

holzmagazin

MEDIA FOLDER 2018

The trade magazine for modern building with wood www.holzmagazin.com

Our target groups for your advertising!

holzmagazin – The trade magazine for modern building with wood puts the emphasis on architecture and craftsmanship and addresses wood master builders, architects, planners, carpenters and master carpenters as well as all wood-processing companies.

holzmagazin has a circulation of 13.800 ⁴⁾. The main topic is "building and working with wood". Our experienced editorial staff reports extensively on architectural wonders in wood, technical novelties and economy-relevant topics around the ecological building material wood. Every issue also contains a spread of topics on interiors. New products on the market round off the different topics and key issues.

Reach the national and international woodworking scene with an advertisement in holzmagazin!

Am Kiosk erhältlich! ¹⁾

! Auflage von 13.800 Stück ⁴⁾

We are amongst the wood building trade magazines with the highest circulation in Europe and the clear Nr. 1 in Austria!



An overview of target groups

5.016	architects & planning offices
3.719	wood master builders & master carpenters ²⁾
2.526	carpenters & furniture makers
629	master builders & roofing contractors
361	universities, technical colleges, municipality
270	property developers
269	wood industry
257	prefabricated housing industry
700	other ³⁾

13.747 total ⁴⁾

- 1) Distribution at selected newsstands as well as train stations and airports
- 2) All master carpenters in Austria and South Tyrol, as well as selected companies in D + CH
- 3) Subscriptions, newsstand sales, individual mailing, etc.
- 4) Incl. e-paper-issues

data & facts

Issues: 8 x annually
Circulation: 13.800 (incl. e-paper subscriptions)
Format: 290 x 215 mm, type-space: 185 x 255 mm
Print: offset print
Finish: stapled

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The trade magazine for modern building with wood



Topics of the 2018 issues

ET / DU ¹⁾	1 20.02. / 09.02.	2 26.03. / 16.03.	3 30.04. / 20.04.	4 04.06. / 25.05.
topHOLZ	Craft- & industrial buildings House technology, heating systems, prefabrication, cooling systems, fire prevention technology	Building in existing constructions restructuring , renovation, roof extensions, extension building, wood building systems, planning tools, wood	Spectacular wooden products unusual designs, spectacular constructions, architects' dreams	Kindergartens & schools modules, acoustics, recreation rooms, rooms for well-being
focusHOLZ	insulation, (building) software, dry construction, adhesive technology, logistics and fleets	connectors & fastening technology, trimming machines, CNC, colours, paints & wood protection, terraces	insulation, thermal insulation systems, tools & machinery, laminated timber & plywood, massive construction wood	roofs & facades, windows & doors as well as fittings, wood materials, prefabrication, modules, wood building systems
innenRAUM	stair construction	floors	software planning tools	wall, ceiling, floor
tradeshows & conferences	TIMBA+, Salzburg (AUT) 24.–27.01.2018, Post-Report IMM Cologne, Cologne (D) 15.–21.01.2018, Post-Report Bauen & Energie, Vienna (AUT) 25.–28.01.2018, Post-Report	Dach + Holz Int., Cologne (D) 20.–23.02.2018, Post-Report Int. Passivhaustagung, Munich (D) 09.–10.03.2018, Post-Report Energiespansesse, Wels (AUT) 02.–04.03.2018, Post-Report	Holz Haus Energie, Stuttgart (D) 05.–08.04.2018, Post-Report Holz-Handwerk, Nueremberg (D) 21.–24.03.2018, Post-Report	Xylexpo, Milan (I) 08.–12.05.2018, Post-Report Holz Bau Wirtschaft, Salzburg (AUT) 16.–17.05.2018, Post-Report

