

# MEDIA DATA 2023

THE GATEWAY TO THE WORLD OF  
INDUSTRIAL DIAMOND

# B2B

**INDIAMOND.WORLD**  
connecting industrial diamond professionals

**DIAMOND BUSINESS**   
Abrichten | Schleifen | Polieren | Zerspanen | Läppen | Honen | Glätten



## CONTENT

<b>We introduce ourselves</b>	<b>  3</b>
<b>Main topics</b>	<b>  4</b>
<b>Analysis and readership</b>	<b>  6</b>
<b>Annual media packages</b>	<b>  8</b>
<b>Format and column displays</b>	<b>  10</b>
<b>More print options</b>	<b>  12</b>
Company portrait	12
Supplements	12
Listed as supplier	12
Wall calendar	13
Reprint of your article	13
Magazine subscription	13
<b>Online Advertising</b>	<b>  15</b>
Company profile	15
Member of INDIAMOND.world	
Presenter Onlinemagazin INSIDER	16
Banner advertising	16
Special Edition	17
<b>Technical specifications</b>	<b>  19</b>
<b>Contact</b>	<b>  20</b>



# WE CONNECT YOU WITH THE WORLD THE DIAMOND INDUSTRY

and offer you **ATTRACTIVE COMMUNICATION PLATFORMS**

## 20 YEARS OF DIAMOND BUSINESS MAGAZINE

Service providers and suppliers of components appreciate the industry-specific reports on the of superhard cutting and grinding materials, tooling technologies, manufacturing processes and procedures and processes as well as the machines and semi-finished products used for this purpose. Authors from universities and industrial companies report on innovations, tests and trends with a wide range of information for executives in production, research and management.

### Modern and cross-media reading behavior

Whether digital or print: We offer and continuously develop new ways for scientists, specialists and interested parties to access your and interested parties can access your contributions both in the long term. By means of QR codes, the reader is taken directly to the B2B portal, which is designed for specific industries and applications and finds companies and the knowledge database.

### Personality in focus, with our company portrait!

We give you the opportunity to get company and product information and product information in the context of an interview background information. This is how you give the article a new and, above all, exclusive touch. In addition to the print version, the company portrait also includes publication for five years on our online portal .our online portal [www.indiamond.world](http://www.indiamond.world).

### Increased visibility

The current contemporary reading behavior is becoming modern. Be it digital or print. We communicate your products for increased level of awareness.

### Appealing platform - Users find manufacturers

Our attractively published and designed stories, articles and press releases, guarantee you as a great deal of attention as a manufacturer. Advertisements, product catalogs or image films are optimally positioned on our website [www.indiamond.world](http://www.indiamond.world) and our readers and interested parties really read our publications, which we can see from the high number of clicks. This is your advantage: Your products are guaranteed to be seen

**Our seal of quality: IVW certified** (see also [www.ivw.de](http://www.ivw.de))

Affiliated to the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern (Information Association for Determining the Circulation of Advertising Media) (ensuring the truth of circulation)



TOPICS FROM THE INDUSTRIAL  
MANUFACTURING

### Tool applications - Machines - Processes

- Grinding
- Finishing/Polishing
- Machining
- Dressing
- Technology

### Tool production - process

- Machines for tool production
- Raw materials, materials
- Manufacturing process
- Laser
- Quality assurance

### Company - Management

- Companies in focus
- News from the industry
- In demand
- Supplier directory
- Events

### The industries

Metal, ceramics, glass or plastics processing industry, refractory industry, medium-sized companies or large-scale industry in mechanical engineering; automobile manufacturers and their suppliers; wood-processing industry; service providers; machine manufacturers

### The fields of application

All applications for diamond with industrial use, whose main focus is on machining (turning, milling, sawing), grinding, polishing, honing, superfinishing and dressing.

