



HOLZKURIER

The international Timber Magazine

*Knowledge
facilitates
growth.*

MEDIA INFORMATION

2027

no. 65, valid from October 2026

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

*your individual
campaign with
Holzkurier/
Timber-Online*

holzkurier.com · timber-online.net

Editorial Focus

Every week, the Holzkurier provides independent coverage of: market trends, the sawmill and timber industry, the timber trade, the panel industry, timber construction, forestry, flooring and window manufacturers, and the biomass sector.

Target Audiences

The wood-processing industry, the sawmill industry, the timber and building materials trade, timber construction, master carpenters, the furniture industry, the forestry sector, all timber-related trades, the supply industry, the timber machinery sector, the construction industry, and service providers.

On average, each newspaper is read by four people. An advertisement therefore reaches 14,300 business owners and managers from the sawmill and timber industries, the timber and building materials trade, as well as forest owners and foresters, machinery manufacturers and suppliers.

Your Holzkurier campaign management



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



Verena Maria Kern

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



Josipa Kljajic

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

Holzkurier reaches decision-makers

Print | Online | Newsletter | Video | LinkedIn



up to **3.7 million**
readers a year ¹



5,100
subscriptions to our daily newsletter ²,
47 % opening rate



12,000
weekly reader contacts
on holzkurier.com

¹ total of newsletter subscribers, video views, readers of the print issue and page impressions of holzkurier.com

² in line with DSGVO requirements, newsletter sent on every weekday

10.5

page views per active user
on the homepage



29,000

weekly page
views ⁴



more than

26,500

LinkedIn contacts ³



³ contacts of the profiles "holzkurier.com" and "timber-online.net"

⁴ purely organic growth without sponsorship

Holzkurier –

Reach your target audience
where they get their daily news



up to **14,300¹**
decision-makers
reached through the print
issue (weekly)



numerous specialist
articles and **one thematic**
focus per issue



always up to date for
maximum relevance to
readers



published internationally in
Austria, Germany, Italy, Switzer-
land and many more countries

RESEARCH BUREAU
EDDA MOGEL e.U.

¹ Each individual magazine is read by an average of four people. (Reader surveys in 2013, 2019 and 2024 conducted by the Edda Mogel Research Bureau)

Holzkurier's editorial team



The right
partner for you



DI Gerd Ebner
Editor-in-chief



**DI (FH) Martina
Nöstler**
Deputy Editor-in-chief



**DI Günther
Jauk**
Deputy Editor-in-chief



**DI (FH) Birgit
Fingerlos**
Editor Holzkurier



Dipl. FW Michael Fehrle
Timber Market Analyst
Agency/Editorial Team
Munich



DI Philipp Matzku
Advertising sales and
editor of Forstzeitung
and Holzkurier



**Mag. Thomas
Schweighofer**
Editor Holzkurier



**DI Jakob
Wassermann**
Editor Holzkurier



DI Robert Spannlang
Editor-in-chief
Forstzeitung



Dagmar Holley, B.Sc.
Editor
Forstzeitung



Irina Kudlinskaya
Data/Digital Content
Manager



Sonja Banschitz
Preparation of tables,
charts and data for Holz-
kurier and Datacube



Raphael Zeman, B.Sc.
Editor-in-chief
holzbau austria



Mag. Birgit Gruber
Editor
holzbau austria



Mag. Rosmarie Tutzer
Advertising Management
holzbau austria, CLT/IHF
Special and Forstzeitung



Mag. Oliver Dass
Subscription Sales and
Marketing Holzgruppe



Christa Feichtner
Editorial Assistant



Thomas Wolf
Art Direction

On site with your customers

Relevant content creates a strong backdrop for your advertising. We have the largest specialist editorial team in the timber industry in Europe. Our team provides up-to-date market coverage and in-depth specialist content.

With up to 400 on-site reports each year, we report directly from companies, trade fairs and the most important markets. This creates authentic, exclusive content and an editorial context in which your adverts attract attention from your target audience.

Your benefits: strong industry relevance, high editorial quality and direct proximity to your customers. We report from where the timber industry operates – and show how your products and solutions are used in practice.



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

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)
- Link for embedding or sharing; including a buyout
- billboard banner (for one week)
- standalone newsletter
- LinkedIn post

€10,340

Video Plus package**



- Three-minute video report
- Link for embedding or sharing
- One-page report with QR code
- Newsletter text banner
- LinkedIn post

€7,570

Top package**



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

€5,850

+

- newsletter image banner (for one week)

€6,650

Further additional services for videos available on request

*Front page 210 x 230 mm (+3 mm 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 6 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)

+ billboard 728 x 90 px
(desktop), 320 x 100 px (mobile)
(for one week)

€4,700€

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)
(for one week)

€3,390

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

+ leaderboard 728 x 90 px
(desktop), 320 x 100 px (mobile)
(for one week)

€4,550

Content Plus
1/3, 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 9)
+ link in the Holzkurier newsletter
with text banner (one-time)

Content Plus 1/3 page: **€1,250**

Content Plus 1/2 page: **€1,950**

Content Plus 1/1 page: **€2,450**

Please note the different cover page formats!

