



HOLZKURIER

The international Timber Magazine

*Knowledge
facilitates
growth.*

MEDIA INFORMATION

2025

no. 63, valid from October 2024

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

*your individual
campaign with
Holzkurier/
Timber-Online*

holzkurier.com · timber-online.net

Your Holzkurier- Campaign management



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*Together, we create a
successful individual cross-media
campaign for you*

HOLZKURIER

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.

TIMBER-ONLINE.net

over **4.5 million**
readers a year ¹



6,900
subscribers
to our daily newsletter ²



more than
24,700
LinkedIn contacts ³



up to
125,000
impressions a
month ⁴

35,000
weekly page
impressions of
holzkurier.com & up to
25,000 views on
holzkurier.tv



up to **16,000**
decision-makers
reached each week through
the print medium

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

This is what matters to our customers:

*Topicality of the contents,
specialist articles, reaching
the target audience, general
level of familiarity with the
medium.*

And this is how the Holzkurier is
rated by existing and potential
advertisers:

- 📍 **Topicality of the contents**
(47% very good, 32% good)
- 📍 **Specialist articles**
(34% very good, 45% good)
- 📍 **Reaching the target audience**
(34% very good, 56% good)
- 📍 **Level of familiarity with the
medium**
(54% very good, 31% good)

**None of the other comparable magazines
tested outperformed the Holzkurier in any
of these aspects.**

*(research carried out by
Research Bureau Edda
Mogel in January 2019)*

RESEARCH BUREAU
EDDA MOGEL e.U.

¹ total of newsletter subscribers, video views, readers of the print issue and page impressions of holzkurier.com in line with DSGVO requirements, newsletter sent on every weekday

² contacts of the profiles "holzkurier.com", "timber-online.net" and "Gerd Ebner" (editor-in-chief)

³ on the "holzkurier.com" LinkedIn profile alone

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, incl. link for embedding or sharing)
- billboard banner (for one week)
- standalone newsletter (own layout, individual advertising content)
- LinkedIn-post

€9,995

Video Plus package**



- Three-minute video report (incl. link for embedding or sharing)
- One-page report with QR code
- Newsletter text banner
- LinkedIn-post

€7,200

Top package**



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

€5,500

+

- newsletter image banner (for one week)

€6,350

*Front page 210 x 230mm (+3mm 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 12 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)

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

€4,450



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

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

€4,300



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)

€3,250

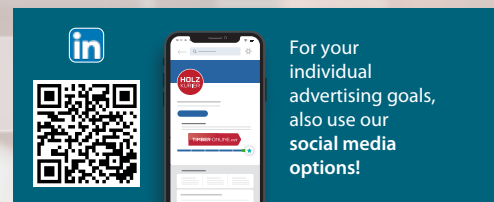


Content Plus

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 5)
+ link in the Holzkurier newsletter with text banner (one-time)

Content Plus 1/2 page: **€2,050**

Content Plus 1/1 page: **€2,850**



For your individual advertising goals, also use our social media options!

Please note the different cover page formats!
For information on closing dates, documents to be printed, etc. please go to page 6 and following pages.

PRINT**Advertising formats & Advertorials****1/2 page**

vertical: 88 x 252 mm or
horizontal: 180 x 125 mm

IPS, 4c **€3,050**
AS, 4c **€2,620**

**1/3 page**

vertical: 57 x 252 mm or
horizontal: 180 x 84 mm

IPS, 4c **€2,680**
AS, 4c **€2,410**

**1/4 page**

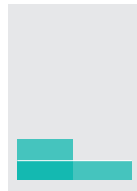
vertical: 88 x 125 mm or
horizontal: 180 x 63 mm

IPS, 4c **€2,380**
AS, 4c **€1,500**

**1/6 page**

88 x 84 mm

IPS, 4c **€1,430**
AS, 4c **€1,100**

**1/8 page**

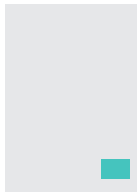
vertical: 88 x 63 mm or
horizontal: 180 x 29 mm

IPS, 4c **€1,100**
AS, 4c **€680**
AS, b/w **€435**

**1/16 page**

88 x 30 mm

IPS, 4c **€560**
AS, 4c **€400**
AS, b/w **€275**

**1/32 page**

44 x 30 mm

AS, 4c **€175**
AS, b/w **€130**

*Advertorials
can also be booked
online and as Con-
tent Plus (details
p. 5 & p. 7)*

**Advertorial****1/2 or 1/1 page**

highlighted article with color
image and company logo

1/2 page **€890**
1/1 page **€1,620**

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

All prices are subject to 5 % advertising tax and 20 % value added tax.