# Main topics

Analysis and readership  
Annual media packages  
Format and column ads  
Other print options  
Online advertising  
Technical specifications  
Contact

---

DIAMOND BUSINESS 2023

1| 2023

## Grinding process/ Grinding wheel carrier

New dressing processes

Fair GrindTec

**Editorial deadline**

03.02.23

**Appearance**

03.03.23

2| 2023

## Superfinishing and Finishing

Honing, lapping, polishing

**Editorial deadline**

28.04.23

**Appearance**

09.06.23

3| 2023

## Laser systems and Progress

in the manufacture of tools and  
machining innovative materials

Fair EMO

**Editorial deadline**

14.07.23

**Appearance**

08.09.23

4| 2023

## Machining

New tools and processes  
Cooling lubricants

**Editorial deadline**

13.10.23

**Appearance**

10.11.23

Main topics

## **Analysis and readership**

Annual media packages

Format and column ads

Other print options

Online advertising

Technical specifications

Contact

---

DIAMOND BUSINESS 2023

## READERSHIP

Production company with applications of diamond and CBN tools

Manufacturers of machines for the application of diamond and CBN tools

Suppliers of components, semi-finished products, raw materials, process materials for the application but also production of various types of diamond and CBN tools

Universities, institutes, colleges, research institutes, book trade

### Function/Position:

- Owner,
- CEO's, CTO's
- Managing Director
- Production Manager
- Product Manager
- Developers
- Students
- Researchers

## USER DATA

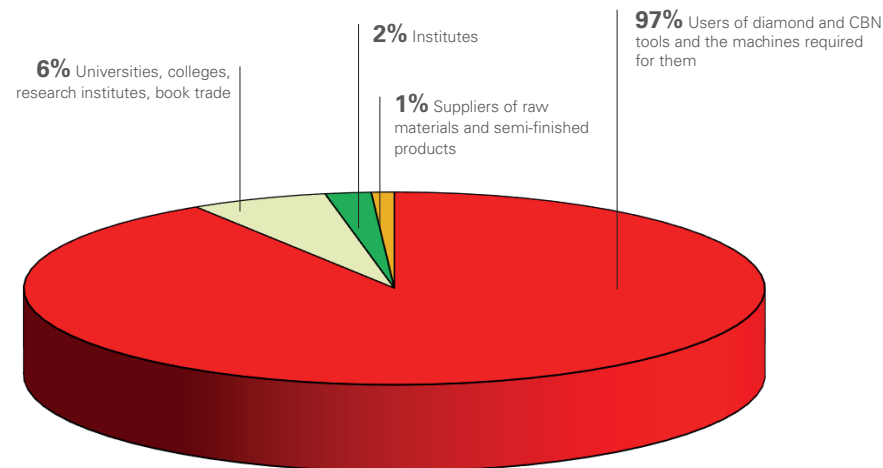
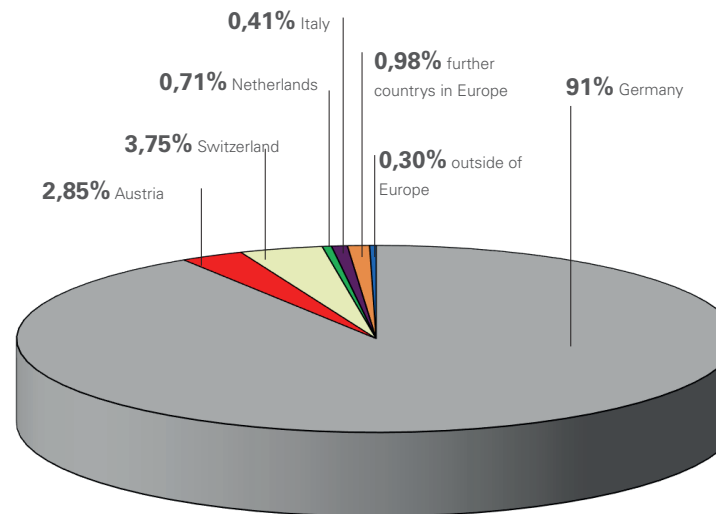
Print copies: see IVW

Online page views: approx. 110,000 (Nov.2022)

Online visitors: approx. 150,000 (Nov.2022)

Newsletter: approx. 10,000 subscribers

## VERBREITUNGSANALYSE



Main topics

Analysis and readership

## **Annual media packages**

Format and column ads

Other print options

Online advertising

Technical specifications

Contact

---

DIAMOND BUSINESS 2023

# YOUR MARKETING BUDGET PLANNING 2023

We have already put together media packages for you - up to a complete media service with analysis of media communications and joint development of a media plan.

