

# HOLZKURIER

The international Timber Magazine

*Knowledge  
facilitates  
growth.*

75 years of   
Holzkurier

[holzkurier.com](http://holzkurier.com) | [timber-online.net](http://timber-online.net)

## MEDIA INFORMATION

# 2021

no. 58, valid from October 2020

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**Reach the decision  
makers of the timber  
industry through cross-  
media advertising –  
*your individual cam-  
paign with Holzkurier/  
Timber-Online***

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print · online · video

# Holzkurier's advertising packages

## Your individual package.

In addition to the ad and banner formats listed on the following pages, your Holzkurier campaign manager is happy to create a personalized advertising package for you.

Together, we develop a strategy which allows you to communicate your message in the most relevant and comprehensive way possible.

\*Multilingual upon request;  
please ask for a quotation.

### 360° package



- front page  
(210 x 230 mm + 3 mm bleed)
- video (3-5 minutes)\*
- billboard banner  
(for one week)
- stand-alone-e-mail  
(own layout; individual  
advertising content)
- LinkedIn post

**€ 7,900**

### Premium package



- front page  
(210 x 230 mm + 3 mm bleed)
- billboard banner  
(for one week)
- newsletter banner  
(for one week)

**€ 4,990**

### Top package



- front page  
(210 x 230 mm + 3 mm bleed)
- billboard banner  
(for one week)

**€ 4,330**

Choose the **right package**  
for your company!

## Cross-media packages (examples)



### Cover page + leader-board/skyscraper

U2/U3 (210 x 297 mm)  
+ 3 mm bleed or U4\*  
(210 x 258 mm) + 3 mm bleed  
+ leaderboard (728 x 90 px)  
or skyscraper (160 x 600 px)  
for one week, respectively

€ 3,690



### 1/2 Seite + Leader-board/skyscraper

half page (vertical 88 x 252 mm,  
no double-page spread, or  
horizontal 180 x 125 mm,  
no double-page spread)  
+ leaderboard (728 x 90 px)  
or skyscraper (160 x 600 px) for  
one week, respectively

€ 2,690



### 1/1 page + leader-board/skyscraper

full page (210 x 297 mm)  
+ 3 mm bleed  
+ leaderboard (728 x 90 px)  
or skyscraper (160 x 600 px)  
for one week, respectively

€ 3,690



1/2 page advertorial  
+ text advertisement  
in the newsletter  
advertorial and text  
ad in the newsletter

€ 890



### Content plus content

(print/online/mobile)  
marked as paid content  
+ newsletter banner  
for two days

€ 590

For information on closing dates,  
documents to be printed, etc. please  
go to page 6 and following pages.

\*Please note the different cover page formats.

## Advertising formats: *Holzkurier* print issue



### 1/2 page advertorial

article with color  
picture, logo and  
homepage

€ 590



### 1/3 page, vertical/hori- zontal (vertical 57 x 252 mm, horizontal 180 x 84 mm)

IPS, 4c € 2,200

AS, 4c € 1,990



### 1/4 page, vertical/horizon- tal (vertical 88 x 125 mm, horizontal 180 x 63 mm)

IPS, 4c € 1,990

IPS, b/w € 940

AS, 4c € 1,150

AS, b/w € 740



### 1/6 page, vertical, (88 x 84 mm)

IPS, 4c € 1,150

IPS, b/w € 740

AS, 4c € 910

AS, b/w € 570



### 1/8 page, vertical/hori- zontal (vert. 88 x 63 mm, hor. 180 x 29 mm)

IPS, 4c € 930

IPS, b/w € 500

AS, 4c € 570

AS, b/w € 370



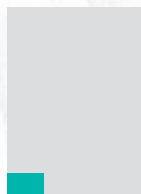
### 1/16 page, horizontal, (88 x 30 mm)

IPS, 4c € 460

IPS, b/w € 250

AS, 4c € 310

AS, b/w € 205



### 1/32 page, horizontal, (44 x 30 mm)

AS, 4c € 120

AS, b/w € 76

### Abbreviations:

AS = advertisement section, IPS = inner  
part section; printing errors reserved.  
All prices are subject to 5 % advertising tax  
and 20 % value added tax.

