



# HOLZKURIER

The international Timber Magazine

*Knowledge  
facilitates  
growth.*

MEDIA INFORMATION

# 2025

no. 63, valid from October 2024

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

*your individual  
campaign with  
Holzkurier/  
Timber-Online*

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

# Your Holzkurier-Campaign management



**Verena Maria Kern**

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

---

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

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.**

HOLZKURIER

TIMBER-ONLINE.net

over **4.5 million**  
readers a year <sup>1</sup>



**6,900**  
subscribers  
to our daily newsletter <sup>2</sup>



more than  
**24,700**  
LinkedIn contacts <sup>3</sup>



up to  
**125,000**  
impressions a  
month <sup>4</sup>

**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.

<sup>1</sup> 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

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

<sup>4</sup> 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 (incl. link for embedding or sharing)
- One-page report with QR code
- Newsletter text banner
- LinkedIn-post

**€7,200**

### Top package\*\*



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

**€5,500**

+

- newsletter image banner (for one week)

**€6,350**

\* 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

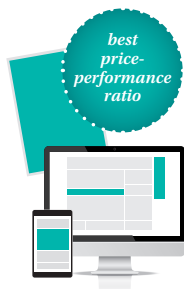
## Cross-media packages (examples)



**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)  
**€4,450**



**1/1 page (inside)**  
full page: 210 x 297 mm  
(+3 mm bleed)

**+ leaderboard** 728 x 90 px  
(desktop), 320 x 100 px (mobile)  
**€4,300**



**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)  
**€3,250**



### Content Plus

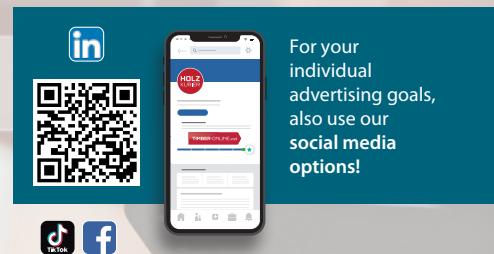
**1/2 or 1/1 page advertorial**  
featured article in the print magazine, color  
picture, company logo and naming of the website

**+ 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 **€3,050**  
AS, 4c **€2,620**



### 1/3 page

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

IPS, 4c **€2,680**  
AS, 4c **€2,410**



### 1/4 page

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

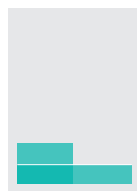
IPS, 4c **€2,380**  
AS, 4c **€1,500**



### 1/6 page

88 x 84 mm

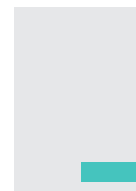
IPS, 4c **€1,430**  
AS, 4c **€1,100**



### 1/8 page

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

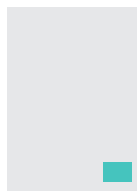
IPS, 4c **€1,100**  
AS, 4c **€680**  
AS, b/w **€435**



### 1/16 page

88 x 30 mm

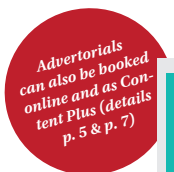
IPS, 4c **€560**  
AS, 4c **€400**  
AS, b/w **€275**



### 1/32 page

44 x 30 mm

AS, 4c **€175**  
AS, b/w **€130**



### Advertorial

#### 1/2 or 1/1 page

highlighted article with color  
image and company logo

1/2 page **€890**  
1/1 page **€1,620**

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

**€270** (per week)



### Billboard banner

970 x 250 px (desktop),

320 x 100 px (mobile)

**visibility:**

desktop, tablet, smartphone

**€540** (per week)



### Skyscraper

160 x 600 px

**visibility:**

desktop

**€340** (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

**€380** (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

**€570** (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

600 x 140 px, inkl. link

**€380** (one-time)

### Newsletter text banner

incl. link to related article on holzkurier.com

**€380** (one-time)

### Standalone newsletter\*

**€2,940** (one-time)

**File sizes for static or animated online banners:**

**Resolution 72 DPI**

**Send the banner in the original size**

**Static online banners:**

.jpg or .png – 150 KB (max.)

**Animated online banners:**

.html 5 – 150 KB (max.) or

.gif – 800 KB (max.)

Base: Articles or videos on holzkurier.com

**2025**

## Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
1/2	Wood markets 2025; Bau 2025 in Munich	02. 01. 25	17. 12. 24
3	Digitalization & process optimization	16. 01. 25	07. 01. 25
4	More than spruce: the diversity of wood	23. 01. 25	14. 01. 25
5	Southern Germany: A wider area introduces itself; follow-up coverage Alpbach	30. 01. 25	21. 01. 25
6	The log yard: debarking, root reduction, measuring, handling	06. 02. 25	28. 01. 25
7	The perfect surface; consulting and fire safety	13. 02. 25	04. 02. 25
8	Heat and electricity from biomass, Expoenergy Wels / European Pellet Conference Wels	20. 02. 25	11. 02. 25
9	Outdoor: wooden terraces, façades, WPC, modified wood	27. 02. 25	18. 02. 25
10	High-performance sawmill, profiling/chipping technology	06. 03. 25	25. 02. 25
11	Solid structural timber, duolam and triolam, laminated timber, log house planks; Handwerk Wels	13. 03. 25	04. 03. 25