1) ET= Date of publication, DU = Deadline for print material

Advertisements in the magazine – formats & pricing

Advertisements: Formats, Prices

* all formats in mm

Format	full-bleed	type-space	bw	4c
double page	430 x 290	398 x 255	€ 5.450,-	€ 6.430,-
1/1 page	215 x 290	185 x 255	€ 3.240,-	€ 3.760,-
1/2 page vertical	108 x 290	92 x 255	€ 2.030,-	€ 2.560,-
1/2 page horizontal	215 x 145	185 x 125	€ 2.030,-	€ 2.560,-
1/3 page vertical	71 x 290	55 x 255	€ 1.670,-	€ 2.150,-
1/3 page horizontal	215 x 102	185 x 80	€ 1.670,-	€ 2.150,-
1/4 page vertical		92 x 125	€ 1.330,-	€ 1.730,-
1/4 page horizontal		185 x 60	€ 1.330,-	€ 1.730,-
1/8 page vertical		55 x 90	€ 850,-	€ 1.330,-
1/8 page horizontal		185 x 30	€ 850,-	€ 1.330,-

Promotions: Advertisements in an editorial design

1/1 page	185 x 255	€ 2.940,-
1/2 page vertical	92,5 x 255	€ 2.210,-
1/2 page horizontal	185 x 125	€ 2.210,-

Info

Placement surcharges:

U4: 20 %
U2 and U3: 15 %
Fixed internal placement: 10 %
All prices + 5 % advertising tax and 20 % VAT.

Terms and conditions:

<http://agb.starmuehler.eu>

Supplement

up to 10 g / thousand: € 335,00
up to 30 g / thousand: € 395,00
up to 40 g / thousand: 445,00

Partial supplement: possible

Stapled supplement: on request

Branch- & product news

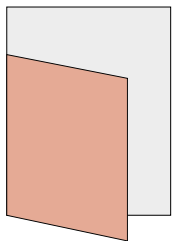
1/1 page: € 2.940,-
1/2 page: € 2.210,-
1/4 page: € 1.320,-
1/8 page: € 830,-



ET / DU ¹⁾	5 12.07. / 02.07.	6 29.09. / 17.09.	7 29.10. / 18.10.	8 03.12. / 23.11.
topHOLZ	Wood in the city New buildings, roof extensions, building extensions, logistics, windows, solar shading	Wood industry trainees Education and further education in wood building, projects by trainee, talents	Engineers' wood building Halls, towers and bridges, building statics, wood constructions, building construction, supporting structures	Passive house & plus energy Wood & energy efficiency: photovoltaics, solar systems, facades, renovation, roof
focusHOLZ	insulation & sound insulation building physics & fire protection, work safety & -clothing logistics & fleet	roofs & facades, colours, paints & wood protection, connectors & fastening technology, (building) software	wood materials, wood connectors, wood building systems, adhesive technology	insulation, layered-plywood, boards & cross-plywood, windows & doors as well as, fittings, tools & machinery
innenRAUM	wooden materials surface treatment	tools & machines	furniture fittings	dividing walls sliding systems
tradeshows & conferences	Intersolar, Munich (D) 20.–22.06.2018, Post-Report Holz & Bau, Klagenfurt (AUT) 28.08.–01.09.2018, Preview	Internationale Holzmesse, Klagenfurt (AUT) 28.08.–01.09.2018, Post-Report	Bau + Energie, Bern (CH) 27.–30.09.2018, Post-Report	Int. Holzbauforum, Garmisch (D) 05.–07.12.2018, Preview BAU, Munich (D) 14.–19.01.2019, Preview

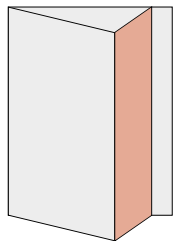
Forms of special advertising

Cover flap



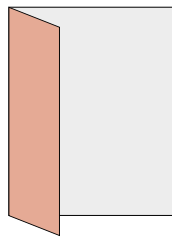
Fold-open flap on the cover with a 215 x 211 mm advertisement, attached to the outside binding edge.
Price: € 7.850,-

Inside cover flap



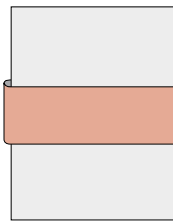
Enlarge U2/U4 with a 1/3- or 1/2-page flap
Price: (1/3 vertical) including inside cover page € 6.400,-

