Cover page	210 mm × 280 mm	3.450,00
3. Cover page	210 mm × 280 mm	3.450,00
1/1 page	175 mm × 242 mm	3.350,00
1/2 page	85 mm × 242 mm 175 mm × 120 mm	1.850,00
Juniorpage	122 mm × 175 mm	2.050,00
1/3 page	55 mm × 242 mm 175 mm × 80 mm	1.530,00
1/4 page	85 mm × 120 mm 40 mm × 242 mm 175 mm × 56 mm	1.100,00

**Advertising formats**

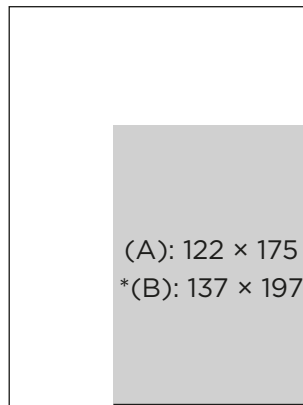
(A): = Type area

(B): = Trim size

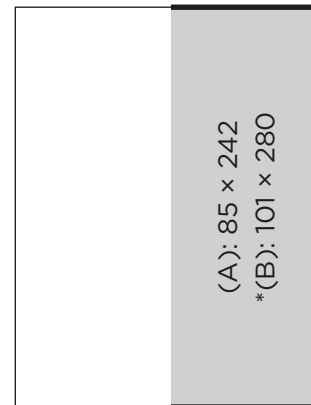
**1/1 page**



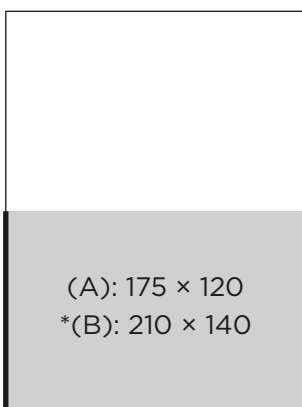
**Juniorpage**



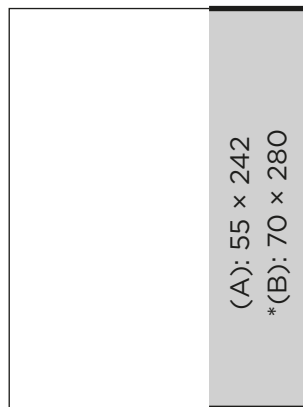
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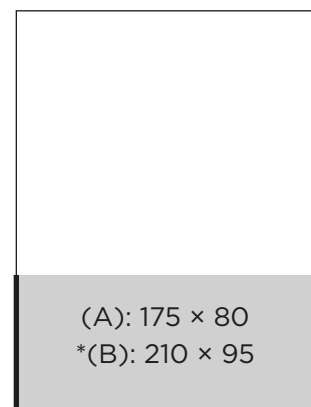
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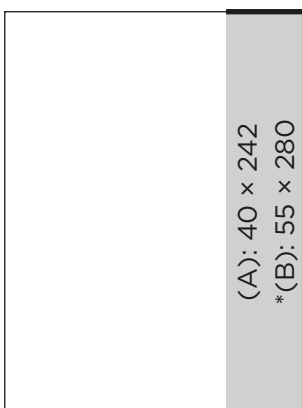
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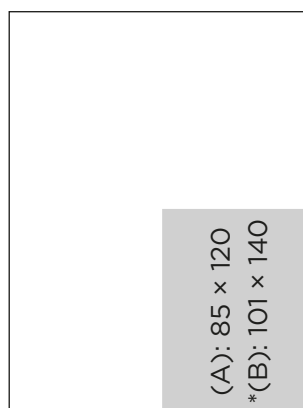
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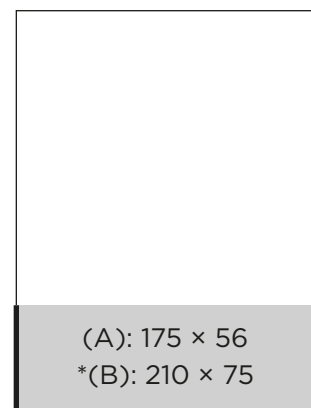
**1/4 page**



**1/4 page**



**1/4 page**



\*All trim sizes are per margin plus 3mm bleeds.  
Minimum size for trim ads: 1/4 page.

## Your contact person at De Gruyter

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