

HOLZKURIER

The international Timber Magazine

*Knowledge
facilitates
growth.*

75 years of 
Holzkurier

holzkurier.com | timber-online.net

MEDIA INFORMATION

2021

no. 58, valid from October 2020

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

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



1/1 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 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



**1/2 page advertorial
+ text advertisement
in the newsletter**
advertorial and text
ad in the newsletter
€ 890

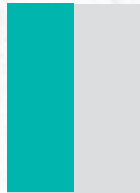


**Content plus
content**
(print/online/mobile)
marked as paid content
+ newsletter banner
for two days
€ 590

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/horizontal (vertical 57 x 252 mm, horizontal 180 x 84 mm)

IPS, 4c € 2,200

AS, 4c € 1,990



1/4 page, vertical/horizontal (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/horizontal (vert. 88 x 63 mm, hor. 180 x 29 mm)

IPS, 4c € 930

IPS, b/w € 500

AS, 4c € 570

AS, b/w € 370



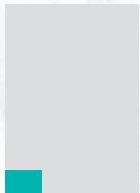
1/16 page, horizontal, (88 x 30 mm)

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



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

CPM*: € 35

visibility

- ✓ desktop
- ✓ tablet
- ✓ smartphone



**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



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

price: € 990

visibility

- ✓ desktop
- ✓ tablet
- ✓ smartphone



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

price (one time only): € 300
price (week): € 750
price (month): € 2,500

or

**Newsletter text ad
(maximum of 350 characters)
incl. link in newsletter**

price (week): € 300



**skyscraper
(160 x 600 px)**

CPM*: € 40

visibility

- ✓ desktop

*CPM

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

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 |

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

Please note the advertising closing dates for special issues.

| 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 | Used machines and plants, maintenance, service, spare parts | 27. 05. 21 | 18. 05. 21 |
| 22 | Sawmill solutions for small and medium-sized enterprises (SME) | 04. 06. 21 | 25. 05. 21 |
| 23 | Of semi-finished and finished products: packaging, order picking, storage, marking | 10. 06. 21 | 01. 06. 21 |
| 24 | Joinery: machines, software, contract joinery | 17. 06. 21 | 08. 06. 21 |
| 25 | KWF Tagung 2021: The state of technology in timber harvesting | 24. 06. 21 | 15. 06. 21 |
| 26 | Planing industry: technology, mechanization, tools | 01. 07. 21 | 22. 06. 21 |
| 27 | The land of wood: Sauerland <u>+ CLT-Special*</u> | 08. 07. 21 | 29. 06. 21 |
| 28 | Sawmill byproducts, shredding, chippers, transport; extraction | 15. 07. 21 | 06. 07. 21 |
| 29 | Quality detection for log wood/sawn timber and processed products, measurement | 22. 07. 21 | 13. 07. 21 |
| 30/31 | Wood and laminate floors, machines, surfaces | 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 | 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 | HOLZDesign + Timber Workshop-Special* | 09. 09. 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 | German wood congress 2021 | 14. 10. 21 | 05. 10. 21 |
| 42 | 75 years of Holzkurier – special issue | 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) | HOLZDesign + Carpenter-Special* | 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:**
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holzbau austria;
shipping to
HolzDesign
subscribers

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, Sturzgasse 1a

Phone +43 (0) 1/981 77-132, Fax -130

Internet: 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

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.

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 salesteam is happy to advise you.

Inserts € 1,950

maximum single weight 20g;

If the weight exceeds 20g, 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
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 subscribers, views, readers of the print issue and page impressions of holzkurier.com/timber-online.net

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