

A close-up photograph of several stacked wooden planks, showing their natural grain and texture. The lighting is warm, highlighting the edges and surfaces of the wood.

HOLZKURIER

The international Timber Magazine

*Knowledge
facilitates
growth.*

75 years +
Holzkurier

MEDIA INFORMATION

2023

no. 61, valid from October 2022

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

holzkurier.com · timber-online.net

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 newsletter (own layout, individual advertising content)
- LinkedIn-Post

€ 9,150

Premium package**



- front page*
- billboard banner (für eine Woche)
- newsletter image banner (for one week)

€ 5,560

Top package**



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

€ 4,850

You can find all formats from page 4;
* front page can be booked depending on availability;
alternatively: U2, U3 or U4; ask your campaign manager.

** Packages can only be charged at once, postponed individual services remain valid for 12 months

PRINT & ONLINE

Cross-media packages (examples)



U2/ U3 or U4

cover page 2/3: 216x303 mm incl.
3 mm bleed, cover page U4 bled-off:

216x264 mm incl. 3 mm bled-off

+ leaderboard 728x90 px
(desktop), 320x100 px (mobile)

or skyscraper 160x600 px
(each for one week)

€4,050



1/1 page (inside)

full page: 216x303 mm
incl. 3 mm bleed

+ leaderboard 728x90 px
(desktop), 320x100 px (mobile)

or skyscraper 160x600 px
(each for one week)

€3,950



1/2 page (vertical / horizontal)

vertical: 88x252 mm,

horizontal: 180x125 mm

+ leaderboard 728x90 px
(desktop), 320x100 px (mobile)

or skyscraper 160x600 px
(each for one week)

€2,900



content plus

1/1 or 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 5)

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

content plus 1/1 site: **€2,500**

content plus 1/2 site: **€1,850**



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

*Start: end of 2022

**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: 88x252 mm or
horizontal: 180x125 mm

IPS, 4c **€2,750**
AS, 4c **€2,350**

**1/3 page**

vertical: 57x252 mm or
horizontal: 180x84 mm

IPS, 4c **€2,415**
AS, 4c **€2,150**

**1/4 page**

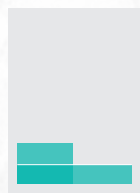
vertical: 88x125 mm or
horizontal: 180x63 mm

IPS, 4c **€2,100**
IPS, b/w **€1,030**
AS, 4c **€1,315**
AS, b/w **€830**

**1/6 page**

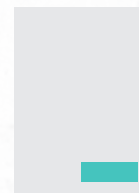
88x84 mm

IPS, 4c **€1,315**
IPS, b/w **€795**
AS, 4c **€995**
AS, b/w **€620**

**1/8 page**

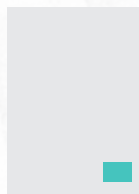
vertical: 88x63 mm or
horizontal: 180x29 mm

IPS, 4c **€1,020**
IPS, b/w **€550**
AS, 4c **€620**
AS, b/w **€395**

**1/16 page**

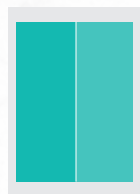
88x30 mm

IPS, 4c **€515**
IPS, b/w **€305**
AS, 4c **€350**
AS, b/w **€240**

**1/32 page**

44x30 mm

AS, 4c **€150**
AS, b/w **€110**

**Advertorial****1/1 or 1/2 page**

highlighted article with color
image and company logo

1/1 page **€1,500**
1/2 page **€800**

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

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

Abbreviations:
AS = advertisement section, IPS = inner part section

Banner formats

Placement on start-, ressort- and article pages



Medium Rectangle

300 x 250 px (desktop)

visibility:

desktop, tablet, smartphone

€ 230 (per week)



Billboard banner

970 x 250 px (desktop),

320 x 100 px (mobile)

visibility:

desktop, tablet, smartphone

€ 430 (per week)



Skyscraper

160 x 600 px

visibility: desktop

€ 310 (per week)