Flap on the cover



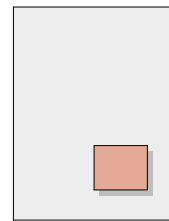
Flap that opens to the back or front, attached to the outside binding edge.
75 x 290 mm
€ 5.600,-

Banderole



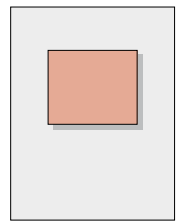
Centerspread banderole + 2 x promo:
€ 8.450,-
Glued: € 4.650,-

Product supplement



Placed on carrier advertisement, price calculation is based on product (weight)

Tip on card



Placed on carrier advertisement, postcard format, price up to 10g
€ 3.250,-

Digital data: Exposable material by e-mail to office@starmuehler.at. or to Starmühler Agentur & Verlag, Schellinggasse 1/7, A-1010 Vienna, Austria or by upload to ftp.starmuehler.at (password on request)

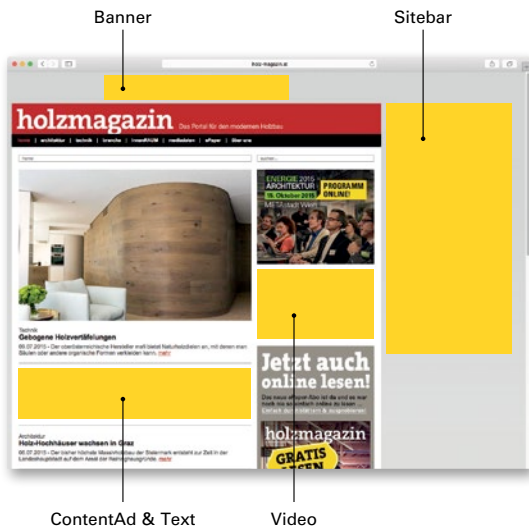
Deadline for advertisements: 14 days, deadline for print documents: 10 days before publication date

Advertising on the homepage and in the newsletter – formats and pricing

www.holzmagazin.com informs architects, wood master builders, educational facilities, carpenters, agencies and interested readers about current news, trends, dates & business news.

Online-advertising on www.holzmagazin.com

With 2.000 unique users, [holzmagazin.com](http://www.holzmagazin.com) is the optimum platform for your advertising, product news and dates



37 %
Architects and
planning offices

28 %
Wood master
builders and
carpenters

18 %
Carpenters and
furniture manu-
facturers

17 %
Other

1:45 min
Duration of visit

2,4
pages/visit

2.000
Unique users

We offer all common advertising formats and special formats on request.

Banner

468B x 60H
price/month € 450,-

SuperBanner

728B x 90H
price/month € 660,-

Skyscraper

160B x 600H
price/month € 660,-

ContentAd

525B x 130H
price/month € 770,-

Sitebar

350B x 700H
price/month € 1.160,-

Text

(250 characters, logo)
price/month € 450,-

Video

(embedded)
price/month € 880,-

**All formats in
pixel, formats
according to
IAB-standards**

Newsletter-advertising

We publish more than 15.000 newsletter monthly with an open-rate of 28,8 %



**We have an
open-rate¹ of
28,8 %**

**The average
open-rate in
the business is
16,5 %**

**...and a
click-rate² of
8,6 %**

The newsletter also offers special advertising formats.

Banner

468B x 60H – 600B x 60H
price/month € 560,-

Skyscraper

160B x 600H
price/month € 560,-

ContentAd

550B x 90H
price/month € 640,-

Sitebar

350B x 700H
price/month € 930,-

Text

(Text 250 characters, logo)
price/month € 430,-

Date-Tip

(Text 250 characters)
price/mailling € 320,-

The professional committee of the magazine



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Austria



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MD Österreichischer
Fertighaus-Verband



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1) The open-rate shows the percentage of newsletter-subscribers who open the newsletter and therefore see advertising.
2) The click-rate shows the percentage of newsletter-subscribers who make one or more clicks in the newsletter.