All services can also be **booked individually** or customized for your company.

## ANNUAL MEDIA PACKAGES 2023

Basic		Advanced		Business		Premium		Master	
Member of INDIAMOND	€ 1.500	Member of INDIAMOND	€ 1.500	Member of INDIAMOND	€ 1.500	Member of INDIAMOND	€ 1.500	Member of INDIAMOND	€ 1.500
<b>Advertisement Print</b>		<b>Advertisement Print</b>		<b>Advertisement Print</b>		<b>Advertisement Print</b>		<b>Advertisement Print</b>	
2x half-sided	€ 2.966	2x half-sided	€ 2.966	3x half-sided	€ 4.449	1x U2 or U3	€ 2.809	1x U4	€ 3.078
						2x full-page	€ 4.558	3x full-page	€ 6.837
		<b>Online</b>		<b>Online</b>		<b>Online</b>		<b>Online</b>	
		Banner Standard	€ 2.982	Banner Standard	€ 2.982	Tile display (One year)	€ 2.982	2x Crossbanner (12 months)	€ 5.964
		<b>Insider</b> (Onlinemagazine)		<b>Insider</b> (Onlinemagazine)		<b>Insider</b> (Onlinemagazine)		<b>Insider</b> (Onlinemagazine)	
		Article: 1x	inclusive	Article: 1x	inclusive	Article: 2x	inclusive	Article: 3x	inclusive
		<b>Unternehmensportrait</b>		<b>Unternehmensportrait</b>		Banner 1x	€ 505	Banner 2x	€ 1.010
		<b>Basic</b>	€ 1.610	<b>Basic</b>	€ 1.610	<b>INDIAMOND Print</b> (for Member)		<b>INDIAMOND Print</b> (for Member)	
		(Article permanently integrated in the magazine) Length 4 pages (6 pages with third-party ads)		(Article permanently integrated in the magazine) Length 4 pages (6 pages with third-party ads)		€ 750		€ 750	
		<b>Exclusive (optional)</b>		<b>Exclusive (optional)</b>		<b>Coverstory</b>		<b>Coverstory</b>	
		to take out		to take out		inkl. Cover display	€ 3.772	inkl. Cover display	€ 3.772
		+€ 1.244		+€ 1.244		<b>Wall calendar</b>		<b>Wall calendar</b>	
						Basic advertisement	€ 607	Basic advertisement	€ 607
						<b>Supplier directory</b>		<b>Supplier directory</b>	
						12 Rubrics + Logo		€ 1.528	
	€ 4.466.-		€ 7.448.-		€ 10.541.-		€ 17.483.-		€ 25.046.-
<b>Package price</b>	<b>€ 3.998.-</b>	<b>Package price</b>	<b>€ 6.489.-</b>	<b>Package price</b>	<b>€ 9.100.-</b>	<b>Package price</b>	<b>€ 14.498.-</b>	<b>Package price</b>	<b>€ 19.499.-</b>
Saving: <b>10,5%</b>	€ 468.-	Saving: <b>12,9%</b>	€ 959.-	Saving: <b>13,7%</b>	€ 1.441.-	Saving: <b>17,1%</b>	€ 2.985-	Saving: <b>22,1%</b>	€ 5.547-

Included in the packages: Professional articles: 4 online articles + 4 print articles + Tailor-made media advice