For information on closing dates, documents to be printed, etc. please go to page 6 and following pages.



## Banner formats: *Timber-Online*



**Leaderboard (728 x 90 px,  
smartphone: 320 x 100 px)**

CPM\*: € 40

**visibility**

- ✓ desktop
- ✓ tablet
- ✓ smartphone



**Half page ad  
(300 x 600 px)**

CPM\*: € 54

**visibility**

- ✓ desktop



**Online advertorial  
(750 x 225 px)**

teaser (online/mobile), edited  
and marked as advertisement  
price: € 890

**+ optional  
as double pack:**

online advertorial +  
newsletter banner high-  
lighted in grey

price: € 1,190

- visibility**
- ✓ desktop
  - ✓ tablet
  - ✓ smartphone



**Billboard  
(970 x 250 px)**

price (week): € 380

price (month): € 1,200

**visibility**

- ✓ desktop

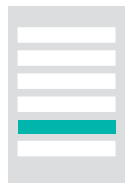


**Medium rectangle  
(300 x 250 px)**

CPM\*: € 35

**visibility**

- ✓ desktop
- ✓ tablet
- ✓ smartphone



**Newsletter banner  
(570 x 140 px)**

price (one time only): € 300

price (week): € 750

price (month): € 2,500

\* CPM (cost per mille): minimum  
order value: 5,000 contacts run-  
on-site advertising, plus VAT,  
special formats and placements



**skyscraper  
(160 x 600 px)**

CPM\*: € 40

**visibility**

- ✓ desktop

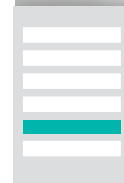


**Embedded video  
(620 x 465 px,  
max. 20 MB)**

price: € 990

**visibility**

- ✓ desktop
- ✓ tablet
- ✓ smartphone



**Newsletter text ad  
(maximum of  
350 characters)**

**incl. link in newsletter**  
price (week): € 300

## Editorial schedule 2021

Issue	Topic(s)	Release date	Advertising closing date
1/2	Timber markets 2021 <u>+ Floor-Special*</u>	07. 01. 21	29. 12. 20
3	IT and electronic data processing (EDP), enterprise resource planning (ERP), process control, controlling, "Industry 4.0"	21. 01. 21	12. 01. 21
4	Timber engineering, wall systems, insulations, prefabricated house	28. 01. 21	19. 01. 21
5	Wood varieties: old wood, wood veneers, thermally modified wood	04. 02. 21	26. 01. 21
6	Southern Germany: a wider area introduces itself	11. 02. 21	02. 02. 21
7	The log yard	18. 02. 21	09. 02. 21
8	Heat and electricity from biomass	25. 02. 21	16. 02. 21
9	Outdoor: terraces, facades, WPC (Wood-Plastic-Composites)	04. 03. 21	23. 02. 21
10	Solid structural timber, duolam and triolam, laminated timber, block house planks	11. 03. 21	02. 03. 21

Please note the advertising closing dates for special issues.

**\*Specials:**  
higher circulation;  
inserts of the print media  
Holzkurier and  
holzbau austria;  
shipping to  
HolzDesign  
subscribers

Issue	Topic(s)	Release date	Advertising closing date
11	High-performance sawmills, profiling/chipping technology	18. 03. 21	09. 03. 21
12	Wood as high-performance material	25. 03. 21	16. 03. 21
13	Optimization: from detection to cutting out	01. 04. 21	23. 03. 21
14	Scandinavia, Finland and the Baltic region	08. 04. 21	30. 03. 21
15	Mechanization and automation in processing companies; trimming, multi-blade sawing	15. 04. 21	06. 04. 21
16	Tools	22. 04. 21	13. 04. 21
17	Training, further education, research and examination <u>+ Panel-Special*</u>	29. 04. 21	20. 04. 21
18	Glue-laminated timber, laminated veneer lumber	06. 05. 21	27. 04. 21
19	Timber trade: leading companies and suppliers (incl. e-commerce); Domotex	14. 05. 21	04. 05. 21
20	The perfect surface: wood preservation, varnishes, paints, grinding machines	20. 05. 21	11. 05. 21

