



HOLZKURIER

The international Timber Magazine

*Knowledge
facilitates
growth.*

MEDIA INFORMATION

2024

no. 62, valid from October 2023

**Reach the decision
makers of the timber
industry through cross-
media advertising –**

*your individual
campaign with
Holzkurier/
Timber-Online*

holzkurier.com · timber-online.net

Your Holzkurier-Campaign management



Together, we create a successful individual cross-media campaign for you

HOLZKURIER

Do you want to reach the decision-makers with your solutions or products, avoid expensive scattering loss and plan your campaign using a holistic communication strategy? With the Holzkurier, you can implement a targeted and success-oriented communication strategy which includes various channels – such as timber-online.net, our English-language platform.

From print, online and direct marketing (through our daily newsletter) to videos or social media posts – we have the right mix for you!

We look forward to a successful partnership.

TIMBER-ONLINE.net



Verena Maria Kern

Head of Media Sales
+43 (0) 1/981 77-142
v.kern@holzkurier.com



Gabriele Prammer

Media Consulting Holzkurier
+43 (0) 1/981 77-146
g.prammer@holzkurier.com

Fotos © Simlinger

over **4.3**
million
readers a year ¹

 **6.500**
subscribers
to our daily newsletter ²

 more than
20.600
LinkedIn contacts ³

up to
125.000
impressions a
month ⁴



35.000 
weekly page
impressions of
holzkurier.com & up to
25,000 views on
holzkurier.tv

 up to **16.000**
decision-makers
reached each week through
the print medium

over **400** on-site
reports (a year) by Europe's
biggest editorial team
specialized in the timber
industry

This is what matters to our customers:

*Topicality of the contents,
specialist articles, reaching
the target audience, general
level of familiarity with the
medium.*

And this is how the Holzkurier is
rated by existing and potential
advertisers:

-  **Topicality of the contents**
(47% very good, 32% good)
-  **Specialist articles**
(34% very good, 45% good)
-  **Reaching the target audience**
(34% very good, 56% good)
-  **Level of familiarity with the
medium**
(54% very good, 31% good)

**None of the other comparable magazines
tested outperformed the Holzkurier in any
of these aspects.**

(research carried out by
Research Bureau Edda
Mogel in January 2019)

RESEARCH BUREAU
EDDA MOGEL e.U.

¹ total of newsletter subscribers, video views, readers of
the print issue and page impressions of holzkurier.com
in line with DSGVO requirements, newsletter sent on
every weekday

² contacts of the profiles "holzkurier.com",
"timber-online.net" and "Gerd Ebner" (editor-in-chief)

³ on the "holzkurier.com" LinkedIn profile alone

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.

360° package**



- front page*
- video (3-5 minutes, incl. link for embedding or sharing)
- billboard banner (for one week)
- standalone newsletter (own layout, individual advertising content)
- LinkedIn-Post

€9,995

Video Plus package**



- Three-minute video report
- One-page report with QR code
- Newsletter text banner
- LinkedIn post

€6,750

Top package**



- front page*
- billboard banner (for one week)

€5,250

+

- newsletter image banner (for one week)

€6,050

* Front page 210 x 230mm (+3mm bleed) can be booked depending on availability; alternatives: U2, U3 or U4; Please ask your campaign manager. ** Packages can only be charged as a whole, postponed individual services remain valid for 12 months in the form of a credit which can be redeemed, videos remain valid for only for 3 months.

