



# HOLZKURIER

The international Timber Magazine

*Knowledge  
facilitates  
growth.*

75 years +  
Holzkurier

## MEDIA INFORMATION

# 2022

no. 60, valid from November 2021

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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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[holzkurier.com](http://holzkurier.com)

# 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)
- billboard banner (for one week)
- standalone-e-mail (own layout, individual advertising content)
- LinkedIn post

**€ 8,490**

### Premium package



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

**€ 5,300**

### Top package



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

**€ 4,500**

*You can find all formats from page 15;  
\* front page can be booked depending on availability; alternatively:  
U2, U3 or U4; ask your campaign manager.*

## Cross-media packages (examples)



### U2/U3 or U4

U2/3: 216x303 mm incl. 3 mm bleed, U4 bled-off: 216x264 mm incl. 3 mm bleed

**+ leaderboard** 728x90 px,  
**or skyscraper** 160x600 px,  
(for one week)

**€ 3,960**



### 1/1 page (inside)

full page: 216x303 mm  
incl. 3 mm bleed

**+ leaderboard** 728x90 px,  
**or skyscraper** 160x600 px,  
(for one week)

**€ 3,800**



### 1/2 page (vertical/horizontal)

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

**+ leaderboard** 728x90 px,  
**or skyscraper** 160x600 px,  
(for one week)

**€ 2,800**



### Content plus:

#### 1/2 site advertorial

featured article in the print magazine, color  
picture, company logo and naming of the website

**+ online advertorial** (more details on page 17)

**+ link in the holzkurier-newsletter  
with text/image teaser** (one-time)


**€ 1,750**

File size info & possible formats  
static online banner: .jpg or .png –  
150 KB (max.), animated online  
banner: .html5 – 150 KB (max.) or  
.gif – 800 KB (max.)

\* 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.

## Advertising formats: *Holzkurier* print issue



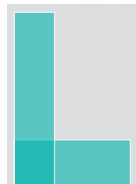
**1/2 page or 1/3 advertorial**  
article with color  
picture, logo and  
homepage

1/2 page	<b>€ 650</b>
1/3 page	<b>€ 550</b>




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

IPS, 4c	<b>€ 2,600</b>
AS, 4c	<b>€ 2,250</b>




**1/3 page  
(vertical/horizontal)**  
vertical: 57 x 252 mm,  
horizontal: 180 x 84 mm

IPS, 4c	<b>€ 2,300</b>
AS, 4c	<b>€ 2,050</b>




**1/4 page (vert./hor.)**  
vertical: 88 x 125 mm,  
horizontal: 180 x 63 mm

IPS, 4c	<b>€ 1,990</b>
IPS, b/w	<b>€ 980</b>
AS, 4c	<b>€ 1,250</b>
AS, b/w	<b>€ 790</b>



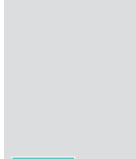
**1/6 page**  
88 x 84 mm

IPS, 4c	<b>€ 1,250</b>
IPS, b/w	<b>€ 770</b>
AS, 4c	<b>€ 950</b>
AS, b/w	<b>€ 590</b>



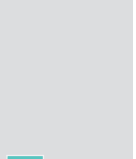
**1/8 page (vert./hor.)**  
vertical: 88 x 63 mm,  
horizontal: 180 x 29 mm

IPS, 4c	<b>€ 970</b>
IPS, b/w	<b>€ 530</b>
AS, 4c	<b>€ 590</b>
AS, b/w	<b>€ 390</b>



**1/16 page**  
88 x 30 mm

IPS, 4c	<b>€ 490</b>
IPS, b/w	<b>€ 290</b>
AS, 4c	<b>€ 325</b>
AS, b/w	<b>€ 220</b>



**1/32 page**  
44 x 30 mm

AS, 4c	<b>€ 140</b>
AS, b/w	<b>€ 90</b>

### 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: *holzkurier.com*



### Leaderboard

728 x 90 px (desktop),  
320 x 100 px (mobile)