## Editorial schedule 2021

Issue	Topic(s)	Release date	Advertising closing date
21	<b>Used machines and plants, maintenance, service, spare parts</b>	27. 05. 21	18. 05. 21
22	<b>Sawmill solutions for small and medium-sized enterprises (SME)</b>	04. 06. 21	25. 05. 21
23	<b>Of semi-finished and finished products:</b> packaging, order picking, storage, marking	10. 06. 21	01. 06. 21
24	<b>Joinery:</b> machines, software, contract joinery	17. 06. 21	08. 06. 21
25	<b>KWF Tagung 2021:</b> The state of technology in timber harvesting	24. 06. 21	15. 06. 21
26	<b>Planing industry:</b> technology, mechanization, tools	01. 07. 21	22. 06. 21
27	<b>The land of wood:</b> Sauerland <u>+ CLT-Special*</u>	08. 07. 21	29. 06. 21
28	<b>Sawmill byproducts, shredding, chippers, transport; extraction</b>	15. 07. 21	06. 07. 21
29	<b>Quality detection for log wood/sawn timber and processed products, measurement</b>	22. 07. 21	13. 07. 21
30/31	<b>Wood and laminate floors, machines, surfaces</b>	29. 07. 21	20. 07. 21

Please note the advertising closing dates for special issues.

**\*Specials:**  
higher circulation;  
inserts of the print media  
Holzkurier and holzbau austria;  
shipping to HolzDesign  
subscribers



Issue	Topic(s)	Release date	Advertising closing date
32	Adhesives, screws and other fasteners	12. 08. 21	03. 08. 21
33	Wood in movement: logistics, transport, intralogistics (forklifts, machines)	19. 08. 21	10. 08. 21
34	Windows, production technology, window scantlings <u>+ Door-/Window-Special*</u>	26. 08. 21	17. 08. 21
35	Special issue no. 1 Ligna Hannover: sawmill equipment, biomass, forestry	02. 09. 21	24. 08. 21
36	Special issue no. 2 Ligna Hannover: laminated timber, carpentry, timber constructions <u>HOLZDesign + Timber Workshop-Special*</u>	09. 09. 21	31. 08. 21
37	Special issue no. 3 Ligna Hannover: Holz-Handwerk	16. 09. 21	07. 09. 21
38	Special issue no. 4 Ligna Hannover: processing	23. 09. 21	14. 09. 21
39	Everything but spruce: alternative types of wood, hardwood	30. 09. 21	21. 09. 21
40	Consulting, fire safety	07. 10. 21	28. 09. 21

## Editorial schedule 2021

Issue	Topic(s)	Release date	Advertising closing date
41	1st follow-up issue on Ligna	14. 10. 21	05. 10. 21
42	2nd follow-up issue on Ligna, Sawmill congress 2021	21. 10. 21	12. 10. 21
43	Wood packaging: pallets, crates, drums	28. 10. 21	19. 10. 21
44	Pellet production	04. 11. 21	27. 10. 21
45	CLT-Inside (production of cross-laminated timber, wood peeling)	<b>HOLZDesign</b> <b>+ Carpenter-Special*</b>	02. 11. 21
46	Wood drying, moisture measurement	18. 11. 21	09. 11. 21
47	Mechanization of sawmills: log wood/sawn timber	25. 11. 21	16. 11. 21
48	Timber construction company and supplier of the year 2022	02. 12. 21	23. 11. 21
49	Forestry company and supplier of the year 2022	09. 12. 21	30. 11. 21
50	Timber trade company and supplier of the year 2022; Handwerk Wels	16. 12. 21	07. 12. 21
51/52	Last issue of the year (available for two weeks) Sawmill and sawmill supplier of the year 2022 and Timber company and timber industry supplier of the year 2022	23. 12. 21	14. 12. 21

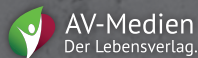
**\*Specials:**  
higher circulation;  
inserts of the print media  
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Please note the advertising closing dates for special issues.

