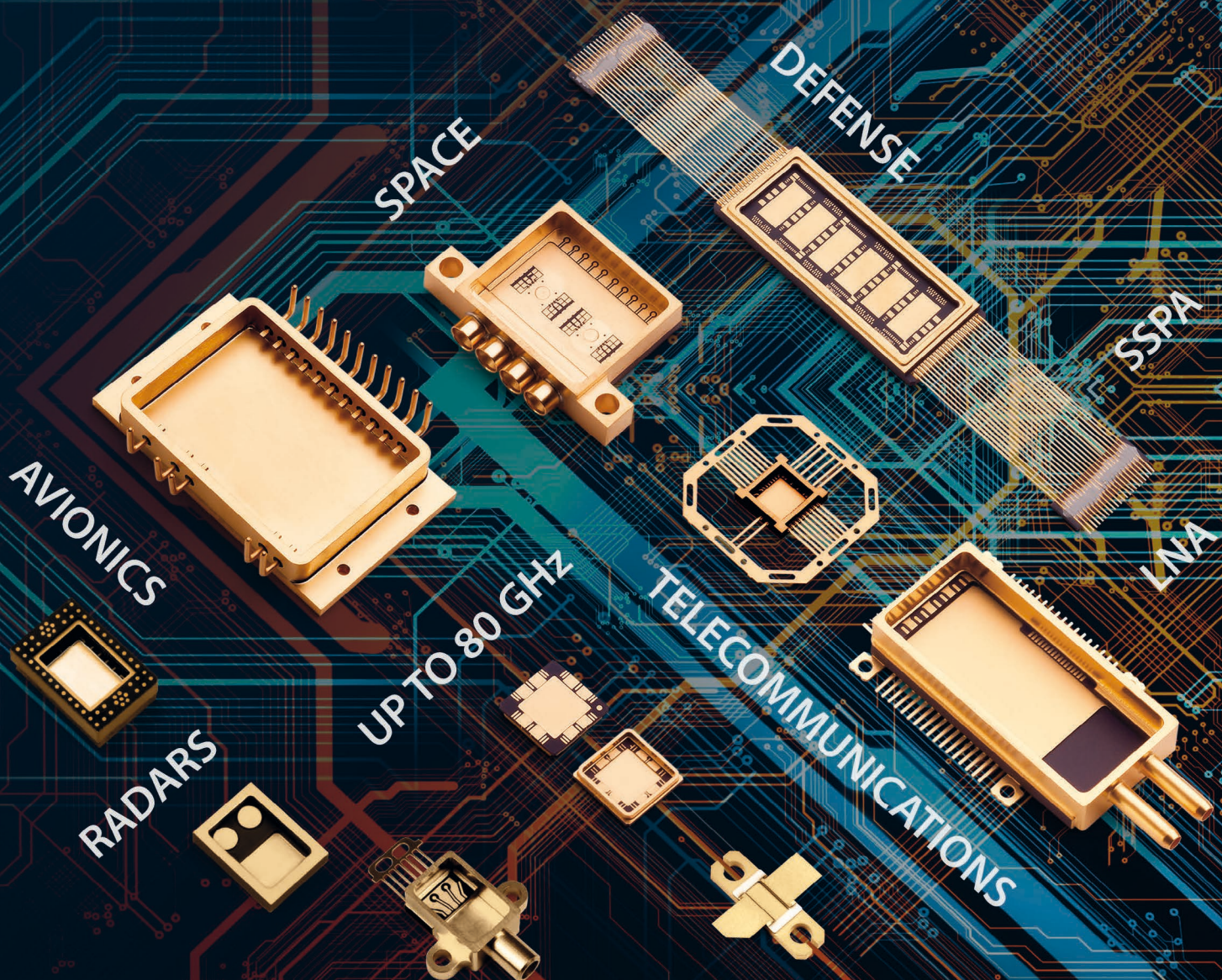


# hf-praxis

**HF- und Mikrowellentechnik**

**media kit 2023**





## 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/6G

Issue no.	Main theme
1	Best of 2022
2	Test & Measurement
3	EMC <i>displayed at exhibition „EMV“</i>
4	Quartz Products
5	5G/6G / IoT
6	Antennas
7	Test & Measurement
8	Amplifier
9	EMC <i>displayed at exhibition „EuMW“/Berlin</i>
10	Quartz Products
11	5G/6G /
12	Antennas

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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,- €	100 w x 297 h*	1650,- €
1/2 page horizontal format 4-c	185 w x 132 h	1570,- €	210 w x 148 h*	1650,- €
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1/16 4-c	43 w x 66 h	280,- €		

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## Dates 2023

Issue	Advertising & Editorial Close Date	Print Media	Publication date
1/2023	02. 12. 2022	09. 12. 2022	06. 01. 2023
2/2023	06. 01. 2023	13. 01. 2023	03. 02. 2023
3/2023	03. 02. 2023	10. 02. 2023	03. 03. 2023
4/2023	03. 03. 2023	10. 03. 2023	31. 03. 2023
5/2023	31. 03. 2023	06. 04. 2023	28. 04. 2023
6/2023	05. 05. 2023	12. 05. 2023	02. 06. 2023
7/2023	09. 06. 2023	16. 06. 2023	07. 07. 2023
buyers guide	23. 06. 2023	30. 06. 2023	21. 07. 2023
8/2023	07. 07. 2023	14. 07. 2023	04. 08. 2023
9/2023	11. 08. 2023	18. 08. 2023	08. 09. 2023
10/2023	08. 09. 2023	15. 09. 2023	06. 10. 2023
11/2023	20. 10. 2023	27. 10. 2023	17. 11. 2023
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