

hf-praxis

HF- und Mikrowellentechnik

media kit 2021



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

Issue no.	Main theme
1	Antennas
2	Test & Measurement
3	EMC <i>displayed at exhibition „EMV“</i>
4	Quartz Products
5	Antennas
6	5G New Radio
7	Power Supplies
8	Test & Measurement
9	EMC <i>displayed at exhibition „EuMW“</i>
10	Quartz Products
11	Active Components for RF/Microwave
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Publisher: beam-Verlag
Krummbogen 14, D - 35039 Marburg, Germany
Phone: 0049-6421-9614-0, Fax: 0049-6421-9614-23 info@beam-verlag.de

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Circulation: 3200

Magazine format: 210 mm w x 297 mm h

Type area format: 4 columns 264 x 43 mm or 3 columns 264 x 58 mm (h x w)

Formats (mm) and Prices

All prices without VAT

Type Area Format (Standard)			Bleed Format	
1/1 page 4-c	185 w x 264 h	2900,- €	210 w x 297 h*	2990,- €
1/2 page upright format 4-c	91 w x 264 h	1570,- €	105 w x 297 h*	1650,- €
1/2 page horizontal format 4-c	185 w x 132 h	1570,- €	210 w x 148 h*	1650,- €
1/3 page upright format 4-c	58 w x 264 h	1090,- €	70 w x 297 h*	1150,- €
1/3 page horizontal format 4-c	185 w x 88 h	1090,- €	210 w x 106 h*	1150,- €
1/4 page upright format 4-c	91 w x 132 h or 43 w x 264 h	850,- €	54 w x 297 h*	890,- €
1/4 page horizontal format 4-c	185 w x 66 h	850,- €	210 w x 84 h*	890,- €
1/8 page upright format 4-c	43 w x 132 h	490,- €	*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	490,- €		
1/16 4-c	43 w x 66 h	280,- €		

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Dates 2021

Issue	Advertising & Editorial Close Date	Print Media	Publication date
1/2021	11. 12. 2020	18. 12. 2020	08. 01. 2021
2/2021	08. 01. 2021	15. 01. 2021	05. 02. 2021
3/2021	05. 02. 2021	12. 02. 2021	05. 03. 2021
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12/2021	12. 11. 2021	19. 11. 2021	10. 12. 2021

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