

HK

Holz- und Kunststoffverarbeitung
Woodworking and Furniture Industries

Media-Information

Rate Card No. 57 | Abridged version
valid from 1 October 2025



2026

More than 60 years
successful on the market

HK Holz- und Kunststoffverarbeitung

is one of the leading and most highly esteemed trade journals for the wood-working and furniture industry in Germany and Europe. Reputable experts report exclusively on future trends in processing and process engineering, efficient manufacturing materials, machinery, installations, tools. In addition, there are articles on styling and product creation, market trends and events, modern management, work organisation, marketing.

Frequency

6 issues per year. All issues are published with translations of all important articles in english. Plus 7 Magazines: Laminate-, Wood construction-, Design + Fitting-, Surface-, MDF-, Doors- and Veneer-Magazine. These Magazines are published as a supplement to **HK** and **Holz-Zentralblatt**

Readership

Owners and managing directors in the woodworking and furniture industry: Furniture industry (producers of upholstery, living room and bedroom furniture, kitchens, chairs, tables, office and school furniture). Timber and timber component industry. (Manufacturers of prefab buildings, construction elements, windows, doors, sliding shutters, parquet, interior finish, shopfitting, engineered timber construction). Wooden packing and wooden ware industry. (Packing medium, producers of toys, musical instruments, sports goods, household appliances, industrial wooden ware, ledges and frames, tools, turned wood articles etc.) Subsuppliers – producers of veneers, plywood, particle boards, fibre boards and decorative boards. Others (associations, institutes, technical colleges, business consultants, students).

Average print run: 3.000 copies per issue
Distributed circulation: 2.812 copies per issue (circulation audit: IVW)

Circulation analysis:

Germany	1.257 copies
Europe without Germany	1.407 copies
Rest of the world	148 copies

Publisher

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Magazine size 210 mm width x 297 height / DIN A4
Type area 175 mm width x 270 mm height
4 ad columns, each 40 mm

Advertisement sizes and basic rates (b/w ads)

size	width x height	€
1/1 page	175 x 270 mm	5.796,-
2/3 page	115 x 270 mm	3.864,-
2/3 page	175 x 180 mm	3.864,-
1/2 page	85 x 270 mm	2.898,-
1/2 page	175 x 133 mm	2.898,-
1/3 page	55 x 270 mm	1.932,-
1/3 page	175 x 87 mm	1.932,-
1/4 page	40 x 270 mm	1.449,-
1/4 page	85 x 133 mm	1.449,-
1/4 page	175 x 64 mm	1.449,-
1/8 page	40 x 133 mm	725,-
1/8 page	85 x 64 mm	725,-
1/8 page	175 x 30 mm	725,-
Basic rate per column (40 mm wide):		€ 5,80

Extra charges for colours (per colour of page or part of page):

Colours according to EURO scale € 685,-
Special colours € 870,-

Extra charge for bleed edges

Extra charge for bleed and printing over the rib: **15 %** on b/w rate

Inserts

Two page insert € 6.584,-
Four page insert € 11.634,-

Inserts can only be accepted for the total print run. Delivery in the untrimmed size of 307 mm height and 200 mm width (per edge 5 mm trim). Discount is granted on inserts. A two page insert is equal to one full page.

Supplements

5.500 copies; mailing size max. 205 x 290 mm.
Charge for supplements weighing no more than 25 g each
= € 480,- per thousand

Glued inserts

Standard postcards: advertisement rate
(only possible on 1/1 and 2/1 page)
+ technical costs: € 370,- per thousand

Printing/Artwork

CD-ROM / E-Mail / ftp-Server
e-mail: hk-anz@dnw-verlag.de



The media of DRW-Verlag, in particular **Holz-Zentralblatt** and **HK**, are always concerned to high-light individual aspects relating to the manufacture, application and processing of material. The topicality of these themes is highlighted by seven magazines due to be published as supplements in these journals, taking a closer and more cohesive look at fascinating subjects. The magazines will be published in **German and English** with a lively and colourful layout to capture the interest of the reader.



LAMINATE
 TIMBER CONSTRUCTION
 DOORS
 DESIGN AND FITTINGS
 SURFACE
 MDF & CO.
 VENEER

Rate card MAGAZINES 2026

Magazine size	210 mm width x 297 mm height
Type area	175 mm width x 270 mm height 4 ad columns, each 40 mm

Advertisement sizes and basic rates (b/w ads)

size	width x height	€
1/1 page	175 x 270 mm	7.350,-
1/2 page	85 x 270 mm	3.675,-
1/2 page	175 x 133 mm	3.675,-
1/3 page	55 x 270 mm	2.447,-
1/3 page	175 x 87 mm	2.447,-
1/4 page	40 x 270 mm	1.838,-
1/4 page	85 x 133 mm	1.838,-
1/4 page	175 x 64 mm	1.838,-
Basic rate per column (40 mm wide):		€ 7,35

Extra charges for colours (per colour of page or part of page)

