

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. 64
valid from 1 October 2024



Date of Issue	Issue	Circulation	Closing Date
10.01.2025 No. 1/2	Feature issue „BAU“ On the occasion of the trade fair BAU, Munich (13. – 17.1.2025)	10 000	03.01.2025
07.02.2025 No. 6	Feature issue “Suppliers to the Furniture Industry”	10 000	31.01.2025
07.05.2025	Special issue DIN-A4-Format “LIGNA 2025” On the occasion of the trade fair LIGNA, Hanover (26. – 30.5.2025)	5 000	28.03.2025
09.05.2025 No. 19	Feature issue “Timber Trade, Wood Import / Export” On the occasion of the German Wood Trade Conference, Bremen (22.5.2025)	10 000	02.05.2025
16.05.2025 No. 20	Feature issue “INTERZUM” On the occasion of the trade fair INTERZUM, Cologne (20. –23.5.2025)	10 000	09.05.2025
20.06.2025 No. 25	Feature issue “Follow-up to LIGNA”	10 000	13.06.2025
27.06.2025 No. 26	Feature issue “Follow-up to INTERZUM”	10 000	20.06.2025

20.08.2025	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	04.07.2025
12.09.2025 No. 37	Feature issue	“Austria” With additional distribution in Austria and neighbouring countries	10 000	05.09.2025
26.09.2025 No. 39	Feature issue	“Energy Supply and Environmental Conservation in the Woodworking Industry”	10 000	19.09.2025
07.11.2025	Special	“Branchentag Holz” – Insert to HZ No. 45 – On the occasion of the trade fair BRANCHENTAG, Cologne (11. – 12.11.2025)	10 000	31.10.2025
21.11.2025 No. 47	Feature issue	“Wood Construction” On the occasion of the International Wood Construction Forum, Innsbruck (December 2025)	10 000	14.11.2025
19.12.2025 No. 51/52	Feature issue	“Final issue of 2025”	10 000	12.12.2025


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:	5 526	
Distributed circulation:	5 310	
Newspaper format:	315 mm wide x 440 mm high	
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):	5,80 €
mm rate for private employment wanted ads:	4,40 €
Box number charge:	32,00 €

Size	width x height	rate (b/w)
1/1 - page beyond type area	285 x 395 mm	13 746,00 €
1/1 - page	285 x 380 mm	13 224,00 €
1/2 - page upright	141 x 380 mm	6 612,00 €
1/2 - page oblong	285 x 190 mm	6 612,00 €
1/4 - page upright	141 x 190 mm	3 306,00 €
1/4 - page oblong	285 x 95 mm	3 306,00 €
1/8 - page	93 x 142 mm	1 647,20 €
1/16 - page	93 x 71 mm	823,60 €

Colour surcharge

according to European scale

two-colours:	485,00 €	subscription rate per year
three-colours:	870,00 €	
four-colours:	1 125,00 €	
		556,40 €

Discounts (for orders within a period of one year)

Frequency discount rate	or	quantity discount rate
6 advertisements = 10 %		1 000 mm = 10 %
12 advertisements = 15 %		2 000 mm = 15 %
24 advertisements = 20 %		5 000 mm = 20 %
52 advertisements = 25 %		8 000 mm = 25 %

Colour surcharge not subject to discount.

Inserts: Mailing size up to 21 x 29,7 cm (DIN A4);
up to 25 g per 1000 copies: **510,00 €**

Printing process: Web offset
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FTP-Server: <ftp.weinbrenner.de>
(Entrance data please inquire)

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