\*5% discount for prepayment



Main topics

Analysis and readership

Annual media packages

**Format and column ads**

Other print options

Online advertising

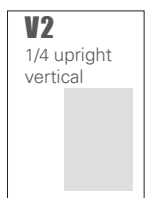
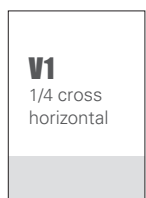
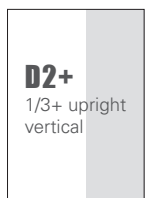
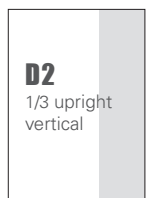
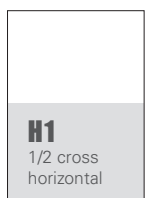
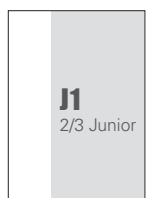
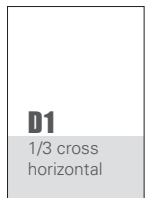
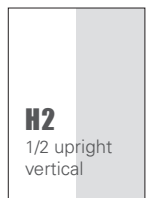
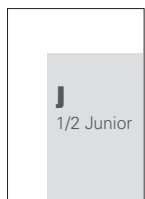
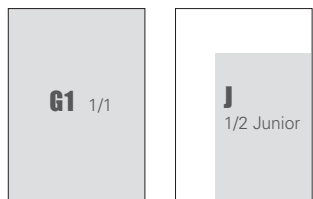
Technical specifications

Contact

---

DIAMOND BUSINESS 2023

## FORMAT ADVERTISEMENTS

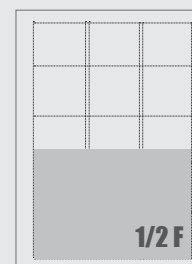
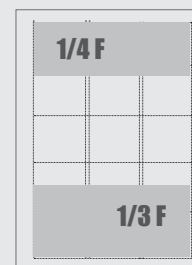
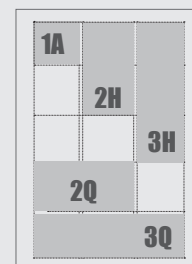


Format	Typ	Width x height in mm	Ad price in Euro
*Cover incl. Story	<b>T/U1</b>	185 x 200	3772,-
1/1	<b>G1/U2</b>	210 x 297	2809,-
1/1	<b>G1/U3</b>	210 x 297	2809,-
1/1	<b>G1/U4</b>	210 x 297	3078,-
1/1	<b>G1</b>	210 x 297	2279,-
1/2 Junior	<b>J</b>	130 x 226	1579,-
2/3 Junior	<b>J1</b>	130 x 297	1910,-
1/2 cross	<b>H1</b>	210 x 148	1483,-
1/2 upright	<b>H2</b>	105 x 297	1483,-
1/3 cross	<b>D1</b>	210 x 99	953,-
1/3 upright	<b>D2</b>	70 x 297	953,-
1/3+ upright	<b>D2+</b>	80 x 297	1080,-
1/4 cross	<b>V1</b>	210 x 74	768,-
1/4 upright	<b>V2</b>	105 x 148	768,-

\*Design principles for cover booking see page 19

Please consider **3mm cutting around the format adverts.**

## COLUMN ADVERTISEMENTS



Format	Typ	Width x height in mm	Ad price in Euro
1-column	<b>1A</b>	55 x 55	148,-
2-column high	<b>2H</b>	55 x 110	237,-
3-column high	<b>3H</b>	55 x 165	322,-
2-column cross	<b>2Q</b>	115 x 55	244,-
3-column cross	<b>3Q</b>	175 x 55	340,-
1/2 Frame	<b>1/2F</b>	175 x 121	978,-
1/3 Frame	<b>1/3F</b>	175 x 80	668,-
1/4 Frame	<b>1/4F</b>	175 x 61	518,-

**column display:** black/white + 1 color with **25% discount**

### Our service for you!

We create the design of your advertisement, advertising presentations and inserts. Price on request under: [anzeigen@diamond-business.world](mailto:anzeigen@diamond-business.world)

## DISCOUNT

2 switchings per year | **5%**  
 4 switchings per year | **8%**  
 8 circuits per year | **15%**

**Agency discount: 15%**  
 (not valid for cover page)  
**Special position of your ad: +15%**

Main topics

Analysis and readership

Annual media packages

Format and column ads

## **Other print options**

Online advertising

Technical specifications

Contact

---

DIAMOND BUSINESS 2023

## COMPANY PORTRAIT

We present companies and/or personalities with our company portrait!

We are happy to give you the opportunity, company and product information in the context of an interview with individual background information to combine.

