

Media information 2020

**Reach the decision  
makers of the  
timber industry  
through cross-  
media advertising  
– *your individual  
campaign with  
Timber-Online***



## Advertising packages

### *We create your individual package!*

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

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

★  
*Your comprehensive  
universal campaign*

### 360°-package



- Front page
- Video (3-5 minutes)\*
- Billboard banner (for one week)
- Stand-alone-e-Mail (own layout; individual advertising content)
- LinkedIn-Post

7,800 €

### Premium-package



- Front page
- Billboard banner (for one week)
- Newsletter banner (for one week)

4,900 €

### Top-package



- Front page
- Billboard banner (for one week)

4,230 €

\*multilingual upon request; Please ask for a quotation.

## Examples of cross-media packages



### Cover page + Leaderboard/Skyscraper

Cover page 2, 3 or 4  
(180 x 252 mm)  
+ Leaderboard (728 x 90 px) or  
Skyscraper (160 x 600 px)  
for one week, respectively

**3,600 €**



### 1/1 page + Leaderboard/Skyscraper

Full page (180 x 252 mm)  
+ Leaderboard (728 x 90 px) or  
Skyscraper (160 x 600 px)  
for one week, respectively

**3,600 €**



### 1/2 page + Leaderboard/Skyscraper

Half page  
(vertical 88 x 252 mm,  
horizontal 180 x 125 mm)  
+ Leaderboard (728 x 90 px) or  
Skyscraper (160 x 600 px)  
for one week, respectively

**2,600 €**



### 1/2 page Advertorial + text advertisement in the newsletter

Advertorial  
+ text ad in  
the newsletter

**890 €**



### Content Plus

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

**590 €**



For further  
information or if  
you have any ques-  
tions, please contact  
our **campaign  
managers!**

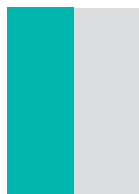


### Video report package

**3,990 €**

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 Advertorial

article with colour  
picture, logo and  
homepage

**590 €**



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

TT, 4c **2,150 €**

AT, 4c **1,950 €**



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

TT, 4c **1,850 €**

TT, b/w **920 €**

AT, 4c **1,130 €**

AT, b/w **720 €**



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

TT, 4c **1,130 €**

TT, b/w **720 €**

AT, 4c **890 €**

AT, b/w **560 €**



### 1/8 page, vertical/horizontal (vertical 88 x 63 mm, horizontal 180 x 29 mm)

TT, 4c **910 €**

TT, b/w **490 €**

AT, 4c **560 €**

AT, b/w **360 €**



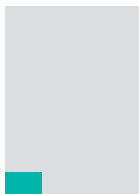
### 1/16 page, horizontal, (88 x 30 mm)

TT, 4c **450 €**

TT, b/w **245 €**

AT, 4c **305 €**

AT, b/w **200 €**



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

AT, 4c **120 €**

AT, b/w **76 €**

### Abbreviations

AT = advertisement section, TT = article 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;  
mobile: 320 x 100 px)**

