

HK

Holz- und Kunststoffverarbeitung
Woodworking and Furniture Industries

Media-Information

Rate Card No. 55 | Abridged version
valid from 1 October 2023



2024

More than 50 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: 3250 copies per issue
Distributed circulation: 3110 copies per issue (circulation audit: IVW)

Circulation analysis:

| | |
|------------------------|-------------|
| Germany | 1917 copies |
| Europe without Germany | 1067 copies |
| Rest of the world | 126 copies |

Publisher

DRW-Verlag Weinbrenner GmbH & Co. KG
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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 | 5.250,- |
| 2/3 page | 115 x 270 mm | 3.500,- |
| 2/3 page | 175 x 180 mm | 3.500,- |
| 1/2 page | 85 x 270 mm | 2.625,- |
| 1/2 page | 175 x 133 mm | 2.625,- |
| 1/3 page | 55 x 270 mm | 1.750,- |
| 1/3 page | 175 x 87 mm | 1.750,- |
| 1/4 page | 40 x 270 mm | 1.315,- |
| 1/4 page | 85 x 133 mm | 1.315,- |
| 1/4 page | 175 x 64 mm | 1.315,- |
| 1/8 page | 40 x 133 mm | 660,- |
| 1/8 page | 85 x 64 mm | 660,- |
| 1/8 page | 175 x 30 mm | 660,- |
| Basic rate per column (40 mm wide): | | € 5,35 |

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

Colours according to EURO scale € 640,-
Special colours € 815,-

Extra charge for bleed edges

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

Inserts

Two page insert € 5.975,-
Four page insert € 10.550,-

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

5500 copies; mailing size max. 205 x 290 mm.
Charge for supplements weighing no more than 25 g each
= € 450,- per thousand

Glued inserts

Standard postcards: advertisement rate
(only possible on 1/1 and 2/1 page)
+ technical costs: € 340,- 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
 DIGITALIZATION OF
 THE WOOD INDUSTRY
 VENEER

Rate card MAGAZINES 2024

| | |
|---------------|--|
| 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 | 6.680,- |
| 1/2 page | 85 x 270 mm | 3.340,- |
| 1/2 page | 175 x 133 mm | 3.340,- |
| 1/3 page | 55 x 270 mm | 2.225,- |
| 1/3 page | 175 x 87 mm | 2.225,- |
| 1/4 page | 40 x 270 mm | 1.670,- |
| 1/4 page | 85 x 133 mm | 1.670,- |
| 1/4 page | 175 x 64 mm | 1.670,- |
| Basic rate per column (40 mm wide): | | € 6,70 |

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

| | |
|---------------------------------|---------|
| Colours according to EURO scale | € 665,- |
| Special colours | € 845,- |

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

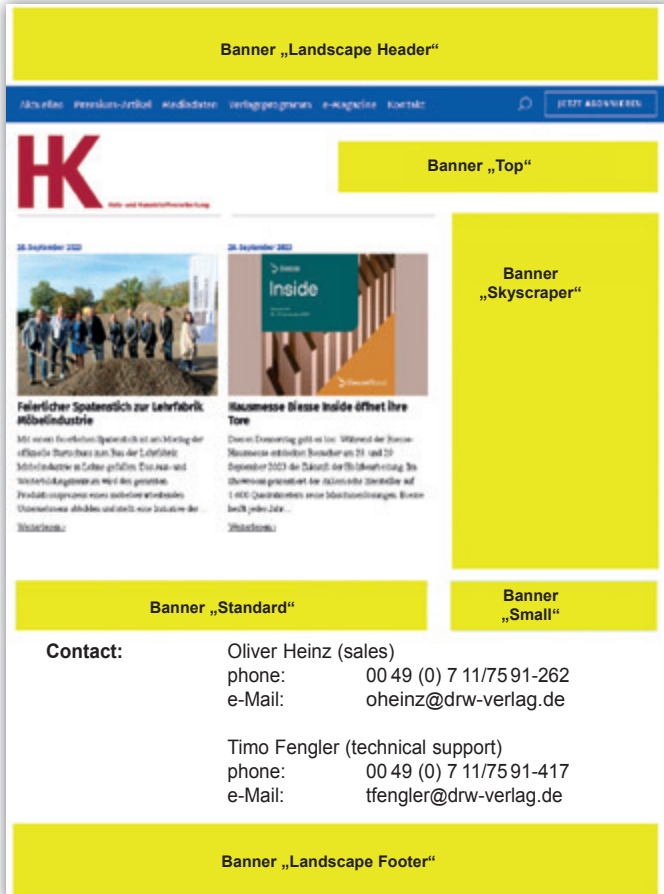
Glued inserts: Standard postcards: advertisement rate (only possible on 1/1 and 2/1 page)
+ technical costs: € 340,- per thousand