So you give the item a new and above all exclusive touch.



### Basic (fixed in the magazine)

#### Article length

4 pages  
or 6 pages (with third-party ads)

incl. print and images, interview and editorial work, layout and a correction phase

Each additional correction phase required or by arrangement: € 86,-

€ 1612,-

Online for five years on  
www.indiamond.world

€ 169,-

### Exklusive (to take out)

#### Magazine insert

6 pages incl. cover design and own ad

incl. print and images, interview and editorial work, layout and a correction phase

Each additional correction phase required or by arrangement: € 86,-

€ 2854,-

Online for five years on  
www.indiamond.world

€ 169,-

Arrival and departure: € 0,95 per Kilometer incl. travel time (depending on effort)

## SUPPLEMENTS

Your industry-specific information

In order for marketing activities to fully develop their form and design are particularly important.

Inserts in our magazine have proved to be an eye-catching way of attracting new customers. They are the information that gets to where it is needed - in your desired design and layout.



Weight to 25g	€ 217,- per thousand pieces
Weight 25-50g	€ 349,- per thousand pieces

(excluding printing) Bound inserts on request, maximum format 205 x 290mm

## LISTED AS SUPPLIER

Be found regularly as a supplier in the print magazine

The supplier directory in the print edition: Here, the reader can find all the listed suppliers, divided into different categories and service areas.

### Basic entry A-Z listing

A	<b>IA abrasives</b>	<b>IA-Abrasives GmbH</b> Ballhaus-Neumarkt-Strasse 28a 9483 Erdmann	Fon +49 (0)9522 70975-40 Fax +49 (0)9522 70975-34 info@ia-abrasives.com www.ia-abrasives.com	8,3 - 8,4 - 8,5 - 10,2
	<b>AGATHON</b>	<b>Agathon AG</b> Gurtenstrasse 1 4552 Bellach   Schweiz	Fon +41 (0)22 687-6500 info@agathon.ch www.agathon.ch	3,3 - 3,4 - 3,8 - 4,2 - 4,8 7,6

### Rubric entry

<b>1.1 Diamantsägekörnung synthetisch</b> Diamond Saw Grit synthetic	
CERATONIA GmbH & Co. KG www.ceratonia.com	
ILJIN Europe GmbH www.iljindiamond.com	

A-Z listing	€ 70,- with Logo	€ 49,- without Logo
Price per rubric	€ 26,- with Logo	€ 16,- without Logo

The registration will be renewed for one year, unless it is cancelled 3 months before expiring.

## WALL CALENDER

The wall calendar of the industry

Your ad on the annual planner will present you in countless offices, entrance areas and production halls of tool users 365 days a year.

It contains all the important, industry-relevant events of the year. It is sent out with issue 4 of the current year.



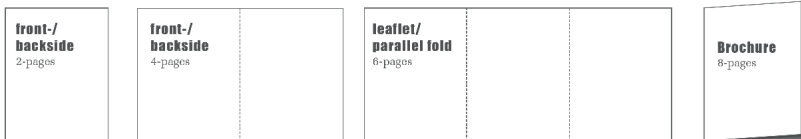
Basic advertisement 85mm width x 50mm height	€ 607,-
Premium advertisement 120mm width x 50mm height	€ 698,-

## REPRINT OF YOUR ARTICLE

For your appearance outside the print magazine

You would like to have your already published article for trade fairs, seminars and events outside the magazine?

We will gladly package your article in a chic layout for your reprint, for your own handout. Feel free to contact us and we will advise you on layout, print run, etc.



We will gladly submit you a tailor made offer	<b>Price is calculated According to hourly rate</b>
---	---

With DIAMOND BUSINESS subscribe to a leading magazine in the diamond industry and benefit from the latest technical and company articles as well as scientific perspectives and innovations.

Boris Champion, Schweiz



## ANNUAL SUBSCRIPTION

**National** € 46,-  
(incl. tax and shipping costs)

**International** € 55,-  
(incl. shipping costs)

**Single issue sent** € 12,-  
(additionally shipping costs)

The annual subscription will be renewed for one year, unless it is cancelled 3 months before expiring.