Placement on start- and ressort pages



Leaderboard banner

728 x 90 px (desktop),

320 x 100 px (mobile)

visibility:

desktop, tablet, smartphone

€ 310 (per week)



Embedded video

360 x 200 px

(desktop & mobile)

visibility:

desktop, tablet, smartphone

€ 1,050 (per week)

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

€ 525 (per week)



Online advertorial

Advertising insertion marked incl. colored link in the newsletter with text

visibility:

desktop, tablet, smartphone

€ 1,310 (one-time)



Newsletter image banner

570 x 140 px, incl. link

€ 330 (one-time)

Newsletter text display

incl. link to related article

on holzkurier.com

€ 360 (one-time)

Standalone newsletter

€ 2,800 (one-time)

File size info. & possible formats:

static online banner: .jpg or .png
– 150 KB (max.),

animated online banner: .html 5
– 150 KB (max.) or gif – 800 KB (max.)

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

2023

Editorial schedule

| Issue | Topic(s) | Release date | Ad closing date |
|-------|---|------------------|-----------------|
| 1/2 | Timber markets 2023 | 05/01/23 | 20/12/22 |
| 3 | IT and electronic data processing (EDP), enterprise resource planning (ERP), process control, controlling, "Industry 4.0" | 19/01/23 | 10/01/23 |
| 4 | Everything but spruce: alternative types of wood, hardwood | 26/01/23 | 17/01/23 |
| 5 | Sustainable timber construction, timber engineering, prefabricated house, insulation; follow-up coverage: Zimmeisterwoche Alpbach | 02/02/23 | 24/01/23 |
| 6 | The log yard: Debarking, root reduction, measurement, manipulation | + Floor-Special* | 09/02/23 |
| 7 | Tools | 16/02/23 | 07/02/23 |
| 8 | Heat and electricity from biomass, Expoenergy Wels/European Pellet Conference Wels | 23/02/23 | 14/02/23 |
| 9 | Outdoor: terraces, facades, garden wood, WPC (Wood-Plastic-Composites) | 02/03/23 | 21/02/23 |
| 10 | High-performance sawmills, profiling/chipping technology; Handwerk Wels | 09/03/23 | 28/02/23 |

2023

Editorial schedule

| Issue | Topic(s) | Release date | Ad closing date |
|-------|--|--|-----------------|
| 11 | Solid structural timber, duolam and triolam, laminated timber, block house planks | 16/03/23 | 07/03/23 |
| 12 | Sawmill solutions for small and medium-sized enterprises (SME); Band saws, solid wood processing | 23/03/23 | 14/03/23 |
| 13 | Optimization: from detection to cutting out | 30/03/23 | 21/03/23 |
| 14 | CLT-Inside (production of cross-laminated timber, wood peeling) | 06/04/23 | 28/03/23 |
| 15 | Bau 2023 | 13/04/23 | 04/04/23 |
| 16 | Special issue no/1 Ligna Hannover: processing | 20/04/23 | 11/04/23 |
| 17 | Special issue no/2 Ligna Hannover: laminated timber, carpentry, timber constructions | 27/04/23 | 18/04/23 |
| 18 | Special issue no/3 Ligna Hannover: Holz-Handwerk; pre-event reports: Interzum | <u>HOLZDesign</u> <u>+ Timber Workshop-Special*</u> | 04/05/23 |
| 19 | Special issue no/4 Ligna Hannover: sawmill equipment, biomass, forestry; Swedish Forestry Expo , Stockholm | 11/05/23 | 02/05/23 |
| 20 | Timber trade: leading companies and suppliers | 19/05/23 | 09/05/23 |