#### visibility:

• desktop • tablet • smartphone

**€ 295** (per week), **€ 850** (per month)



### Billboard

970 x 250 px (desktop),  
320 x 100 px (mobile)

#### visibility:

• desktop • tablet • smartphone

**€ 395** (per week), **1.270 €** (per month)



### Skyscraper

160 x 600 px

#### visibility:

• desktop

**€ 295** (per week),  
**€ 850** (per month)



### Medium rectangle

300 x 250 px (desktop)

#### visibility:

• desktop • tablet • smartphone

**€ 210** (per week),

**€ 525** (per month)



### Embedded video

360 x 200 px

#### visibility:

• desktop • tablet • smartphone

**€ 990** (per week),

**€ 2,400** (per month)



### Content ad

728 x 90 px  
(desktop),  
300 x 250 px  
(mobile)

The banner is placed  
centrally in the editorial part,  
two placement options

**€ 500** (per week), **€ 1,650** (per month)



### Online advertorial

Your promotion on  
holzkurier.com, edited and marked  
as advertisement incl. link with text/  
image teaser (one-time) in newsletter,  
highlighted in grey

#### visibility:

• desktop • tablet • smartphone

**€ 1,250** (per week)



### Newsletter banner (570 x 140 px) incl. link in newsletter

**€ 315** (one-time), **€ 785** (per week),

**€ 2,625** (per month)

### Newsletter text ad

incl. link to related article  
on holzkurier.com

**€ 340** (per week)



ROS\* = Run of Site (start-  
ressort- and article pages)

ROS\*

Online banner: file  
size 150 KB (max.), possible  
formats: .jpg, .gif or html5

## Editorial schedule 2022

Issue	Topic(s)	Release date	Ad closing date
1/2	Timber markets 2022 <u>+ Floor-Special*</u>	07/01/22	23/12/21
3	IT and electronic data processing (EDP), enterprise resource planning (ERP), process control, controlling, "Industry 4.0"	20/01/22	11/01/22
4	Optimization: from detection to cutting out	27/01/22	18/01/22
5	Timber construction; Dach & Holz International, Cologne (follow-up coverage)	03/02/22	25/01/22
6	The log yard: Debarking, root reduction, measurement, manipulation	10/02/22	01/02/22
7	Tools	17/02/22	08/02/22
8	Heat and electricity from biomass, Expoenergy Wels/European Pellet Conference Wels	24/02/22	15/02/22
9	Southern Germany: a wider area introduces itself; Outdoor: terraces, facades, garden wood, WPC (Wood-Plastic-Composites)	03/03/22	22/02/22
10	High-performance sawmills, profiling/chipping technology	10/03/22	01/03/22

**\*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.

## Editorial schedule 2022

Issue	Topic(s)	Release date	Ad closing date
11	Windows, doors and veneers	17/03/22	08/03/22
12	Solid structural timber, duolam and triolam, laminated timber, block house planks	24/03/22	15.03/22
13	Training, further education, research and examination	31/03/22	22/03/22
14	Wood in movement: logistics, transport, intralogistics (forklifts, machines)	07/04/22	29/03/22
15	Mechanization and automation in processing companies; trimming, multi-blade sawing	14/04/22	05/04/22
16	CLT-Inside (production of cross-laminated timber, wood peeling)	21/04/22	12/04/22
17	Scandinavia, Finland and the Baltic region	28/04/22	19/04/22
18	Of semi-finished and finished products: packaging, order picking, storage, marking	<b>HOLZDesign</b> <b>+ Timber Workshop-Special*</b>	05/05/22 26/04/22
19	Sawmill solutions for small and medium-sized enterprises (SME)	12/05/22	03/05/22
20	Joining: machines, software, contract joining	19/05/22	10/05/22