PRINT & ONLINE

Cross-media packages (examples)

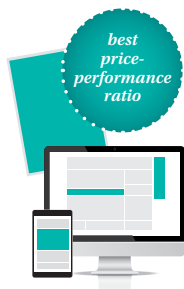


U2 or U3 cover page
210 x 297 mm (+3 mm bleed)

U4
210 x 260 mm (+3 mm bleed)

+ leaderboard 728 x 90 px
(desktop), 320 x 100 px (mobile)
or skyscraper 160 x 600 px
(each for one week)

€4,350



1/1 page (inside)
full page: 216 x 303 mm
incl. 3 mm bleed

+ leaderboard 728 x 90 px
(desktop), 320 x 100 px (mobile)
or skyscraper 160 x 600 px
(each for one week)

€4,200



1/2 page (vertical / horizontal)
vertical: 88 x 252 mm,
horizontal: 180 x 125 mm

+ leaderboard 728 x 90 px
(desktop), 320 x 100 px (mobile)
or skyscraper 160 x 600 px,
(each for one week)

€3,150



Content Plus

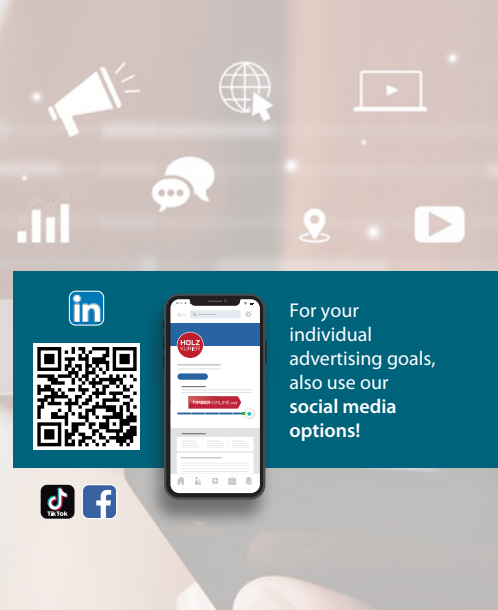
1/2 or 1/1 page advertorial
featured article in the print magazine, color
picture, company logo and naming of the website

+ online advertorial (more details on page 5)

+ link in the Holzkurier newsletter
with text banner (one-time)

Content Plus 1/2 page: **€2,050**

Content Plus 1/1 page: **€2,850**



For your
individual
advertising goals,
also use our
social media
options!

Please note the different cover page formats!

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

PRINT

Advertising formats & Advertorials



1/2 page

vertical: 88 x 252 mm or
horizontal: 180 x 125 mm

IPS, 4c **€2,950**
AS, 4c **€2,550**



1/3 page

vertical: 57 x 252 mm or
horizontal: 180 x 84 mm

IPS, 4c **€2,600**
AS, 4c **€2,325**



1/4 page

vertical: 88 x 125 mm or
horizontal: 180 x 63 mm

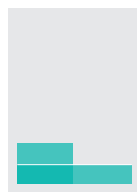
IPS, 4c **€2,310**
AS, 4c **€1,450**



1/6 page

88 x 84 mm

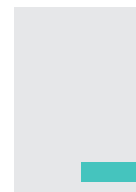
IPS, 4c **€1,385**
AS, 4c **€1,050**



1/8 page

vertical: 88 x 63 mm or
horizontal: 180 x 29 mm

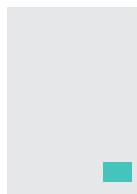
IPS, 4c **€1,085**
AS, 4c **€655**
AS, b/w **€425**



1/16 page

88 x 30 mm

IPS, 4c **€545**
AS, 4c **€385**
AS, b/w **€265**



1/32 page

44 x 30 mm

AS, 4c **€165**
AS, b/w **€125**

Advertorials
can also be booked
online and as Con-
tent Plus (details
p. 3 & p. 5)



Advertorial

1/2 or 1/1 page

highlighted article with color
image and company logo

1/2 page **€875**
1/1 page **€1,575**

All type area advertisements
only in net format without bleed,
frames and trim marks.

All prices are subject to 5 % advertising tax and 20 % value added tax.