Colours according to EURO scale	€ 705,-
Special colours	€ 910,-

Extra charge for bleed edges

Extra charge for bleed and printing over the rib: **15 %** on b/w rate

Inserts: On request

Supplements: On request

Glued inserts: Standard postcards: advertisement rate (only possible on 1/1 and 2/1 page)
+ technical costs: € 370,- per thousand

Edition	Issue
<p>Magazine</p> <p>PUB*: 16.01.2026 ADV*: 16.12.2025 PRI*: 16.12.2025</p>	<p>LAMINATE Magazine 2026</p> <p>Material with a broad application and growing demand. Structural elements for floors, walls and ceilings – and beyond. Current technologies, fashion design trends.</p>
<p>1 2026</p> <p>PUB: 10.02.2026 ADV and PRI: 23.01.2026 EDI*: 16.01.2026</p>	<p>Euroshop and East Westphalia-Lippe edition</p> <p>Euroshop special: The leading international trade fair for store construction and design celebrates its 60th anniversary. In this large special edition we will take a look at exhibitors' top innovations and new products and highlight what the industry can generally expect in Düsseldorf.</p> <p>East Westphalia-Lippe – a hotbed of ideas: The heart of the German furniture industry beats in East Westphalia-Lippe. In this special section we report on innovations, product highlights, and pilot projects from suppliers and machine builders in East Westphalia-Lippe.</p> <p>Decor special: An overview of the latest decor and surface trends. Everything you need to know about printed and unprinted decor papers, finish foils, thermoplastic foils, edges, structures, coatings/paints/varnishes, adhesives, designs, gravure printing, and digital printing.</p> <p>Veneers: Latest product, market, and trend developments in the field of veneers and machinery/technology for veneer processing. With examples of attractive real-world interiors and sample applications.</p> <p>Kitchens & furniture: How the kitchen furniture industry is operating in an era of global competition, and which trends have emerged from IMM Cologne 2026.</p>
<p>Magazine</p> <p>PUB: 13.03.2026 ADV: 13.02.2026 PRI: 13.02.2026</p>	<p>TIMBER CONSTRUCTION Magazine 2026</p> <p>Timber construction and interior fittings – structural and ecological perspectives. New wood materials and new architectural concepts.</p>
<p>2 2026</p> <p>PUB: 19.03.2026 ADV and PRI: 25.02.2026 EDI: 17.02.2026</p>	<p>HOLZ-HANDWERK and Texprocess edition</p> <p>HOLZ-HANDWERK special: Major preview of the HOLZ-HANDWERK trade fair in Nuremberg. With interviews, information about the trade fair, reports, and background articles. All rounded off with an overview of the latest top news from exhibitors.</p> <p>Texprocess & Techtexil special: What this powerful duo of leading international trade fairs for technical textiles and their production/processing has to offer in Frankfurt – and which innovations the exhibitors have brought along for manufacturers of upholstered furniture.</p> <p>Machine components & tools: Accessories and components that are designed to help woodworking machines produce reliably and efficiently: assemblies, drilling heads, spindles, and more. Plus: How high-precision tools are simplifying wood processing.</p>

	<p>Surface technology: Innovations in coating and printing systems, short-cycle presses, polishing machines, coating lines, and drying systems.</p>
<p>3 2026</p> <p>PUB: 29.05.2026 ADV and PRI: 12.05.2026 EDI: 07.05.2026</p>	<p>Italy edition and HOLZ-HANDWERK report</p> <p>Italy special: Preview of Xylexpo in Milan and Interzum Forum Italy in Bergamo. Plus an analysis of the Italian market with reports about machine manufacturers and suppliers from “bella Italia”.</p> <p>HOLZ-HANDWERK report: We take a look at everything the industry meeting in Nuremberg had to offer and focus on aspects that are of interest for the industry.</p> <p>Surface finishings: How decor and materials specialists are positioning themselves in spring 2026. With full background details and first-hand information.</p> <p>Edge processing: From lasers to hot air – we take a look at the current state of the art, and we find out what is most important to users and where there is still demand for conventional methods.</p>
<p>Magazine</p> <p>PUB: 29.05.2026 ADV: 29.04.2026 PRI: 29.04.2026</p>	<p>DOORS Magazine 2026</p> <p>Construction and assembling, Design and function for inside doors, front-doors, industry doors and fittings for doors, market trends</p>
<p>4 2026</p> <p>PUB: 24.07.2026 ADV and PRI: 07.07.2026 EDI: 02.07.2026</p>	<p>Focus on the USA and panel sizing</p> <p>USA special: Analysis of the US market and preview of IWF in Atlanta. With interviews, trade fair information, and features from the machinery and supplier industry.</p> <p>Panel Sizing special: The latest developments in horizontal/vertical panel-dividing saws and circular saws for panel sizing. Plus: How robots are taking over the handling of panels around saws. Interviews, case studies, and practical tips.</p> <p>Training & recruitment: How HR departments across the industry are tackling recruitment and addressing skills shortages. With a discussion group at the training factory for the furniture industry in Löhne.</p> <p>Software & IT: CAD/CAM, ERP systems, online configuration tools, and much, much more. These powerful software solutions ensure smooth data flow.</p>
<p>Magazine</p> <p>PUB: 24.07.2026 ADV: 24.06.2026 PRI: 24.06.2026</p>	<p>DESIGN AND FITTINGS Magazine 2026</p> <p>Furniture fittings – design and functional characteristics. Construction and assembly, influence on furniture design, furniture quality, furniture sales. Market trends</p>
<p>Magazine</p> <p>PUB: 21.08.2026 ADV: 21.07.2026 PRI: 21.07.2026</p>	<p>SURFACE Magazine 2026</p> <p>Films and naturally materials, emulsion side, laquered and three-dimensional surfaces, decorpapers, processing and applications, decor-design.</p>

