

HK

Holz- und Kunststoffverarbeitung
Woodworking and Furniture Industries

Media-Information

Rate Card No. 56 | Abridged version
valid from 1 October 2024



2025

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: 3.000 copies per issue
Distributed circulation: 2.858 copies per issue (circulation audit: IVW)

Circulation analysis:

Germany	1.281 copies
Europe without Germany	1.393 copies
Rest of the world	184 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	5.520,-
2/3 page	115 x 270 mm	3.680,-
2/3 page	175 x 180 mm	3.680,-
1/2 page	85 x 270 mm	2.760,-
1/2 page	175 x 133 mm	2.760,-
1/3 page	55 x 270 mm	1.840,-
1/3 page	175 x 87 mm	1.840,-
1/4 page	40 x 270 mm	1.380,-
1/4 page	85 x 133 mm	1.380,-
1/4 page	175 x 64 mm	1.380,-
1/8 page	40 x 133 mm	690,-
1/8 page	85 x 64 mm	690,-
1/8 page	175 x 30 mm	690,-
Basic rate per column (40 mm wide):		€ 5,60

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

Colours according to EURO scale € 670,-
Special colours € 850,-

Extra charge for bleed edges

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

Inserts

Two page insert € 6.270,-
Four page insert € 11.080,-

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

5.500 copies; mailing size max. 205 x 290 mm.
Charge for supplements weighing no more than 25 g each
= € 470,- 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
 MDF & CO.
 VENEER

Rate card MAGAZINES 2025

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	7.000,-
1/2 page	85 x 270 mm	3.500,-
1/2 page	175 x 133 mm	3.500,-
1/3 page	55 x 270 mm	2.330,-
1/3 page	175 x 87 mm	2.330,-
1/4 page	40 x 270 mm	1.750,-
1/4 page	85 x 133 mm	1.750,-
1/4 page	175 x 64 mm	1.750,-

Basic rate per column (40 mm wide): € 7,00

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

Colours according to EURO scale	€ 690,-
Special colours	€ 890,-

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: € 360,- per thousand

Edition	Issue
<p>Magazine</p> <p>PUB*: 08.01.2025 ADV*: 08.12.2024 PRI*: 08.12.2024</p>	<p>LAMINATE Magazine 2025</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 2025</p> <p>PUB: 07.02.2025 ADV and PRI: 14.01.2025 EDI*: 14.01.2025</p>	<p>HK anniversary issue</p> <p>60 years of HK: The most subscribed German-language trade magazine for companies and executives in the wood and furniture industry celebrates a big birthday. We take the opportunity not only to look back, but especially to look forward.</p> <p>Decors special: In this special we present the very latest trends in decors and surfaces: Everything to do with printed and unprinted decorative papers, finish foils, thermoplastic films, edgings, structures, paints, lacquers, varnishes, adhesives, designs, and rotogravure and digital printing.</p> <p>Veneers special: The latest trends, product and market developments in veneers along with machinery and technology for veneer processing, as well as attractive property and user examples from the field.</p> <p>Bau trade fair report: The highlights of the world's leading trade fair for architecture, materials, and systems, in Munich, showcasing construction materials, hardware, light and much more.</p> <p>Focus on kitchens & furniture: How the kitchen furniture industry is doing in global competition, and what furniture trends will be popular in 2025.</p>
<p>Magazine</p> <p>PUB: 14.03.2025 ADV: 14.02.2025 PRI: 14.02.2025</p>	<p>TIMBER CONSTRUCTION Magazine 2025</p> <p>Timber construction and interior fittings – structural and ecological perspectives. New wood materials and new architectural concepts.</p>
<p>2 2025</p> <p>PUB: 09.05.2025 ADV and PRI: 22.04.2025 EDI: 22.04.2025</p>	<p>Interzum issue</p> <p>Interzum special: A major preview of the world's leading trade fair for furniture manufacturing and interior design. With interviews, reports and a comprehensive fair guide as well as an overview of the top innovations of exhibitors.</p> <p>Surfaces: How decor and materials specialists are positioning themselves in the run-up to Interzum. With background details and first-hand information.</p> <p>Hardware: These functional and decorative fittings are taking furniture to new technical and visual heights.</p> <p>HK expert summit: What the top managers in the industry said at the expert summit on the issues of AI, digitalization, and generational change in businesses.</p>