Abbreviations:

AS = advertisement section, IPS = inner part section

ONLINE

Banner formats

Placement on home, section and article pages



Medium Rectangle

300 x 250 px (desktop, mobile)

visibility:

desktop, tablet, smartphone

€260 (per week)



Billboard banner

970 x 250 px (desktop),

320 x 100 px (mobile)

visibility:

desktop, tablet, smartphone

€515 (per week)



Skyscraper

160 x 600 px

visibility:

desktop

€370 (per week)

Placement on home, section and article pages



Leaderboard banner

728 x 90 px (desktop),

320 x 100 px (mobile)

visibility:

desktop, tablet, smartphone

€370 (per week)



Embedded video

360 x 200 px

visibility:

desktop, tablet, smartphone

€1,260

Placement on article pages



Content Ad

728 x 90 px (desktop),

300 x 250 px (mobile)

visibility:

The banner is placed centrally in the editorial part

€565 (per week)



Online advertorial

Marked as advertising content incl. colored link in the newsletter and one-time text banner

visibility:

desktop, tablet, smartphone

€1,370



Newsletter image banner

570 x 140 px, inkl. link

€370 (one-time)

Newsletter text banner

incl. link to related article on holzkurier.com

€370 (one-time)

Standalone newsletter*

€2,940 (one-time)

File size info & possible formats:

static online banner:

.jpg oder .png – 150 KB (max.),

animated online banner:

.html 5 – 150 KB (max.) or

.gif – 800 KB (max.)

Base: Articles or videos on holzkurier.com

2024

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
1/2	Wood markets 2024 <u>+ Floor Special*</u>	04. 01. 24	19. 12. 23
3	IT and electronic data processing (EDP), ERP, process control, controlling, "Industry 4.0"	18. 01. 24	09. 01. 24
4	Optimization: from detecting to cutting out	25. 01. 24	16. 01. 24
5	The perfect surface: wood preservation, varnishes, paints, grinding machines; follow-up coverage Alpbach	01. 02. 24	23. 01. 24
6	The log yard: debarking, root reduction, measuring, handling	08. 02. 24	30. 01. 24
7	Tools	15. 02. 24	06. 02. 24
8	Solid structural timber, duolam and triolam, laminated timber, block house planks	22. 02. 24	13. 02. 24
9	Heat and electricity from biomass, Expoenergy Wels / European Pellet Conference Wels	29. 02. 24	20. 02. 24
10	High-performance sawmill, profiling/chipping technology	07. 03. 24	27. 02. 24

2024

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
11	Holz-Handwerk Nuremberg, Fensterbau Frontale	14. 03. 24	05. 03. 24
12	Timber engineering; Dach & Holz International, Cologne (follow-up coverage)	21. 03. 24	12. 03. 24
13	Outdoor – wooden terraces; thermally treated wood, WPC	28. 03. 24	19. 03. 24
14	Inside CLT: production of cross-laminated timber	04. 04. 24	26. 03. 24
15	Mechanization and automation in wood processing companies	11. 04. 24	02. 04. 24
16	Wood in motion – logistics, transport, intralogistics	18. 04. 24	09. 04. 24
17	Focus on Scandinavia and the Baltic region	25. 04. 24	16. 04. 24
18	From the semi-finished to the finished product: “packaging, marking, order picking, storage”	+ Workshop Special* 02. 05. 24	23. 04. 24
19	Sawmill solutions for small and medium-sized enterprises (SME); bandsaws, processing of large-diameter log wood	10. 05. 24	30. 04. 24
20	Production of wood-based materials: chipboards, insulation, MDF, OSB, CPL, HPL and veneers	16. 05. 24	07. 05. 24

***Specials =**
inserts of the
print media
Holzkurier
+ Holzbau
Austria
Attention:
Different
advertising
closing dates.
For more de-
tails, see media
information on
Specials.*

2024

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
21	Serial building, modular construction, prefabricated houses	23. 05. 24	14. 05. 24
22	Joining, machines, software, contract joining	31. 05. 24	21. 05. 24
23	Forestry technology 2024, Follow-up issue of the KWF-Tagung: "The state of technology in timber harvesting"	06. 06. 24	28. 05. 24
24	Southern Germany: A wider area introduces itself	13. 06. 24	04. 06. 24
25	Planing industry: technology, mechanization, tools	20. 06. 24	11. 06. 24
26	Sawmill byproducts, shredding, chippers, transport; extraction	27. 06. 24	18. 06. 24
27	Timber trade – leading companies and their suppliers	04. 07. 24	25. 06. 24
28	Connecting wood (adhesives, mechanical connectors)	11. 07. 24	02. 07. 24
29/30	Wood and laminate floors, machines, surfaces	18. 07. 24	09. 07. 24