2025

## Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
12	Sawmill solutions for small and medium-sized enterprises (SMEs); bandsaws, processing of large-diameter logs	20. 03. 25	11. 03. 25
13	Optimization: from detecting to cutting out <u>+ Serial bulding Special*</u>	27. 03. 25	18. 03. 25
14	Inside CLT: production of cross-laminated timber	03. 04. 25	25. 03. 25
15	Joining, machines, software, contract joining	10. 04. 25	01. 04. 25
16	Wood in motion: logistics, lifting vehicles, intralogistics	17. 04. 25	08. 04. 25
17	Innovation issue: training, further education, research and testing	24. 04. 25	15. 04. 25
18	Special issue no. 1 Ligna Hanover: further processing	02. 05. 25	22. 04. 25
19	Special issue no. 2 Ligna : glued timber, carpentry, timber construction; coverage of upcoming Interzum fair	08. 05. 25	29. 04. 25
20	Special issue no. 3 Ligna: Wood trades and crafts	15. 05. 25	06. 05. 25
21	Special issue no. 4 Ligna: sawmill technology, biomass	22. 05. 25	13. 05. 25

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

2025

## Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
22	Tools	30. 05. 25	20. 05. 25
23	Windows & doors; Interzum (follow-up coverage)	05. 06. 25	27. 05. 25
24	Follow-up issue no. 1 on Ligna	12. 06. 25	03. 06. 25
25	Follow-up issue no. 2 on Ligna	20. 06. 25	10. 06. 25
26	Planing industry: technology, mechanization, tools	26. 06. 25	17. 06. 25
27	Quality detection and measurement	+ Crafts Special*	03. 07. 25
28	The state of technology in wood harvesting	10. 07. 25	01. 07. 25
29	Processing of sawmill byproducts: sawdust, wood chips, biomass	17. 07. 25	08. 07. 25
30/31	Wooden and laminate floors, machines, surfaces	24. 07. 25	15. 07. 25
32	Serial building, modular construction, timber engineering, prefabricated houses, insulation	07. 08. 25	29. 07. 25

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

2025

## Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
33	<b>Wood as a high-performance material</b>	14. 08. 25	05. 08. 25
34	<b>Connecting wood:</b> adhesives, mechanical connectors	21. 08. 25	12. 08. 25
35	<b>Panels, veneers, old wood</b>	28. 08. 25	19. 08. 25
36	<b>Timber trade:</b> leading companies and their suppliers	04. 09. 25	26. 08. 25
37	<b>Mechanization and automation in wood processing companies</b>	11. 09. 25	02. 09. 25
38	<b>Wood packaging:</b> pallets, crates, drums	18. 09. 25	09. 09. 25
39	<b>Glue-laminated timber, laminated veneer lumber</b>	25. 09. 25	16. 09. 25
40	<b>Second-hand machines</b>	02. 10. 25	23. 09. 25
41	<b>Scandinavia, Finland and the Baltic region</b>	09. 10. 25	30. 09. 25
42	<b>From the semi-finished to the finished product:</b> packaging, marking, order picking, storage, transport	16. 10. 25	07. 10. 25

**2025**

## Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
43	Edge-trimming, multi-blade sawing; The land of wood: the Sauerland area	23. 10. 25	14. 10. 25
44	Pellet production, chip drying, conveyor technology	30. 10. 25	21. 10. 25
45	German Wood Congress 2025 <i>+ Timber Construction Special*</i>	06. 11. 25	28. 10. 25
46	Wood drying, moisture measurement	13. 11. 25	04. 11. 25
47	Mechanization of sawmills, log wood/lumber	20. 11. 25	11. 11. 25
48	Timber construction company and timber construction supplier of the year 2026	27. 11. 25	18. 11. 25
49	Forestry company and forestry supplier of the year 2026	04. 12. 25	25. 11. 25
50	Timber trade company and supplier of the year 2026; follow-up coverage of Branchentag Holz, Cologne <i>+ CLT Special*</i>	11. 12. 25	02. 12. 25
51/52	Last issue of the year (available for two weeks): Sawmill and sawmill supplier of the year 2026; Timber company and timber industry supplier of the year 2026	18. 12. 25	09. 12. 25

*Specials =  
inserts of the  
print media  
Holzkurier  
+ Holzbau  
Austria  
Attention:  
Different  
advertising  
closing dates.  
For more de-  
tails, 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 77-100,  
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

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

## Documents to be printed

via e-mail to: [t.wolf@holzkurier.com](mailto: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.

Graphic services such as advert design, photo editing, etc. possible. Price according to expenditure on request.

*All icons, stock images in the  
media information 2025: shutterstock.com*

## 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.

We reach over  
**4.5 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

Photo: Shutterstock/Galyana Lysenko

Typesetting & printing errors reserved.