Edition	Issue
<p>3 2025</p> <p>PUB: 21.05.2025 ADV and PRI: 05.05.2025 EDI: 05.05.2025</p>	<p>Ligna issue</p> <p>Ligna special: A big look ahead to the world's leading trade fair for the woodworking and wood processing industry. Featuring interviews, fair information, user reports and the top innovations of exhibitors.</p> <p>Circular economy: How the industry players are addressing the key issue of sustainability, and what strategies help make a success of the transition to the circular economy.</p> <p>Edge processing: From lasers to hydrogen – the state of the art in technologies, where they hit the mark for users, and where conventional processes continue to be required.</p> <p>Tools & machine components: Woodworking machines produce more reliably and efficiently with accessories such as processing units, drill heads, spindles, and the like. Also, how precision tools simplify woodworking.</p>
<p>Magazine</p> <p>PUB: 21.05.2025 ADV: 21.04.2025 PRI: 21.04.2025</p>	<p>DOORS Magazine 2025</p> <p>Construction and assembling, Design and function for inside doors, front-doors, industry doors and fittings for doors, market trends</p>
<p>4 2025</p> <p>PUB: 25.07.2025 ADV and PRI: 08.07.2025 EDI: 08.07.2025</p>	<p>Interzum and Ligna report</p> <p>Sized panels special: The latest developments in horizontal and vertical panel-dividing saws and panel-sizing circular saws. Also, how robots are taking over panel handling at the saw. Interviews, user reports and tips from the field.</p> <p>Interzum report: What there was to see at the world's leading trade fair, and what innovations will enhance the furniture of tomorrow.</p> <p>Ligna report: All the news from Ligna at a glance, Along with the most important trends in the individual manufacturing segments.</p> <p>Surface technology: The latest in lacquering and printing lines, short-cycle presses, grinding machines, coating lines and drying systems.</p> <p>Software & IT: CAD/CAM, ERP systems, online configurators, and much more: These powerful software solutions ensure the smooth flow of data.</p>
<p>Magazine</p> <p>PUB: 11.07.2025 ADV: 11.06.2025 PRI: 11.06.2025</p>	<p>DESIGN AND FITTINGS Magazine 2025</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: 15.08.2025 ADV: 15.07.2025 PRI: 15.07.2025</p>	<p>SURFACE Magazine 2025</p> <p>Films and naturally materials, emulsion side, laquered and three-dimensional surfaces, decorpapers, processing and applications, decor-design.</p>

Edition	Issue
<p>5 2025</p> <p>PUB: 10.10.2025 ADV and PRI: 23.09.2025 EDI: 23.09.2025</p>	<p>SICAM issue</p> <p>Hardware & light special: From the hinge to the drawer: An overview of the innovations in the hardware industry. Also, a preview of the Sicam presentations of industry players. The Light special supplies everything you need to know about the state of the art in lights and lighting systems for furniture construction.</p> <p>Upholstery special: Everything to do with sizing leather and fabrics. How cutters, scanners, and software solutions improve material efficiency in upholstered furniture construction.</p> <p>Sicam preview: A major preview of the supplier trade fair in Pordenone, accompanied by an analysis of the Italian market. With trends and innovations from southern Europe.</p> <p>CNC technology: Which machining centers are most suitable for which requirements, and for whom an investment in five-axis technology makes sense.</p>
<p>Magazine</p> <p>PUB: 10.10.2025 ADV: 10.09.2025 PRI: 10.09.2025</p>	<p>MDF & Co. Magazine 2025</p> <p>Innovative techniques, diversity of supply materials and surface, new products and applications, internationally growing demand.</p>
<p>6 2025</p> <p>PUB: 05.12.2025 ADV and PRI: 18.11.2025 EDI: 18.11.2025</p>	<p>Materials issue</p> <p>Materials special: Panels, surfaces, laminates and edges – These are the materials that dominate furniture construction. Also, what strategies the wood-based materials sector is using to get fit for the future. And what's going on in the light-weight construction sector.</p> <p>Artificial intelligence: The use of AI in the furniture industry continues to accelerate. We highlight the opportunities and challenges.</p> <p>Extraction and filter technology: Everything to do with the right extraction systems in business, with user reports and technical information. Extra: Chipping and briquetting technology.</p>
<p>Magazine</p> <p>PUB: 05.12.2025 ADV: 05.11.2025 PRI: 05.11.2025</p>	<p>VENEER Magazine 2025</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

Banner „Landscape Header“

Banner „Top“

Banner „Skyscraper“

Banner „Standard“

Banner „Small“

Banner „Landscape Footer“

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
 filesize: approx. 100 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

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