Abbreviations:
AS = advertisement section, IPS = inner part section

ONLINE

Banner formats

Placement on home, section and article pages



Medium Rectangle

300x250 px (desktop, mobile)

visibility:

desktop, tablet, smartphone

€270 (per week)



Billboard banner

970x250 px (desktop),

320x100px (mobile)

visibility:

desktop, tablet, smartphone

€540 (per week)



Skyscraper

160x600 px

visibility:

desktop

€340 (per week)

Placement on home, section and article pages



Leaderboard banner

728x90 px (desktop),

320x100px (mobile)

visibility:

desktop, tablet, smartphone

€380 (per week)



Embedded video

360x200 px

visibility:

desktop, tablet, smartphone

€1,260

Placement on article pages



Content Ad

728x90 px (desktop),

300x250 px (mobile)

visibility:

The banner is placed centrally in the editorial part

€570 (per week)



Online advertorial

Marked as advertising content incl. colored link in the newsletter and one-time text banner

visibility:

desktop, tablet, smartphone

€1,370



Newsletter image banner

600x140 px, inkl. link

€380 (one-time)

Newsletter text banner

incl. link to related article on holzkurier.com

€380 (one-time)

Standalone newsletter*

€2,940 (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 – 150 KB (max.) or

.gif – 800 KB (max.)

Base: Articles or videos on holzkurier.com

2025

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
1/2	Wood markets 2025; Bau 2025 in Munich	02.01.25	17.12.24
3	Digitalization & process optimization	16.01.25	07.01.25
4	More than spruce: the diversity of wood	23.01.25	14.01.25
5	Southern Germany: A wider area introduces itself; follow-up coverage Alpbach	30.01.25	21.01.25
6	The log yard: debarking, root reduction, measuring, handling	06.02.25	28.01.25
7	The perfect surface; consulting and fire safety	13.02.25	04.02.25
8	Heat and electricity from biomass, Expoenergy Wels / European Pellet Conference Wels	20.02.25	11.02.25
9	Outdoor: wooden terraces, façades, WPC, modified wood	27.02.25	18.02.25
10	High-performance sawmill, profiling/chipping technology	06.03.25	25.02.25
11	Solid structural timber, duolam and triolam, laminated timber, log house planks; Handwerk Wels	13.03.25	04.03.25

2025

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
12	Sawmill solutions for small and medium-sized enterprises (SMEs); bandsaws, processing of large-diameter logs	20. 03. 25	11. 03. 25
13	Optimization: from detecting to cutting out	+ Serial bulding Special*	27. 03. 25
14	Inside CLT: production of cross-laminated timber	03. 04. 25	25. 03. 25
15	Joining, machines, software, contract joining	10. 04. 25	01. 04. 25
16	Wood in motion: logistics, lifting vehicles, intralogistics	17. 04. 25	08. 04. 25
17	Innovation issue: training, further education, research and testing	24. 04. 25	15. 04. 25
18	Special issue no. 1 Ligna Hanover: further processing	02. 05. 25	22. 04. 25
19	Special issue no. 2 Ligna : glued timber, carpentry, timber construction; coverage of upcoming Interzum fair	08. 05. 25	29. 04. 25
20	Special issue no. 3 Ligna: Wood trades and crafts	15. 05. 25	06. 05. 25
21	Special issue no. 4 Ligna: sawmill technology, biomass	22. 05. 25	13. 05. 25

Specials = inserts of the print media Holzkurier + Holzbau Austria
Attention: Different advertising closing dates. For more details, see media information on Specials.