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

2023

Editorial schedule

| Issue | Topic(s) | Release date | Ad closing date |
|-------|--|--------------|-----------------|
| 21 | Training, further education, research and examination | 25/05/23 | 16/05/23 |
| 22 | 1st follow-up issue on Ligna; follow-up coverage: Interzum | 01/06/23 | 23/05/23 |
| 23 | 2nd follow-up issue on Ligna | 09/06/23 | 30/05/23 |
| 24 | Wood as high-performance material | 15/06/23 | 06/06/23 |
| 25 | Planing industry: technology, mechanization, tools | 22/06/23 | 13/06/23 |
| 26 | Sawmill byproducts, shredding, chippers, transport; extraction | 29/06/23 | 20/06/23 |
| 27 | Quality detection for log wood/sawn timber and processed products, measurement | 06/07/23 | 27/06/23 |
| 28 | Scandinavia, Finland and the Baltic region | 13/07/23 | 04/07/23 |
| 29 | Of semi-finished and finished products: packaging, order picking, storage, marking | 20/07/23 | 11/07/23 |

2023

Editorial schedule

| Issue | Topic(s) | Release date | Ad closing date |
|-------|---|--------------|-----------------|
| 30/31 | Wood and laminate floors, machines, surfaces | 27/07/23 | 18/07/23 |
| 32 | Joining: machines, software, contract joining | 10/08/23 | 01/08/23 |
| 33 | Consulting, fire safety; CEE, Central and Eastern European Countries (CEEC) | 17/08/23 | 08/08/23 |
| 34 | Connecting wood: adhesives, mechanical connectors | 24/08/23 | 14/08/23 |
| 35 | Southern Germany: a wider area introduces itself; Wood varieties, old wood | 31/08/23 | 22/08/23 |
| 36 | Windows and doors <u>+ Panel-Special*</u> | 07/09/23 | 29/08/23 |
| 37 | Mechanization and automation in processing companies | 14/09/23 | 05/09/23 |
| 38 | Austrofoma 2023, the leading forestry machine fair: „The state of the art in timber harvesting“ | 21/09/23 | 12/09/23 |
| 39 | Wood packaging: pallets, crates, drums | 28/09/23 | 19/09/23 |
| 40 | Laminated timber, laminated veneer lumber | 05/10/23 | 26/09/23 |

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

2023

Editorial schedule

| Issue | Topic(s) | Release date | Ad closing date |
|-------|--|--------------|-----------------|
| 41 | Wood in movement: logistics, transport, intralogistics (forklifts, machines) | 12/10/23 | 03/10/23 |
| 42 | Pellet production, chip drying, conveyor technology | 19/10/23 | 10/10/23 |
| 43 | Trimming, multi-blade sawing; The land of wood: Sauerland | 27/10/23 | 17/10/23 |
| 44 | German Timber Congress 2023 (Deutscher Holzkongress 2023) | 02/11/23 | 24/10/23 |
| 45 | Used machines <u>+ CLT-Special*</u> | 09/11/23 | 31/10/23 |
| 46 | Wood drying, moisture measurement | 16/11/23 | 07/11/23 |
| 47 | Mechanization of sawmills: log wood/sawn timber | 23/11/23 | 14/11/23 |
| 48 | Timber construction company and supplier of the year 2024; 27. International Wood Construction Conference (IHF) Innsbruck | 30/11/23 | 21/11/23 |
| 49 | Forestry company and supplier of the year 2024 <u>HOLZDesign</u> <u>+ Carpenter-Special*</u> | 07/12/23 | 28/11/23 |
| 50 | Timber trade company and supplier of the year 2024; follow-up coverage: Branchentag Holz, Cologne | 14/12/23 | 05/12/23 |
| 51/52 | Last issue of the year (available for two weeks) Sawmill and sawmill supplier of the year 2024 and Timber company and timber industry supplier of the year 2024 | 21/12/23 | 12/12/23 |

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holzbau austria;
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HolzDesign
subscribers*

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

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

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 Photo-shop, 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 2022/23: Shutterstock

Additional fees

express fee: 10% per working day after the advertising closing date

bled-off: 10% fee

Wunschplatzierung: 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.



www.holzkuerier.com
www.timber-online.net



Typesetting & printing errors reserved.

We reach over
3,6 million
readers per year*



Daily news on
holzkuerier.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
holzkuerier.com & timber-online.net

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