

# hf-praxis

## HF- und Mikrowellentechnik

### media kit 2022



**RIGOL**  
Possibilities and More

## 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

5G New Radio

Issue no.	Main theme
1	Best of 2021
2	Test & Measurement <i>displayed at exhibition „EuMW“/London</i>
3	EMC <i>displayed at exhibition „EMV“</i>
4	Quartz Products
5	5G / IoT
6	Antennas
7	Test & Measurement
8	
9	EMC <i>displayed at exhibition „EuMW“/Mailand</i>
10	Quartz Products
11	5G / IoT <i>displayed at exhibition „electronica</i>
12	Antennas

front cover picture is used with the kind permission of Rigol Technologies EU GmbH

**Publisher:** beam-Verlag  
Krummbogen 14, D - 35039 Marburg, Germany  
Phone: 0049-6421-9614-0, Fax: 0049-6421-9614-23 [info@beam-verlag.de](mailto:info@beam-verlag.de)

**Advertising:** Myrjam Weide, Phone: 0049-6421-9614-16 [m.weide@beam-verlag.de](mailto:m.weide@beam-verlag.de)  
english speaking contact

**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 <b>Please Note:</b> 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,- €		

**Discount rates:** please contact us!

*Sender is liable for all advertisements.*

## Dates 2022

Issue	Advertising & Editorial Close Date	Print Media	Publication date
1/2022	03. 12. 2021	10. 12. 2021	07. 01. 2022
2/2022	07. 01. 2022	14. 01. 2022	04. 02. 2022
3/2022	04. 02. 2022	11. 02. 2022	04. 03. 2022
4/2022	04. 03. 2022	11. 03. 2022	01. 04. 2022
5/2022	08. 04. 2022	14. 04. 2022	06. 05. 2022
6/2022	06. 05. 2022	13. 05. 2022	03. 06. 2022
7/2022	10. 06. 2022	17. 06. 2022	08. 07. 2022
buyers guide	24. 06. 2022	01. 07. 2022	22. 07. 2022
8/2022	08. 07. 2022	15. 07. 2022	05. 08. 2022
9/2022	12. 08. 2022	19. 08. 2022	09. 09. 2022
10/2022	09. 09. 2022	16. 09. 2022	07. 10. 2022
11/2022	14. 10. 2022	21. 10. 2022	11. 11. 2022
12/2022	11. 11. 2022	18. 11. 2022	09. 12. 2022

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