Price (week): **280 €**

Price (month): **800 €**

**visibility**

✓ desktop ✓ tablet  
✓ smartphone



**Billboard  
(970 x 250 px)**

Price (week): **380 €**

Price (month): **1,200 €**

**visibility**

✓ desktop



**Skyscraper  
(160 x 600 px)**

Price (week): **280 €**

Price (month): **800 €**

**visibility**

✓ desktop



**Half Page Ad  
(300 x 600 px)**

Price (week): **380 €**

Price (month): **1,200 €**

**visibility**

✓ desktop



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

Price (week): **200 €**

Price (month): **500 €**

**visibility**

✓ desktop ✓ tablet  
✓ smartphone



**Large Mobile Banner  
(300 x 600 px)**

Price (week): **250 €**

Price (month): **600 €**

**visibility**

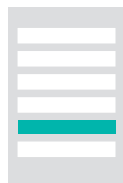
✓ smartphone



**Embedded video  
(620 x 465 px,  
max. 20 MB) 990 €**

**visibility**

✓ desktop ✓ tablet  
✓ smartphone

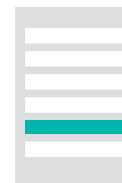


**Newsletter banner  
(570 x 140 px)**

Price (one time only): **300 €**

Price (week): **750 €**

Price (month): **2,500 €**



**Newsletter text ad  
(570 x 140 px)**

Price (week): **250 €**

**Newsletter linking**

Price (month): **50 €**

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

Run-on-site advertising, plus VAT, special formats and placements

## Editorial schedule 2020

Issue	Topic(s)	Release date	Advertising closing date
1/2	<b>Carpentry week</b> Alpbach <b>Domotex</b> Hannover, <b>imm cologne</b> , Cologne <b>FLOOR-SPECIAL</b>	09. 01. 2020	02. 01. 2020
3	<b>Southern Germany:</b> a wider area introduces itself	16. 01. 2020	07. 01. 2020
4	<b>The log yard:</b> debarking, butt reduction, measurement, handling	23. 01. 2020	14. 01. 2020
5	<b>Timber construction 2020:</b> Follow-up coverage of the carpentry week Alpbach; ZOW Cologne	30. 01. 2020	21. 01. 2020
6	<b>Optimisation:</b> from detection to cutting out	06. 02. 2020	28. 01. 2020
7	<b>Dach &amp; Holz International</b> Stuttgart	13. 02. 2020	04. 02. 2020
8	<b>Wood in the garden – wooden terraces and thermally modified wood, WPC and old wood terraces</b> <b>GARDEN WOOD-SPECIAL</b>	20. 02. 2020	11. 02. 2020
9	<b>Heat and electricity from biomass, Energiesparmesse Expoenergy</b> Wels/European Pellet Conference Wels	27. 02. 2020	18. 02. 2020
10	<b>13th International sawmill and timber industry congress 2018</b> <b>5th AGR raw material summit</b> Würzburg	05. 03. 2020	25. 02. 2020

Issue	Topic(s)	Release date	Advertising closing date
11	Holz-Handwerk Nuremberg/Fensterbau Frontale	12. 03. 2020	03.03. 2020
12	Solid structural wood, duolam and triolam, laminated timber, block house planks	19. 03. 2020	10. 03. 2020
13	Focus on Scandinavia and the Baltic region	26. 03. 2020	17. 03. 2020
14	Production of cross-laminated timber	02. 04. 2020	24. 03. 2020
15	IT and company infrastructure bio-economy – renewable raw materials	09. 04. 2020	31 .03. 2020
16	CeMAT 2018 – intralogistics: forklifts, machines	16. 04. 2020	07. 04. 2020
17	„Timber trade“ – leading companies and their suppliers; logistics; mechanisation and automation in wood processing companies	23. 04. 2020	14. 04. 2020
18	Old wood	30. 04. 2020	21. 04. 2020
19	Sawmill solutions for small and medium-sized enterprises (SMEs), band saws, cutting of thick logs	07. 05. 2020	28. 04. 2020
20	Wood preservation/finishing; from the semi-finished to the finished product: „packaging, marking, order picking, storage, transport“	14. 05. 2020	05. 05. 2020

## Editorial schedule 2020


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Issue	Topic(s)	Release date	Advertising closing date
21	<b>Tools</b>	22. 05. 2020	12. 05. 2020
22	<b>Machining – machines, software, on demand machining</b>	28. 05. 2020	19. 05. 2020
23	<b>Training, further education, research and examination</b>	04. 06. 2020	26. 05. 2020
24	<b>Using biomass for energy generation:</b> scrap wood, removal by suction, shredding, transport	12. 06. 2020	02. 06. 2020
25	<b>Planing industry:</b> technology, mechanisation, tools	18. 06. 2020	09. 06. 2020
26	<b>Forestry technology 2020, KWF conference;</b> Schwarzenborn/Hesse	25. 06. 2020	16. 06. 2020
27	<b>Engineered timber construction; prefabricated houses, insulation</b>	02. 07. 2020	23. 06. 2020
28	<b>Consulting, fire safety</b>	09. 07. 2020	30. 06. 2020
29	<b>Wood as a high-performance material</b>	16. 07. 2020	07. 07. 2020
30/31	<b>Wood and laminate floors, machines, surfaces</b>	23. 07. 2020	14. 07. 2020