For information on closing dates, documents to be printed, etc. please go to page 10 and following pages.

VIDEO

Reports in moving images

Video reports:



You campaign manager is happy to provide you with all the information about the videos on holzkurier.tv.



online at
holzkurier.com,
Vimeo & YouTube



professional
storytelling



multilingual
reporting
(DE/EN)

PRINT

Advertising formats & Advertorials



1/2 page

vertical: 88x252 mm or
horizontal: 180x125 mm

AS, 4c **€3,200**

ADS, 4c **€2,750**



1/3 page

vertical: 57x252 mm or
horizontal: 180x84 mm

AS, 4c **€2,850**

ADS, 4c **€2,500**



1/4 page

vertical: 88x125 mm or
horizontal: 180x63 mm

AS, 4c **€2,500**

ADS, 4c **€1,580**



1/6 page

88x84 mm

AS, 4c **€1,500**

ADS, 4c **€1,150**

ADS, b/w **€715**



1/8 page

vertical: 88x63 mm or
horizontal: 180x29 mm

AS, 4c **€1,165**

ADS, 4c **€715**

ADS, b/w **€460**



1/16 page

88x30 mm

AS, 4c **€585**

ADS, 4c **€420**

ADS, b/w **€290**

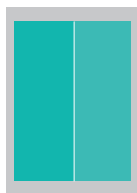


1/32 page

44x30 mm

ADS, 4c **€185**

ADS, b/w **€140**



Advertorial

highlighted article with
color image and company logo

1/3 page **€730**

1/2 page **€930**

1/1 page **€1,680**

*Advertorials
can also be
booked online
and as Content
Plus (details p. 7
& p. 9)*

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

All prices are subject to 5 % advertising tax and 20 % VAT, quantity discounts upon request

Abbreviations:

AS = article section, ADS = advertising section,

ONLINE

Banners, newsletter & advertorial

Placement on home, section and article pages



Medium Rectangle
300x250 px (desktop, mobile)
visibility:
desktop, tablet, smartphone
€285 (per week)



Billboard banner
970x250 px (desktop),
320x100 px (mobile)
visibility:
desktop, tablet, smartphone
€565 (per week)



Skyscraper
160x600 px
visibility:
desktop
€360 (per week)

Placement on home and section pages



Leaderboard banner
728x90 px (desktop),
320x100 px (mobile)
visibility:
desktop, tablet, smartphone
€405 (per week)



Embedded video
360x200 px
visibility:
desktop, tablet, smartphone
€1,320

Placement on online article pages



Content Ad
728x90 px (desktop),
300x250 px (mobile)
visibility:
The banner is placed centrally in the editorial part
€595 (per week)



Online advertorial
Marked as advertising content incl. colored link, in the newsletter with one-time text banner
visibility:
desktop, tablet, smartphone
€1,445



Newsletter image banner
600x140 px, incl. link
€405 (one-time)

Newsletter text banner
incl. link to related article on holzkurier.com*
€405 (one-time)

Standalone newsletter*
€3,050 (one-time)



LinkedIn post relating to the article, video or online advertorial
€595 (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 or .gif – 800 KB (max.)

* Base: Articles or videos on holzkurier.com

Issue	Topic(s)	Release date	Ad closing date
1/2	Wood markets 2027: prices, forecasts, capacities	07. 01. 27	29. 12. 26
3	Bau fair in Munich: Timber in commercial and multi-storey building projects Self-generated electricity: energy efficiency, PV systems, heat pumps, battery storage	21. 01. 27	12. 01. 27
4	The smart sawmill: AI, digitalization and process optimization	28. 01. 27	19. 01. 27
5	The log yard: debarking, root reduction, measuring, handling	04. 02. 27	26. 01. 27
6	More than spruce: the diversity of wood	11. 02. 27	02. 02. 27
7	Wood in motion: logistics, lifting vehicles, intralogistics	18. 02. 27	09. 02. 27
8	Heat and electricity from biomass, European Pellet Conference Wels	25. 02. 27	16. 02. 27
9	Solid structural timber, duolam and triolam, laminated timber	04. 03. 27	23. 02. 27
10	High-performance sawmill: profiling/chipping technology	11. 03. 27	02. 03. 27
11	Optimization: from detecting to cutting out	18. 03. 27	09. 03. 27

2027

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
12	Scandinavia, Finland and the Baltic region	25. 03. 27	16. 03. 27
13	Connecting wood; Wood in the Garden: decks, facades, wood protection, modification	01. 04. 27	23. 03. 27
14	Timber trade: leading companies and their suppliers + CLT Special*	08. 04. 27	30. 03. 27
15	Special issue no. 1 Ligna: sawmill technology, biomass	15. 04. 27	06. 04. 27
16	Special issue no. 2 Ligna: timber construction, forestry	22. 04. 27	13. 04. 27
17	Special issue no. 3 Ligna: mechanization, sawmill accessories Interzum fair, Cologne	29. 04. 27	20. 04. 27
18	Special issue no. 4 Ligna: further processing	07. 05. 27	27. 04. 27
19	Innovation issue; A career in timber: apprenticeships, further training, research and examinations	13. 05. 27	04. 05. 27
20	From the semi-finished to the finished product: packaging, marking, order picking, storage, transport	20. 05. 27	11. 05. 27
21	Follow-up issue no. 1 on Ligna; Follow-up coverage of Interzum	28. 05. 27	18. 05. 27

