

Holz-Zentralblatt

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

150
years

Media-Information

Abridged version
with schedule of planned features

Rate Card No. 65
valid from 1 October 2025



Date of Issue		Issue	Circulation	Closing Date
20.02.2026	Feature issue No. 8	“Dach + Holz” On the occasion of the trade fair DACH + HOLZ, Cologne (24. – 27.2.2026)	10 000	13.02.2026
20.03.2026	Feature issue No. 12	“Woodworking Crafts and Window Manufacturing” On the occasion of the trade fairs HOLZ-HANDWERK and FENSTERBAU, Nuremberg (24. – 27.3.2026)	10 000	13.03.2026
30.04.2026	Feature issue No. 18	“Follow-up to HOLZHANDWERK and FENSTERBAU”	10 000	24.04.2026
15.05.2026	Feature issue No. 20	“Timber Trade, Wood Import / Export” On the occasion of the German Wood Trade Conference, Erfurt (21.5.2026)	10 000	08.05.2026
16.06.2026	Special issue DIN-A4-Format	“Buyer’s Guide 2026” Woodworking Machinery and Equipment	5 000	30.04.2026
19.08.2026	Foreign issue DIN-A4-Format	“European Woodworking – Markets, Products, Technology” – in English – Distribution in Great Britain, Scandinavia, the Baltic States, East- and South-east Europe	5 000	03.07.2026

28.08.2026 No. 35	Feature issue	“Austria, Switzerland and Italy” On the occasion of the trade fair INTERNATIONALE HOLZMESSE, Klagenfurt (2. – 5.9.2026); with additional distribution in Austria, Switzerland and Italy	10 000	21.08.2026
25.09.2026 No. 39	Feature issue	“Energy Supply and Environmental Conservation in the Woodworking Industry”	10 000	18.09.2026
30.10.2026 No. 44	Feature issue	“Forestry Technology” On the occasion of the trade fair INTERFORST, Munich (15. – 18.10.2026)	10 000	23.10.2026
27.11.2026 No. 48	Feature issue	“Sawing Technology”	10 000	20.11.2026
18.12.2026 No. 51/52	Feature issue	“Final Issue 2026”	10 000	11.12.2026

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 with HOLZ-ZENTRALBLATT.

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Print run:	5 215
Distributed circulation:	5 200
Newspaper format:	315 mm wide x 440 mm high
Type area:	285 mm wide x 380 mm high
Columns:	6 advertising columns a 45 mm 5 text columns a 53 mm
Publication date:	weekly on Fridays
Closing date:	Tuesday, 12 o'clock



Advertisement formats and basic rates

Basic mm rate per column (45 mm wide):	6,00 €
mm rate for private employment wanted ads:	4,50 €
Box number charge:	32,00 €

Size	width x height	rate (b/w)
1/1 - page beyond type area	285 x 395 mm	14 220,00 €
1/1 - page	285 x 380 mm	13 680,00 €
1/2 - page upright	141 x 380 mm	6 840,00 €
1/2 - page oblong	285 x 190 mm	6 840,00 €
1/4 - page upright	141 x 190 mm	3 420,00 €
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1/8 - page	93 x 142 mm	1 704,00 €
1/16 - page	93 x 71 mm	852,00 €

Colour surcharge

according to European scale

two-colours:	485,00 €	subscription rate per year
three-colours:	870,00 €	
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52 advertisements = 25 %		8 000 mm = 25 %

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Inserts:	Mailing size up to 21 x 29,7 cm (DIN A4); up to 25 g per 1000 copies: 530,00 €
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Printing process:	Web offset
Screen:	70 lines/cm
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 Fasanenweg 18 D-70771 Leinfelden-Echterdingen Tel. (+49) 7 11/75 91-0 Fax (+49) 7 11/75 91-2 66
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