## Editorial schedule 2022

Issue	Topic(s)	Release date	Ad closing date
21	<b>Consulting, fire safety; timber engineering</b>	27/05/22	17/05/22
22	<b>The perfect surface:</b> wood preservation, varnishes, paints, grinding machines	02/06/22	24/05/22
23	<b>Connecting wood:</b> adhesives, mechanical connectors	09/06/22	31/05/22
24	<b>Planing industry:</b> technology, mechanization, tools	17/06/22	07/06/22
25	<b>German Timber Congress 2022</b> (Deutscher Holzkongress 2022); <b>pre-event reports:</b> „Dach & Holz“	23/06/22	14/06/22
26	<b>Sawmill byproducts, shredding, chippers, transport; extraction</b>	30/06/22	21/06/22
27	<b>Timber trade:</b> leading companies and suppliers <b>pre-event reports:</b> „Holz-Handwerk“	07/07/22	28/06/22
28	<b>Forestry technology 2023, Interforst:</b> „The state of technology in timber harvesting“	14/07/22	05/07/22
29/30	<b>Wood and laminate floors, machines, surfaces</b>	21/07/22	12/07/22
31	<b>Special issue no. 1 Internationale Holzmesse Klagenfurt:</b> cutting technology, biomass	04/08/22	26/07/22

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## Editorial schedule 2022

Issue	Topic(s)	Release date	Ad closing date
32	<b>Special issue no. 2 Internationale Holzmesse Klagenfurt:</b> forestry, timber constructions;  <b>follow-up coverage:</b> „Dach & Holz“, „Interforst“, „Holz-Handwerk“	11/08/22	02/08/22
33	<b>Special issue no. 3 Internationale Holzmesse Klagenfurt:</b> mechanisation, sawmill equipment	18/08/22	09/08/22
34	<b>Special issue no. 4 Internationale Holzmesse Klagenfurt:</b> processing	25/08/22	16/08/22
35	<b>Windows; Switzerland</b>	01/09/22	23/08/22
36	<b>Wood varieties:</b> old wood, wood veneers, thermally modified wood	<b>+ Panel-Special*</b> 08/09/22	30/08/22
37	<b>Follow-up issue:</b> Wood Fair Klagenfurt	15/09/22	06/09/22
38	<b>Wood packaging:</b> pallets, crates, drums	22/09/22	13/09/22
39	<b>Glue-laminated timber/laminated veneer lumber; Xylexpo pre-event reports</b>	29/09/22	20/09/22
40	<b>Everything but spruce:</b> alternative types of wood, hardwood	06/10/22	27/09/22

## Editorial schedule 2022

Issue	Topic(s)	Release date	Ad closing date
41	Quality detection for log wood/sawn timber and processed products, measurement	13/10/22	04/10/22
42	Wood as high-performance material	20/10/22	11/10/22
43	Trimming, multi-blade sawing; The land of wood: Sauerland	27/10/22	18/10/22
44	Pellet production, chip drying, conveyor technology	03/11/22	25/10/22
45	Used machines <u>+ CLT-Special*</u>	10/11/22	02/11/22
46	Wood drying, moisture measurement	17/11/22	08/11/22
47	Mechanization of sawmills: log wood/sawn timber <u>HOLZDesign</u> <u>+ Carpenter-Special*</u>	24/11/22	15/11/22
48	Timber construction company and supplier of the year 2023; 27. International Wood Construction Conference (IHF) Innsbruck	01/12/22	22/11/22
49	Forestry company and supplier of the year 2022	09/12/22	29/11/22
50	Timber trade company and supplier of the year 2023	15/12/22	06/12/22
51/52	Last issue of the year (available for two weeks) Sawmill and sawmill supplier of the year 2023 and Timber company and timber industry supplier of the year 2023	22/12/22	13/12/22

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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**  
Der Lebensverlag.

### AV-Medien

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

## 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 2021/22: Shutterstock*

## Additional fees

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

## 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 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.



Typesetting and printing errors reserved.



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

We reach over  
**3.4 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 in the wood industry**

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

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