## Editorial focus

Every week, Holzkurier offers independent information on market developments, the timber and sawmill industry, timber trade, panel industry, timber construction, forestry, on floor and window manufacturers as well as the biomass sector.

## Owner and publisher



### AV-Medien

1140 Wien, Sturgasse 1a  
Phone +43 (0) 1/981 77-132, Fax -130  
Internet: [www.av-medien.at](http://www.av-medien.at)

## Place of printing

1140 Wien, Österreich

## Target audience

Wood processing industry, sawmill industry, timber and construction material trade, timber construction, carpentry, furniture industry, forestry, all wood trades, supplying industry, wood working machine sector, construction sector. On average, every issue is read by four people. Thus, every insert reaches 16,000 company owners and decision makers from the sawmill and timber industry, the timber and construction material trade as well as forest owners and foresters, machine industrialists and suppliers.

## Advertising closing date

nine days before the release date

## Formats

type area: 180 x 252 mm  
magazine format: 210 x 297 mm

## Documents to be printed

Via e-mail to: [d.jakubiec@holzkurier.com](mailto:d.jakubiec@holzkurier.com)

Printable PDF files are preferred. For flawless printing, they have to correspond to the PDF/X4 standard. Reproducible InDesign, Adobe Photoshop, Adobe Illustrator or Adobe Acrobat Professional documents only with a color-fast test print, type fonts converted to curves. Image files need to have at least 300 dpi, bitmaps (line scans) or logos (800 dpi). 4C-pictures as photoshop eps, tiff or jpg. Colors have to be defined in the CMYK color mode (process color). With RGB data, colors may vary in printing.

Microsoft Office documents are not fit for reproduction. For the creation of ads, a processing fee is charged. The amount depends on the time needed for the creation and is at least 5 % of the respective ad price.

## Terms and conditions

For the terms and conditions please go to [www.av-medien.at/services/agb.html](http://www.av-medien.at/services/agb.html).

*All icons, stock images in the media information 2021: Shutterstock*

## Additional fees

express fee:	10 % per working day after the advertising closing date
double-page	
spread:	10 % fee
placement:	20 % fee
per spot color:	€ 288

## Personalized advertising

ÖAV offers various types of personalized advertising, supplements and much more. Our head of advertising, Emeka Assor, is happy to advise you.

**Inserts** € 1,950  
maximum single weight 20 g;  
If the weight exceeds 20 g,  
the extra-postage is charged.

**Supplements** € 1,990  
folded, with a bleed of +3 mm on all sides;  
maximum single weight 20 g; If the weight exceeds 20 g, the extra-postage is charged.

## Discount for repeated advertising

6 x: 10 %; 12 x: 15 %; 24 x or more: 20 %  
Credit notes are valid in the following year.

## Terms of payment

Payments are due immediately upon receipt and without deduction. All prices are subject to 5 % advertising tax and 20 % value added tax.



Celebrate  
**75 years**  
of Holzkurier with us



[www.holzkurier.com](http://www.holzkurier.com)  
[www.timber-online.net](http://www.timber-online.net)

Typesetting and printing errors reserved.

We reach over  
**3.3 million**  
readers per year\*.



Daily news on  
**holzkurier.com or  
timber-online.net**



Weekly  
print issue



Daily  
newsletter



Biggest editorial  
team in the German-  
speaking area

\* through newsletter sub-  
scribers, views, readers of  
the print issue and page  
impressions of holzkurier.  
com/timber-online.net

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