

hf-praxis

HF- und Mikrowellentechnik

media kit 2018



Overview

hf-praxis is a monthly publication for professionals in the HF- and microwave sector who need to stay up to date on current technologies.

The magazine features new products, either as abstracts or in detailed product reviews, and provides valuable design suggestions through case studies and examples. Experienced authors from Research and Commercial break down complex basics into simple language, present the current status of technologies, highlight trends, and help with the solution of design problems through proven tips and tricks.

Hf-Praxis is internationally focused and serves as a platform for global leading companies to regularly present their newest products. We then share those announcements with our readers verbatim and as quickly as possible.

The free hf shopping guide, which has been published in summer for many years now, is an unparalleled repository and guide for the entire field with a detailed product index, with current contact information of all important Hf and microwave companies in German speaking regions and with an overview of the affiliates of foreign manufacturers in Germany.

Distribution Area

hf-praxis is available for free by mail, primarily to qualified recipients from industry, research and distribution in Germany, Austria, and Switzerland. A part of the publication is distributed to Middle and Northern Europe, UK and the US. The comprehensive and far reaching mailing list is updated regularly.

Readership

The readers of **hf-praxis** primarily work in development, manufacture and quality control, in customer service or sales. Research, education and teaching represent additional important market sectors. This includes, but is not limited to:

- Electronics for Air and Space travel
- Communications electronics
- Mobile radio equipment, base stations, antennas
- Low power radio
- Measuring instruments
- Radio and television industry
- Satellite communication
- Research facilities

Content

hf-praxis covers the following topics regularly. An extensive focus is additionally dedicated to each of the following topics one to two times per year; please see editorial calendar.

- Components, sub-assemblies
- Measuring instruments
- GPS, Bluetooth, LPR, ZigBee, UWB
- EMC
- Software
- Telecommunication
- Plugs, cables, casings
- Quartz components, oscillators, filters, amplifiers
- Wireless technology, antennas

Editorial calendar 2018

Issue no.	Main theme
1	Test & measurement equipment for field or laboratory use
2	Modules and accessories: ISM, LPR, Bluetooth, ZigBee, GSM, UMTS, LTE, WLAN, GPS; Kits and antennas
3	EMC: Components, shielding materials, measurement equipment, Software <i>displayed at exhibition „EMV“</i>
4	Quartz products: Oscillators, Filters
5	Power supplies: ICs, Components, Modules, Converters (AC/DC, DC/DC), Laboratory equipment
6	Antennas: Mobile, Inhouse, Bases-tations, Cables, Connectors, Sockets
7	Test & measurement equipment for field or laboratory use
8	Software: Circuit Design, Analysis, Optimization, Simulation, Antenna-Design
9	Signal Analysis: Oscilloscopes, Spectrum-Analyzers, VNAs
10	EMC: Components, shielding materials, measurement equipment, Software <i>displayed at exhibition „EuMW“</i>
11	Quartz products: Oscillators, Filters <i>displayed at exhibition „electronica“</i>
12	Active components for RF/Microwave

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Formats (mm) and Prices

All prices without VAT

Type Area Format (Standard)			Bleed Format	
1/1 page 4-c	185 w x 264 h	2640,- €	210 w x 297 h*	2770,- €
1/2 page upright format 4-c	91 w x 264 h	1430,- €	105 w x 297 h*	1490,- €
1/2 page horizontal format 4-c	185 w x 132 h	1430,- €	210 w x 148 h*	1490,- €
1/3 page upright format 4-c	58 w x 264 h	990,- €	70 w x 297 h*	1040,- €
1/3 page horizontal format 4-c	185 w x 88 h	990,- €	210 w x 106 h*	1040,- €
1/4 page upright format 4-c	91 w x 132 h or 43 w x 264 h	770,- €	54 w x 297 h*	810,- €
1/4 page horizontal format 4-c	185 w x 66 h	770,- €	210 w x 84 h*	810,- €
1/8 page upright format 4-c	43 w x 132 h	440,- €	*Printable Area Format, 3 mm margin for bleed must be calculated additionally Please Note: Other margin formats cost an additional 15%.	
1/8 page horizontal format 4-c	91 w x 66 h	440,- €		
1/16 4-c	43 w x 66 h	250,- €		

Discount rates: please contact us!

Sender is liable for all advertisements.

Dates 2018

Issue	Booking	Material	Publication date
1/2018	17. 11. 2017	24. 11. 2017	15. 12. 2017
2/2018	13. 12. 2017	20. 12. 2017	19. 01. 2018
3/2018	12. 01. 2018	19. 01. 2018	09. 02. 2018
4/2018	09. 02. 2018	16. 02. 2018	09. 03. 2018
5/2018	09. 03. 2018	16. 03. 2018	06. 04. 2018
6/2018	06. 04. 2018	13. 04. 2018	04. 05. 2018
7/2018	04. 05. 2018	11. 05. 2018	01. 06. 2018
8/2018	08. 06. 2018	15. 06. 2018	06. 07. 2018
9/2018	06. 07. 2018	13. 07. 2018	03. 08. 2018
buyers guide	13. 07. 2018	20. 07. 2018	10. 08. 2018
10/2018	10. 08. 2018	17. 08. 2018	07. 09. 2018
11/2018	14. 09. 2018	21. 09. 2018	12. 10. 2018
12/2018	19. 10. 2018	26. 10. 2018	16. 11. 2018
1/2019	16. 11. 2018	23. 11. 2018	14. 12. 2018
2/2019	12. 12. 2018	19. 12. 2018	18. 01. 2019

Order cancellations will be honoured only through the advertising close date!