Main topics

Analysis and readership

Annual media packages

Format and column ads

Other print options

## **Online Advertising**

Technical specifications

Contact

---

DIAMOND BUSINESS 2023

# INDIAMOND.WORLD

## Launch

Online since 2018

## Who is behind INDIAMOND.world?

Also the DIAMOND BUSINESS KG

## Origin

Diamond Tools online portal (2011-2018)

## What is INDIAMOND.world?

The multilingual online platform within the industrial manufacturing with diamond and CBN

## It contains a targeted knowledge database such as:

Presentation of industry-specific companies (suppliers, service providers, institutes)

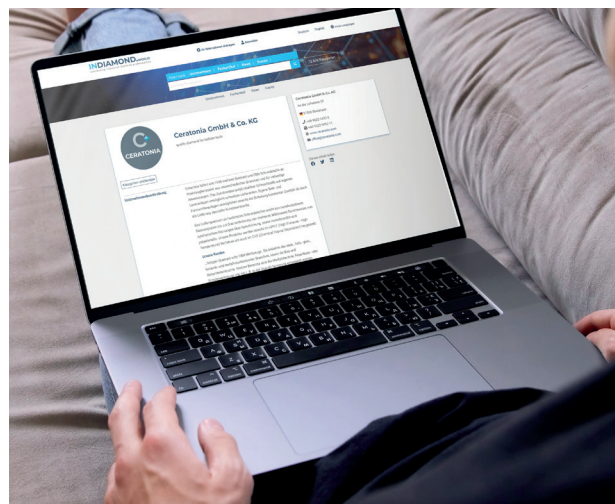
Technical articles for the use of industrial diamond and CBN for various applications

Latest news within the industry

Events relevant to the industry

It offers a wide range of opportunities to communicate and market the progress and market them.

## COMPANY PROFILE MEMBER OF INDIAMOND.WORLD



## Register company

### We will take care of the first entry for you.

Please send your information by E-mail to [info@diamond-business.world](mailto:info@diamond-business.world)

- Company address with e-mail
- Link to your website
- Short profile and company description
- Categories (max. 8 categories)
- Product images (max. 5)
- Video
- Product information in PDF format (max. 5)
- Social-Media Accounts: LinkedIn, Twitter, Facebook and Skype

## Your articles 5 years ONLINE

Send us your specialist article with attached pictures via E-Mail to [info@diamond-business.world](mailto:info@diamond-business.world).

After checking we are happy to publish your editorial pieces on INDIAMOND.world for a set-up fee per article in English and German:

Per item	€ 169,-
----------	---------

## Publish company news

Your industry-specific news, whether product news, company news or trade fair or trade fair reporting, we will of course publish free of charge.

**With INDIAMOND.world your message reaches 9.000 interested readers every month!**

Please send your press release including image to [info@diamond-business.world](mailto:info@diamond-business.world).

## Standard package

**Standard A-Z**  
incl. 5 product categories

€ 125,-

Set-up fee **one-time** € 198,- .

Prices per month

## Expand your package

Book more categories for your higher visibility.

**Additional categories**  
per three

€ 40,-

# PUT YOURSELF IN THE LIMELIGHT WITH OUR ONLINE ADVERTISING OPTIONS!

Become a **presenter** with your banner in the online magazine **INSIDER**

In conjunction with the online magazine Industrial Diamond.world INSIDER, we offer you English- and German-language articles from the relevant industries with direct link to the online portal **www.indiamond.world** and suppliers listed there. With us you will receive primarily articles written in English, which guarantees us a large reach in the international market. Each article contains a link to the article on our knowledge forum INDIAMOND.world.

We are also happy to support you when it comes to when you want to communicate news to the market. want to communicate.

**Reach up to 10,000 readers.**

Published **8x per year** in English and German.

