Holz-Zentralblatt

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

Media-Information 2027

Rate Card No. 66
valid from 1 October 2026





Abridged version
with schedule of planned features

DRW

For more than **150 Years**
Partner of the Wood Industry

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Schedule of feature issues, special issues and foreign issues

Date of Issue		Issue	Circulation	Closing Date
08.01.2027 No. 1	Feature issue	**„BAU“** On the occasion of the trade fair BAU, Munich (11. – 15.1.2027)	10 000	**30.12.2026**
20.04.2027	**Special issue** DIN-A4-Format	**“LIGNA 2027”** On the occasion of the trade fair LIGNA, Hanover (10. – 14.5.2027)	5 000	**12.03.2027**
30.04.2027 No. 17	Feature issue	**“Preview of LIGNA and INTERZUM”** On the occasion of the trade fairs LIGNA, Hanover (10. – 14.5.2027) and INTERZUM, Cologne (11. – 14.5.2027)	10 000	**23.04.2027**
11.06.2027 No. 23	Feature issue	**“Follow-up to LIGNA”**	10 000	**04.06.2027**
18.06.2027 No. 24	Feature issue	**“Timber Trade, Wood Import / Export”** On the occasion of the German Wood Trade Conference, Stuttgart (24. – 25.6.2027)	10 000	**11.06.2027**
25.06.2027 No. 25	Feature issue	**“Follow-up to INTERZUM”**	10 000	**18.06.2027**

18.08.2027	**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	**02.07.2027**
17.09.2027 No. 37	Feature issue	**"Austria, Switzerland and Italy"** With additional distribution in Austria and neighbouring countries	10 000	**10.09.2027**
24.09.2027 No. 38	Feature issue	**"Energy Supply and Environmental Conservation in the Woodworking Industry"**	10 000	**17.09.2027**
05.11.2027	**Special**	**"Branchentag Holz"** – Insert to HZ No. 44 – On the occasion of the trade fair BRANCHENTAG, Cologne (9. – 10.11.2027)	10 000	**29.10.2027**
26.11.2027 No. 47	Feature issue	**"Wood Construction"** On the occasion of the International Wood Construction Forum,	10 000	**19.11.2027**
23.12.2027 No. 51/52	Feature issue	**"Final issue of 2027"**	10 000	**17.12.2027**

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:	4 861
Distributed circulation:	5 058
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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):	**6,20 €**
mm rate for private employment wanted ads:	**4,60 €**
Box number charge:	**33,00 €**

Size	width x height	rate (b/w)
1/1 - page beyond type area	285 x 395 mm	**14 694,00 €**
1/1 - page	285 x 380 mm	**14 136,00 €**
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1/4 - page upright	141 x 190 mm	**3 534,00 €**
1/4 - page oblong	285 x 95 mm	**3 534,00 €**
1/8 - page	93 x 142 mm	**1 760,80 €**
1/16 - page	93 x 71 mm	**880,40 €**

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according to European scale

two-colours:	**485,00 €**
three-colours:	**870,00 €**
four-colours:	**1 125,00 €**

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