*Specials = inserts of the print media Holzkurier + Holzbau Austria; specials are also sent to several thousand addresses of the Forum Holzbau
Attention: Different advertising closing dates. For more details, see media information on Specials.*

Issue	Topic(s)	Release date	Ad closing date
22	Follow-up issue no. 2 on Ligna	03. 06. 27	25. 05. 27
23	The timber building envelope: windows, doors, façades	10. 06. 27	01. 06. 27
24	Serial building, modular construction, timber engineering, prefabricated houses, insulation	17. 06. 27	08. 06. 27
25	Fire safety, fire prevention; consultancy; Second-hand machinery	24. 06. 27	15. 06. 27
26	Planing industry: technology, mechanization, tools	01. 07. 27	22. 06. 27
27	Sawmill by-products: processing and combustion of energy wood	08. 07. 27	29. 06. 27
28	Wood packaging: pallets, crates, drums	15. 07. 27	06. 07. 27
29	Quality detection and measurement	22. 07. 27	13. 07. 27
30/31	Wooden and laminate floors: products, machines, surfaces	29. 07. 27	20. 07. 27
32	Tools & sharpening technology	12. 08. 27	03. 08. 27

2027

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date	
33	Joining: machines, software, third-party joining	19. 08. 27	10. 08. 27	
34	The perfect wooden surface; panels, veneers, wood-based materials; old wood	26. 08. 27	17. 08. 27	
35	Sawmill solutions for small and medium-sized enterprises (SMEs): bandsaws, processing of large-diameter logs	02. 09. 27	24. 08. 27	
36	Wood as a high-performance material; Operational management and securing the future	09. 09. 27	31. 08. 27	
37	Austrofoma 2027: "State of the art technology in wood harvesting"	+ SHB Special*	16. 09. 27	07. 09. 27
38	Glue-laminated timber, laminated veneer lumber	23. 09. 27	14. 09. 27	
39	Mechanization, automation and robotics in further processing companies	30. 09. 27	21. 09. 27	
40	Europe's largest sawmills and their equipment suppliers: capacities, investments, strategies	07. 10. 27	28. 09. 27	
41	America: from North to South	14. 10. 27	05. 10. 27	
42	Pellet production, chip drying, conveyor technology	21. 10. 27	12. 10. 27	

*Specials = inserts of the print media Holzkurier + Holzbau Austria; specials are also sent to several thousand addresses of the Forum Holzbau
Attention: Different advertising closing dates. For more details, see media information on Specials.*

2027

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
43	Edge trimming, sawing with multiple blades; Follow-up coverage Upper Austrian Innovation Days; focus on carpenters	28. 10. 27	19. 10. 27
44	German Wood Congress 2027 + IHF Special*	04. 11. 27	25. 10. 27
45	Cross-laminated timber production	11. 11. 27	02. 11. 27
46	Wood drying, moisture measurement	18. 11. 27	09. 11. 27
47	Mechanization of sawmills: log wood & lumber	25. 11. 27	16. 11. 27
48	Timber construction company and timber construction supplier of the year 2028	02. 12. 27	23. 11. 27
49	Forestry company and forestry supplier of the year 2028	09. 12. 27	30. 11. 27
50	Timber trade company and timber trade supplier of the year 2028; Follow-up coverage Branchentag Holz	16. 12. 27	07. 12. 27
51/52	Last issue of the year (available for two weeks): Sawmill and sawmill supplier of the year 2028 Timber industry company and timber industry supplier of the year 2028	23. 12. 27	14. 12. 27

*Specials = inserts of the print media Holzkurier + Holzbau Austria; specials are also sent to several thousand addresses of the Forum Holzbau
Attention: Different advertising closing dates. For more details, see media information on Specials.*

Specifications

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

Print materials must reach us by the advertising closing date. If you are unable to meet this deadline, please contact us by phone beforehand. In exceptional cases, and provided it is technically feasible, we are happy to agree on a later deadline for print materials. For flawless printing, materials have to correspond to PDF standards (PDF/X version X-1a or X4). Type fonts must be embedded, and image files need to have at least 300 dpi. Please provide us with the logos preferably as vector graphics (EPS, AI, PDF). 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 creating the ad and is at least 5 % of the respective ad price.

Additional services

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

Additional fees

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

full bleed: 10% fee

customized placement: 20% fee

Personalized advertising

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

Supplements & inserts

You are welcome to book supplements and inserts. Prices 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.

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

Place of printing

1140 Vienna, Austria

Terms and conditions

For the terms and conditions please visit

www.av-medien.at/services/agb.html

We reach up to
3.7 million
readers per year*.



**Daily news on
holzkurier.com**



**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/Andrey Esin

Typesetting & printing errors reserved.