Format	696x100px
per mailing	€ 505,-

## BANNER ADVERTISEMENT

www.diamond-business.world



**CROSSBANNER** (VARIABLE)



**TILE DISPLAY** (VARIABLE)

	Crossbanner	Tile display
Format	1125x160px *	285x512px
1 month	<b>460,-</b>	<b>289,-</b>
3 months 10%	<b>1.242,-</b>	<b>780,-</b>
6 months 15%	<b>2.346,-</b>	<b>1.474,-</b>
12 months 12%	<b>4.416,-</b>	<b>2.774,-</b>

(Pricing in Euro)

\* We accept a min. height of 145px.  
The width of 1125px is mandatory and not variable.

### Delivery:

For image ads, acceptable file formats are:  
**png, gif, jpg, jpeg.**

## BANNER ADVERTISEMENT

www.indiamond.world

You have free production capacities and would like to increase your level of awareness in a direct increase your brand awareness?

We would be happy to publish your online banner for

per month	€ 129,-
-----------	---------



**TILE DISPLAY** 346x512px



**CROSSBANNER** 1125x160px



**BANNERBOX** 336x280px

### Delivery:

For image ads, acceptable file formats are:  
**png, gif, jpg, jpeg.**



## ONE MORE REASON TO BECOME A **MEMBER**

Our English-language Special Edition of INDIAMOND.world is published on the occasion of the industry-specific trade fairs. Here you can present your highlights and innovations on a double-page spread with stand. The QR code takes the trade fair visitor to the B2B portal [www.indiamond.world](http://www.indiamond.world) and get an insight into your portfolio in advance. Due to the fact that the magazines are usually passed on in the companies, you can achieve a considerable readership with your ad.

**As a member** you will receive your double page in our Special Edition with **50% discount.**

### SPECIAL EDITION **BOOK ME**

<b>Member:</b>	€ 750,-
2. Cover page:	€ 2.809,-
3. Cover page:	€ 2.809,-
4. Cover page:	€ 3.078,-

Main topics

Analysis and readership

Annual media packages

Format and column ads

Other print options

Online advertising

## **Technical specifications**

Contact

---

DIAMOND BUSINESS 2023



## TECHNICAL SPECIFICATIONS

Diamond Business Magazine

### Journal format

210mm wide x 297mm high,  
with bleed 214 x 303mm

### Type area

175mm wide x 242mm high,  
3 columns each 55mm wide

### Printing profile:

ISOcoated\_v2\_300\_eci.icc  
ISOcoated\_v2\_300\_info.pdf

### Printing process:

sheet offset and  
adhesive binding

### ISSN:

1619-5558

### Extent analysis:

96 to 120 pages each edition

## Print documents

### Data delivery:

- digital templates ready for print
  - PDF file | PDF/X-3
  - no transparent background in PDF template
- Print templates by E-Mail to: [info@diamond-business.world](mailto:info@diamond-business.world)

**Scriptures:** must be embedded in the PDF.

**Image resolution:** 300dpi, cmyk

### Format/Trimming:

The document size as a file should be identical to the booked size of the advertisement. Please consider 3mm cutting around the display / format ad.



## Design basics for cover booking

### 1. Cover

- a) Layout without text
- b) Logo placement
- c) Web address placement

(Special arrangements  
regarding the layout with 25% surcharge)

### 2. Cover story

- a) editorial article of 4 pages
- b) textual basis see author guidelines

Your cover will be published for 12 months  
after publication date on our website  
**[www.diamond-business.world](http://www.diamond-business.world)** and contains the  
link to the story on **[www.indiamond.world](http://www.indiamond.world)**.

## Info for authors

The author guidelines are intended to help you text in such a way that it can be typeset by our layout agency as error-free as possible, in order to allow a clear reference to the images possible.

We would be happy to add you to our authors mailing list.  
Please write us a short message to:  
[redaktion@diamond-business.world](mailto:redaktion@diamond-business.world).

Our general terms and conditions  
you can find here:



Print



Online

# Your contact persons

---

DIAMOND BUSINESS 2023



Media Consultant  
**Katja Dümpert**

Fon +49 (0) 9522 9432-92  
anzeigen@diamond-business.world



Editor  
**Anna Preller**

Fon +49 (0) 9522 9432-96  
redaktion@diamond-business.world



Customer Relations  
**Lena Zehnder**

Fon +49 (0) 9522 9432-91  
info@diamond-business.world