Edition	Issue
<p>5 2026</p> <p>PUB: 15.10.2026 ADV and PRI: 23.09.2026 EDI: 16.09.2026</p>	<p>SICAM edition</p> <p>Fittings & Lights special: From hinges to drawers – all the latest innovations from the fittings industry at a glance. Plus a preview of the SICAM presentations from key players in the industry. The Lights special will provide you with everything you need to know about the latest developments in luminaires and lighting systems for furniture making.</p> <p>Upholstery special: We look at all aspects of the cutting and trimming of leather and fabrics. We show how cutters, scanners, and software solutions boost material efficiency in the production of upholstered furniture.</p> <p>Sicam preview: Major preview of the supplier trade fair in Pordenone. With latest trends and innovations from Southern Europe.</p> <p>CNC technology: We look at which machining centers are best suited for which applications and find out for whom investment in five-axis technology is a good proposition.</p>
<p>Magazine</p> <p>PUB: 15.10.2026 ADV: 15.09.2026 PRI: 15.09.2026</p>	<p>MDF & Co. Magazine 2026</p> <p>Innovative techniques, diversity of supply materials and surface, new products and applications, internationally growing demand.</p>
<p>6 2025</p> <p>PUB: 04.12.2026 ADV and PRI: 17.11.2026 EDI: 12.11.2026</p>	<p>Materials edition</p> <p>Materials special: Boards, surfaces, laminates, and edges – these are the materials that are shaping furniture making. Plus: The strategies that are helping the wood-based materials industry get ready for the future. In addition, we also take a look at what is happening in the world of lightweight design.</p> <p>SICAM report: Latest innovations and new products presented by German and Italian suppliers in Pordenone, along with all the trends for 2027.</p> <p>Extraction and filtration technology: With the aid of case studies and technical articles, we consider all the aspects you need to look at when choosing the right extraction system for your production plant. Extra section: shredding technology and briquette making machines.</p> <p>In-house machinery exhibitions: Reports from the autumn events of German and Italian woodworking machine manufacturers, as well as impressions from Tech Together.</p>
<p>Magazine</p> <p>PUB: 04.12.2026 ADV: 04.11.2026 PRI: 04.11.2026</p>	<p>veneER Magazine 2026</p> <p>Wood in its most elegant application. Types, harvest, manufacture. Supply and demand trends. Application and processing.</p>

* PUB: Date of publication | ADV: Advertisement deadline | PRI: Print documents deadline | EDI: Editorial deadline

Banner „Landscape Header“

Banner „Top“

Banner „Skyscraper“

Banner „Standard“

Banner „Small“

Banner „Landscape Footer“

We offer the following options for your online advertising:

- Banner on our Homepage www.hk-magazin.com
- Placement of product films / company profile
- Sponsored Link in the Newsletter of Holz-Zentralblatt

BANNER-CONDITIONS:

Type of Banner	in pixel	conditions per:		
		month	6 months	12 months
Small	490 x 120	€ 315,-	€ 1 795,-	€ 3 410,-
Standard	980 x 120	€ 565,-	€ 3 220,-	€ 6 120,-
Top	750 x 120	€ 665,-	€ 3 790,-	€ 7 180,-
Skyscraper	490 x 1200	€ 885,-	€ 5 040,-	€ 9 550,-
Landscape				
- Header	1500 x 220	€ 985,-	€ 5 600,-	€ 10 630,-
- Footer	1500 x 220	€ 765,-	€ 4 360,-	€ 8 285,-

format: jpg, gif, png
 filesize: approx. 100 KB
 Banner exchange: anytime possible
 Banner prepare: € 275,-

PRODUCT-VIDEO:

(on request)

conditions/month	conditions/6 months	conditions/12 months
€ 855,-	€ 4 985,-	€ 9 565,-

NEWSLETTER-CONDITIONS (Holz-Zentralblatt Newsletter):

(frequency: weekdays, monday – friday)

Newsletter conditions per:	week	month	6 months	12 months
(incl. Link)	€ 165,-	€ 585,-	€ 3 335,-	€ 6 340,-

line/character

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