

# Holz-Zentralblatt

Germany's leading trade journal for the forestry and woodworking industries

## Media-Information

**Abridged version**  
with schedule of planned features

**Rate Card No. 62**  
valid from 1 October 2022



More than 140 Years Partner of the Wood Industry



[www.holz-zentralblatt.com](http://www.holz-zentralblatt.com)

Date of Issue	Issue	Circulation	Closing Date
<b>13.01.2023</b> No. 2	Feature issue “Suppliers to the Furniture Industry”	10 000	<b>05.01.2023</b>
<b>17.03.2023</b> No. 11	Feature issue “Switzerland” with additional distribution in Switzerland	10 000	<b>10.03.2023</b>
<b>14.04.2023</b> No. 15	Feature issue “BAU“ On the occasion of the trade fair BAU, Munich (17. – 22.4.2023)	10 000	<b>06.04.2023</b>
<b>02.05.2023</b>	<b>Special issue</b> DIN-A4-Format “LIGNA 2023” On the occasion of the trade fair LIGNA, Hanover (15. – 19.5.2023)	7 000	<b>24.03.2023</b>
<b>05.05.2023</b> No. 18	Feature issue “INTERZUM” On the occasion of the trade fair INTERZUM, Cologne (9. –12.5.2023)	10 000	<b>28.04.2023</b>
<b>02.06.2023</b> No. 22	Feature issue “Timber Trade, Wood Import / Export” On the occasion of the German Wood Trade Conference, Berlin (15. – 16.6.2023)	10 000	<b>26.05.2023</b>
<b>09.06.2023</b> No. 23	Feature issue “LIGNA-Report I: Sawing Technology / Wood Energy”	10 000	<b>02.06.2023</b>
<b>16.06.2023</b> No. 24	Feature issue “Follow-up to INTERZUM”	10 000	<b>09.06.2023</b>
<b>30.06.2023</b> No. 26	Feature issue “LIGNA-Report II: Systems for the Woodworking Crafts and Furniture Industry”	10 000	<b>23.06.2023</b>

<b>23.08.2023</b>	<b>Foreign issue</b> DIN-A4-Format	<b>“European Woodworking – Markets, Products, Technology”</b> – in English – Distribution in Great Britain, Scandinavia, the Baltic States, East- and South-east Europe	6 000	<b>07.07.2023</b>
<b>22.09.2023</b> No. 38	Feature issue	<b>“Energy Supply and Environmental Conservation in the Woodworking Industry”</b>	10 000	<b>15.09.2023</b>
<b>29.09.2023</b> No. 39	Feature issue	<b>“Austria”</b> With additional distribution in Austria and neighbouring countries	10 000	<b>22.09.2023</b>
<b>03.11.2023</b>	<b>Special</b>	<b>“Branchentag Holz”</b> – Insert to HZ No. 44 – On the occasion of the trade fair BRANCHENTAG, Cologne (7. – 8.11.2023)	10 000	<b>27.10.2023</b>
<b>10.11.2023</b> No. 45	Feature issue	<b>“France”</b> With additional distribution in France	10 000	<b>03.11.2023</b>
<b>24.11.2023</b> No. 47	Feature issue	<b>“Wood Construction”</b> On the occasion of the International Wood Construction Forum, Innsbruck (December 2023)	10 000	<b>17.11.2023</b>
<b>22.12.2023</b> No. 51/52	Feature issue	<b>“Final issue of 2023”</b>	10 000	<b>15.12.2023</b>


#### Brief characteristics:

HOLZ-ZENTRALBLATT is Germany's leading trade journal for business executives and managements in the woodworking and forestry industries. It is read in over 20 countries. The range of subject matter covers the entire spectrum of market activities, with all the latest and up-to-date news and information guaranteed by one issue every week. Supplementary information consists of trade-related

reports on technical innovations, on scientific research and on legal matters. Regular features with selected points of emphasis are orientated to important trade fairs and other events, as well as taking a close look at markets abroad. “B+H Bauen + Holz” is the journal for the timber trade and building supplies. It is included as a supplement six times a year with HOLZ-ZENTRALBLATT.

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<b>Print run:</b>	6 826	
<b>Distributed circulation:</b>	6 575	
<b>Newspaper format:</b>	315 mm wide x 440 mm high	
<b>Type area:</b>	285 mm wide x 380 mm high	
<b>Columns:</b>	6 advertising columns a 45 mm 5 text columns a 53 mm	
<b>Publication date:</b>	weekly on Fridays	
<b>Closing date:</b>	Tuesday, 12 o'clock	

## Advertisement formats and basic rates

Basic mm rate per column (45 mm wide):	<b>5,30 €</b>
mm rate for private employment wanted ads:	<b>4,10 €</b>
Box number charge:	<b>30,00 €</b>

Size	width x height	rate (b/w)
1/1 - page beyond type area	285 x 395 mm	<b>12 561,00 €</b>
1/1 - page	285 x 380 mm	<b>12 084,00 €</b>
1/2 - page upright	141 x 380 mm	<b>6 042,00 €</b>
1/2 - page oblong	285 x 190 mm	<b>6 042,00 €</b>
1/4 - page upright	141 x 190 mm	<b>3 021,00 €</b>
1/4 - page oblong	285 x 95 mm	<b>3 021,00 €</b>
1/8 - page	93 x 142 mm	<b>1 505,20 €</b>
1/16 - page	93 x 71 mm	<b>752,60 €</b>

## Colour surcharge

according to European scale

two-colours:	<b>485,00 €</b>	<b>subscription rate per year</b>
three-colours:	<b>870,00 €</b>	
four-colours:	<b>1 125,00 €</b>	
		<b>481,00 €</b>

## Discounts (for orders within a period of one year)

Frequency discount rate	or	quantity discount rate
6 advertisements = 10 %		1 000 mm = 10 %
12 advertisements = 15 %		2 000 mm = 15 %
24 advertisements = 20 %		5 000 mm = 20 %
52 advertisements = 25 %		8 000 mm = 25 %

## Colour surcharge not subject to discount.

**Inserts:** Mailing size up to 21 x 29,7 cm (DIN A4);  
up to 25 g per 1000 copies: **470,00 €**

**Printing process:** Web offset  
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**Artwork:** E-Mail: hz-anz@holz-zentralblatt.com  
FTP-Server: ftp.weinbrenner.de  
(Entrance data please inquire)

**Mailing address:** DRW-Verlag Weinbrenner GmbH & Co. KG  
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Fax (+49) 7 11/75 91-2 66

**Payment terms:** General period for payment 30 days after date of invoice pure net; within 10 days = 2 % cash discount; cash in advance = 3 % cash discount

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