2025

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
22	Tools	30.05.25	20.05.25
23	Windows & doors; Interzum (follow-up coverage)	05.06.25	27.05.25
24	Follow-up issue no. 1 on Ligna	12.06.25	03.06.25
25	Follow-up issue no. 2 on Ligna	20.06.25	10.06.25
26	Planing industry: technology, mechanization, tools	26.06.25	17.06.25
27	Quality detection and measurement	<u>+ CLT Special*</u>	03.07.25
28	The state of technology in wood harvesting	10.07.25	01.07.25
29	Processing of sawmill byproducts: sawdust, wood chips, biomass	17.07.24	08.07.25
30/31	Wooden and laminate floors, machines, surfaces	24.07.25	15.07.25
32	Serial building, modular construction, timber engineering, prefabricated houses, insulation	07.08.25	29.07.25

*Specials = inserts of the print media Holzkurier + Holzbau Austria
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2025

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
33	Wood as a high-performance material	14. 08. 25	05. 08. 25
34	Connecting wood: adhesives, mechanical connectors	21. 08. 25	12. 08. 25
35	Panels, veneers, old wood	28. 08. 25	19. 08. 25
36	Timber trade: leading companies and their suppliers	04. 09. 25	26. 08. 25
37	Mechanization and automation in wood processing companies	11. 09. 25	02. 09. 25
38	Wood packaging: pallets, crates, drums	18. 09. 25	09. 09. 25
39	Glue-laminated timber, laminated veneer lumber	25. 09. 25	16. 09. 25
40	Second-hand machines	02. 10. 25	23. 09. 25
41	Scandinavia, Finland and the Baltic region	09. 10. 25	30. 09. 25
42	From the semi-finished to the finished product: packaging, marking, order picking, storage, transport	16. 10. 25	07. 10. 25

2025

Editorial schedule

Issue	Topic(s)	Release date	Ad closing date
43	Edge-trimming, multi-blade sawing; The land of wood: the Sauerland area	23. 10. 25	14. 10. 25
44	Pellet production, chip drying, conveyor technology	30. 10. 25	21. 10. 25
45	German Wood Congress 2025	+ Timber Construction Special*	06. 11. 25
46	Wood drying, moisture measurement	13. 11. 25	04. 11. 25
47	Mechanization of sawmills, log wood/lumber	20. 11. 25	11. 11. 25
48	Timber construction company and timber construction supplier of the year 2026	27. 11. 25	18. 11. 25
49	Forestry company and forestry supplier of the year 2026	04. 12. 25	25. 11. 25
50	Timber trade company and supplier of the year 2026; follow-up coverage of Branchentag Holz, Cologne	+ Crafts Special*	11. 12. 25
51/52	Last issue of the year (available for two weeks): Sawmill and sawmill supplier of the year 2026; Timber company and timber industry supplier of the year 2026	18. 12. 25	09. 12. 25

*Specials = inserts of the print media Holzkurier + Holzbau Austria
Attention: Different advertising closing dates.
For more details, see media information on Specials.*

Editorial focus

Every week, Holzkurier offers independent information on market developments, the timber and sawmill industry, timber trade, panel industry, timber construction, forestry, on floor and window manufacturers as well as the biomass sector.

Owner and publisher



AV-Medien
Der Lebensverlag.

AV-Medien
1140 Wien, Sturgasse 1a
Phone: +43 (0) 1/981 77-100,
Internet: www.av-medien.at

Place of printing

1140 Vienna, Austria

Target audience

Wood processing industry, sawmill industry, timber and construction material trade, timber construction, carpentry, furniture industry, forestry, all wood trades, supplying industry, wood working machine sector, construction sector. On average, every issue is read by four people. Thus, every insert reaches 16,000 company owners and decision makers from the sawmill and timber industry, the timber and construction material trade as well as forest owners and foresters, machine industrialists and suppliers.

Terms and conditions

For the terms and conditions please visit www.av-medien.at/services/agb.html

Advertising closing date

nine days before the release date

Formats

magazine format: 210x297 mm
type area: 180x252 mm

Documents to be printed

via e-mail to: t.wolf@holzkurier.com
Printable PDF files are preferred. For flawless printing, they have to correspond to the PDF/X4 standard. Reproducible InDesign, Adobe Photoshop, Adobe Illustrator or Adobe Acrobat Professional documents only with a color-fast test print, type fonts converted to curves. Image files need to have at least 300 dpi, bitmaps (line scans) or logos (800 dpi). 4C-pictures as photoshop eps, tiff or jpg. 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 the creation and is at least 5% of the respective ad price.

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

All icons, stock images in the media information 2025: shutterstock.com

Additional fees

express fee: 10% per working day after the advertising closing date
bleed: 10% fee
customized placement: 20% fee

Personalized advertising

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

Supplements & inserts

You are welcome to book supplements and inserts. Price 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.

We reach over
4.5 million
readers per year*



Daily news on
holzkurier.com or
timber-online.net



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

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