

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. 63

valid from 1 October 2023



Date of Issue	Issue	Circulation	Closing Date
12.01.2024 No. 2	Feature issue „Suppliers to the Furniture Industry” On the occasion of the IMM, International Furniture Exhibition, Cologne (14. – 18.1.2024)	10 000	05.01.2024
01.03.2024 No. 9	Feature issue “Dach + Holz” On the occasion of the trade fair DACH + HOLZ, Stuttgart (5. – 8.3.2024)	10 000	23.02.2024
15.03.2024 No. 11	Feature issue “Woodworking Crafts and Window Manufacturing” On the occasion of the trade fairs HOLZ-HANDWERK and FENSTERBAU, Nuremberg (19. – 22.3.2024)	10 000	08.03.2024
10.05.2024 No. 19	Feature issue “Italy” On the occasion of the trade fair XYLEXPO, Milan (21. – 24.5.2024); with additional distribution in Italy	10 000	03.05.2024
17.05.2024 No. 20	Feature issue “Timber Trade, Wood Import / Export” On the occasion of the German Wood Trade Conference, Frankfurt (22. – 24.5.2024)	10 000	06.05.2024
11.06.2024	Special issue DIN-A4-Format “Buyer’s Guide 2024” Woodworking Machinery and Equipment	5 000	26.04.2024
14.06.2024 No. 24	Feature issue “Forestry Technology” On the occasion of the KWF-Conference, Schwarzenborn (19. – 22.6.2024)	10 000	07.06.2024

21.08.2024	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	6 000	05.07.2024
23.08.2024 No. 34	Feature issue	“Austria” On the occasion of the trade fair INTERNATIONALE HOLZMESSE, Klagenfurt (28. – 31.8.2024); with additional distribution in Austria and neighbouring countries	10 000	16.08.2024
20.09.2024 No. 38	Feature issue	“Energy Supply and Environmental Conservation in the Woodworking Industry”	10 000	13.09.2024
11.10.2024 No. 41	Feature issue	“Switzerland” with additional distribution in Switzerland	10 000	04.10.2024
08.11.2024	Special	“Anniversary issue 150 years HOLZ-ZENTRALBLATT“ – Insert to HZ No. 45 –	10 000	31.10.2024
29.11.2024 No. 48	Feature issue	“Sawing Technology”	10 000	22.11.2024
20.12.2024 No. 51/52	Feature issue	“Final Issue 2024”	10 000	13.12.2024


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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Print run:	6 316	
Distributed circulation:	6 054	
Newspaper format:	315 mm wide x 440 mm high	
Type area:	285 mm wide x 380 mm high	
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Publication date:	weekly on Fridays	
Closing date:	Tuesday, 12 o'clock	

Advertisement formats and basic rates

Basic mm rate per column (45 mm wide):	5,60 €
mm rate for private employment wanted ads:	4,30 €
Box number charge:	31,00 €

Size	width x height	rate (b/w)
1/1 - page beyond type area	285 x 395 mm	13 272,00 €
1/1 - page	285 x 380 mm	12 768,00 €
1/2 - page upright	141 x 380 mm	6 384,00 €
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1/4 - page upright	141 x 190 mm	3 192,00 €
1/4 - page oblong	285 x 95 mm	3 192,00 €
1/8 - page	93 x 142 mm	1 590,40 €
1/16 - page	93 x 71 mm	795,20 €

Colour surcharge

according to European scale

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

subscription rate per year
514,80 €

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52 advertisements = 25 %		8 000 mm = 25 %

Colour surcharge not subject to discount.

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