Issue	Topic(s)	Release date	Advertising closing date
32	<b>Special issue n° 1 International Wood Fair Klagenfurt</b> cutting technology, biomass	06. 08. 2020	28. 07. 2020
33	<b>Special issue n° 2 International Wood Fair Klagenfurt</b> forestry, timber constructions	13. 08. 2020	04. 08. 2020
34	<b>Special issue n° 3 International Wood Fair Klagenfurt</b> mechanisation, sawmill accessories	20. 08. 2020	11. 08. 2020
35	<b>Special issue n° 4 International Wood Fair Klagenfurt</b> Processing	27. 08. 2020	18. 08. 2020
36	<b>Windows, production technology, window scantlings</b>	03. 09. 2020	25. 08. 2020
37	<b>Western Europe</b> (France, Spain, Great Britain) <b>wood packaging</b> – pallets, crates, drums	10. 09. 2020	01. 09. 2020
38	<b>Follow-up issue on the Wood Fair in Klagenfurt</b>	17. 09. 2020	08. 09. 2020
39	<b>Everything but spruce: alternative types of wood</b>	24. 09. 2020	15. 09. 2020
40	<b>Glue-laminated timber, laminated veneer lumber</b>	01. 10. 2020	22. 09. 2020

## Editorial schedule 2020

Issue	Topic(s)	Release date	Advertising closing date
41	Quality detection and measurement	08. 10. 2020	29. 09. 2020
42	Special issue on panels: engineered wood / solid wood panels	15. 10. 2020	06. 10. 2020
43	Edging, multiple blade sawing „The land of wood: Sauerland“	22. 10. 2020	13. 10. 2020
44	Pellet production, drying of wood chips, conveyor technology	29. 10. 2020	20. 10. 2020
45	Used machines 	05. 11. 2020	27. 10. 2020
46	Wood drying, humidity measurement	12. 11. 2020	03. 11. 2020
47	Mechanisation of sawmills, log wood/sawn timber	19. 11. 2020	10. 11. 2020
48	Timber construction company of the year 2021 and Timber construction supplier of the year 2021 26th International Wood Construction Conference (IHF) Innsbruck	26. 11. 2020	17. 11. 2020
49	Forestry company of the year 2021 and Forestry supplier of the year 2021	03. 12. 2020	24. 11. 2020
50	Timber trade company of the year 2021 and Timber trade supplier of the year 2021	10. 12. 2020	01. 12. 2020
51/52	Last issue of the year (available for two weeks) Sawmill of the year 2021 and Sawmill supplier of the year 2021 Timber company of the year 2021 and Timber industry supplier of the year 2021	17. 12. 2020	07. 12. 2020

## Editorial focus

Every week Holzkurier offers independent information on market developments, the wood 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 Vienna, Austria

## Target audience

Wood processing industry, sawmill industry, timber and construction material trade, timber construction, carpentry, furniture sector, 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 wood industry, timber and construction material trade as well as forest owners and foresters, machine industrialists and suppliers.

## Advertising closing date

Eight 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: [s.wagner@holzkurier.com](mailto:s.wagner@holzkurier.com)  
Printable PDF-files are preferred. For flawless printing, they have to correspond to the PDF/X4-standard. Reproducible InDesign- or Adobe Photoshop-, Adobe Illustrator- or Adobe Acrobat Professional-documents only with a colour-fast test print, type fonts converted to curves. Image files need to have a minimum of 300 dpi, Bitmaps (line scans) logos a minimum of 800 dpi. 4C-pictures as photoshop eps, tiff or jpg. Colours have to be defined in the CMYK colour mode. With RGB data, colours may vary in printing.

Microsoft Office documents are not fit for reproduction. For the creation of ads, a processing fee is due. 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 the ÖAV homepage ([www.av-medien.at/services/agb.html](http://www.av-medien.at/services/agb.html)).

Icons, stock images: Shutterstock

## Additional fees

Express fee:	10% per working day after the advertising closing date
Double-page spread:	10% Zuschlag
Placement:	20% Zuschlag
Per spot colour:	288 €

## Personalised advertising

ÖAV offers various types of personalised advertising, supplements much and more. Our head of advertising, Sonja Wagner, 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 20g; If the weight exceeds 20g, 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.

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

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



Daily  
**newsletter**



Weekly  
**print issue**



**Videos on**  
holzkurier.tv



**Biggest editorial team**  
in the German-speaking area

**TIMBER-ONLINE.it**  
the international timber magazine

*Knowledge  
facilitates  
growth*

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