Issue	Topic(s)	Release date	Ad closing date
31	Special issue no. 1 International Wood Fair Klagenfurt, cutting technology, biomass	01. 08. 24	23. 07. 24
32	Special issue no. 2 International Wood Fair Klagenfurt, forestry, timber constructions	08. 08. 24	30. 07. 24
33	Special issue no. 3 International Wood Fair Klagenfurt, mechanization, sawmill equipment	16. 08. 24	06. 08. 24
34	Special issue no. 4 International Wood Fair Klagenfurt, further processing	22. 08. 24	13. 08. 24
35	Innovation issue: Wood as high-performance material; training, further education, research and testing	29. 08. 24	20. 08. 24
36	Old wood, wood varieties + Panel Special*	05. 09. 24	27. 08. 24
37	Wood packaging – pallets, crates, drums	12. 09. 24	03. 09. 24
38	Follow-up issue Wood Fair Klagenfurt	19. 09. 24	10. 09. 24
39	Glue-laminated timber, laminated veneer lumber	26. 09. 24	17. 09. 24
40	Everything but spruce; hardwood, alternative types of wood Windows & doors	03. 10. 24	24. 09. 24

*Specials = inserts of the print media Holzkurier + Holzbau Austria
Attention: Different advertising closing dates. For more details, see media information on Specials.*

Issue	Topic(s)	Release date	Ad closing date
41	Quality detection + measurement	10. 10. 24	01. 10. 24
42	German Wood Congress 2024	17. 10. 24	08. 10. 24
43	Edge-trimming, multi-blade sawing	24. 10. 24	15. 10. 24
44	Pellet production, chip drying, conveyor technology	31. 10. 24	22. 10. 24
45	Used machines <u>+ CLT Special*</u>	07. 11. 24	29. 10. 24
46	Wood drying, moisture measurement	14. 11. 24	05. 11. 24
47	Mechanization of sawmills, log wood/lumber <u>+ Carpenter-Special*</u>	21. 11. 24	12. 11. 24
48	Timber construction company and timber construction supplier of the year 2025; 28th International Wood Construction Conference (IHF) Innsbruck	28. 11. 24	19. 11. 24
49	Forestry company and forestry supplier of the year 2025	05. 12. 24	26. 11. 24
50	Timber trade company and supplier of the year 2025	12. 12. 24	03. 12. 24
51/52	Last issue of the year (available for two weeks) Sawmill and sawmill supplier of the year 2025, Timber company and timber industry supplier of the year 2025	19. 12. 24	10. 12. 24

*Specials = inserts of the print media Holzkurier + Holzbau Austria
Attention: Different advertising closing dates. For more details, see media information on Specials.*

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
Der Lebensverlag.

AV-Medien

1140 Wien, Sturzgasse 1a
Phone: +43 (0) 1/981 77-132,
Internet: www.av-medien.at

Place of printing

1140 Vienna, Austria

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.

Terms and conditions

For the terms and conditions please visit www.av-medien.at/services/agb.html.

Advertising closing date

nine days before the release date

Formats

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

Documents to be printed

via e-mail to: t.wolf@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).

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 2024: Shutterstock*

Additional fees

express fee:	10% per working day after the advertising closing date
bleed:	10% fee
customized placement:	20% fee

Personalized advertising

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

Supplements & inserts

You are welcome to book supplements and inserts. Price on request.

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.



Typesetting & printing errors reserved.



We reach over
4.3 million
readers per year*



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



**Weekly
print issue**



**Daily
newsletter**



**Biggest editorial team of
the timber industry in the
German-speaking area**

*through newsletter subscribers, video views, readers of the print issue and page impressions of holzkurier.com & timber-online.net