| Edition | Issue |
|--|---|
| <p>Magazine</p> <p>PUB*: 05.01.2024 ADV*: 05.12.2023 PRI*: 05.12.2023</p> | <p>LAMINATE Magazine 2024</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 2024</p> <p>PUB: 02.02.2024 ADV and PRI: 02.01.2024 EDI*: 03.01.2024</p> | <p>Surfaces edition:</p> <p>Decor special: This special edition of HK takes a look behind the scenes of the decor industry with interviews, reports, and features, as well as presenting the latest highlights from the world of surfaces and surface finishings. Everything you need to know about decor, decor papers, finish foils, thermoplastic foils, edges, structures, coatings/paints/varnishes, adhesives, designs, gravure printing, and digital printing.</p> <p>Veneers special: 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>Neo-ecology: What industry players are currently doing to translate the hot topic of sustainability into real action, along with the strategies that will help make the transition to a circular economy a success.</p> <p>Focus on kitchens & furniture: How the kitchen furniture industry is operating in an era of global competition, and which trends have emerged from IMM Cologne.</p> |
| <p>Magazine</p> <p>PUB: 08.03.2024 ADV: 08.02.2024 PRI: 08.02.2024</p> | <p>TIMBER CONSTRUCTION Magazine 2024</p> <p>Timber construction and interior fittings – structural and ecological perspectives. New wood materials and new architectural concepts.</p> |
| <p>2 2024</p> <p>PUB: 15.03.2024 ADV and PRI: 13.02.2024 EDI: 09.02.2024</p> | <p>HOLZ-HANDWERK 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>Machine components & tools: Accessories and components that help to ensure reliable and efficient production with wood-working machines: units, drilling heads, spindles, and more. Plus: How high-precision tools are simplifying wood processing.</p> <p>Intralogistics & robotics: How modern high-bay warehouses and automated storage systems are being combined with intelligent transport, handling, and robot systems to streamline the flow of materials.</p> <p>Texprocess & Techtexsil: Preview of the duo of leading international trade fairs for technical textiles and their processing in Frankfurt.</p> |

| Edition | Issue |
|---|---|
| <p>3 2024</p> <p>PUB: 10.05.2024 ADV and PRI: 09.04.2024 EDI: 05.04.2024</p> | <p>Xylexpo edition and HOLZ-HANDWERK report</p> <p>Xylexpo special: Major preview of Xylexpo in Milan. 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>FIMMA + Maderalia: The top Spanish trade fair returns. These are the materials, technologies, machines, and components that are in demand on the Iberian peninsula.</p> <p>Edge processing: From lasers to hydrogen – we 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>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>Magazine</p> <p>PUB: 10.05.2024 ADV: 10.04.2024 PRI: 10.04.2024</p> | <p>DOORS Magazine 2024</p> <p>Construction and assembling, Design and function for inside doors, front-doors, industry doors and fittings for doors, market trends</p> |
| <p>4 2024</p> <p>PUB: 26.07.2024 ADV and PRI: 25.06.2024 EDI: 21.06.2024</p> | <p>Focus on the USA (with online magazine in English)</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. The entire special edition will also appear as an online magazine in English.</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>Surface technology: Innovations in coating and pressure systems, short-cycle presses, polishing machines, coating lines, and drying systems.</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: 12.07.2024 ADV: 12.06.2024 PRI: 12.06.2024</p> | <p>DESIGN AND FITTINGS Magazine 2024</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: 09.08.2024 ADV: 09.07.2024 PRI: 09.07.2024</p> | <p>SURFACE Magazine 2024</p> <p>Films and naturally materials, emulsion side, laquered and three-dimensional surfaces, decorpapers, processing and applications, decor-design.</p> |
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| Edition | Issue |
|---|--|
| <p>5 2024</p> <p>PUB: 11.10.2024 ADV and PRI: 17.09.2024 EDI: 04.09.2024</p> | <p>SICAM issue</p> <p>Fittings special & Lights special: From hinges to drawers: all the latest innovations from the fittings industry at a glance. Plus: Preview of the SICAM presentations from key industry players. 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 cutting and trimming leather and fabrics. With interviews, reports, and product innovations. In addition, case studies show how cutters, scanners, and software solutions boost material efficiency in the production of upholstered furniture.</p> <p>SICAM preview: Major preview of the most important suppliers' trade fair of the year, together with an analysis of the Italian market. 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 worthwhile.</p> <p>Tech-Together: Preview of the in-house exhibition format for machinery and plant/equipment manufacturers in Ostwestfalen-Lippe in Germany.</p> |
| <p>Magazine</p> <p>PUB: 11.10.2024 ADV: 11.09.2024 PRI: 11.09.2024</p> | <p>DIGITALIZATION OF THE WOOD INDUSTRY Magazine 2024</p> <p>Digitalization, networking, automation, software systems, HMI (Human Machine Interface), IIoT and cloud technologies.</p> |
| <p>6 2024</p> <p>PUB: 06.12.2024 ADV and PRI: 05.11.2024 EDI: 04.11.2024</p> | <p>Materials issue</p> <p>Materials special: Panels, laminates, and edges: these are the materials that shape furniture making. Plus: What strategies the wood-based materials industry is pursuing in order to get itself ready for the future. And: We take a look at what is happening in the world of lightweight design.</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>SICAM report: Latest innovations and new products presented by German and Italian suppliers in Pordenone, along with all the trends for 2025.</p> <p>In-house machinery exhibitions: Reports from the autumn events of German and Italian woodworking machine manufacturers.</p> |
| <p>Magazine</p> <p>PUB: 06.12.2024 ADV: 06.11.2024 PRI: 06.11.2024</p> | <p>VENEER Magazine 2024</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



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, swf (=flash)
 filesize: max. 50 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
4 / 65