

HK

Holz- und Kunststoffverarbeitung
Woodworking and Furniture Industries

Media-Information

Rate Card No. 51 | Abridged version
valid from 1 October 2019



2020



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: 5000 copies per issue
Distributed circulation: 4776 copies per issue (circulation audit: IVW)

Circulation analysis:

Germany	2871 copies
Europe without Germany	1671 copies
Rest of the world	234 copies

Publisher

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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	4.700,-
2/3 page	115 x 270 mm	3.120,-
2/3 page	175 x 180 mm	3.120,-
1/2 page	85 x 270 mm	2.350,-
1/2 page	175 x 133 mm	2.350,-
1/3 page	55 x 270 mm	1.560,-
1/3 page	175 x 87 mm	1.560,-
1/4 page	40 x 270 mm	1.175,-
1/4 page	85 x 133 mm	1.175,-
1/4 page	175 x 64 mm	1.175,-
1/8 page	40 x 133 mm	590,-
1/8 page	85 x 64 mm	590,-
1/8 page	175 x 30 mm	590,-
Basic rate per column (40 mm wide):		€ 4,80

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

Colours according to EURO scale € 595,-
Special colours € 760,-

Extra charge for bleed edges

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

Inserts

Two page insert € 5.355,-
Four page insert € 9.470,-

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

5250 copies; mailing size max. 205 x 290 mm.
Charge for supplements weighing no more than 25 g each
= € 400,- per thousand

Glued inserts

Standard postcards: advertisement rate
(only possible on 1/1 and 2/1 page)
+ technical costs: € 290,- 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 2020

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	6.000,-
1/2 page	85 x 270 mm	3.000,-
1/2 page	175 x 133 mm	3.000,-
1/3 page	55 x 270 mm	2.000,-
1/3 page	175 x 87 mm	2.000,-
1/4 page	40 x 270 mm	1.500,-
1/4 page	85 x 133 mm	1.500,-
1/4 page	175 x 64 mm	1.500,-
Basic rate per column (40 mm wide):		€ 6,00

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

Colours according to EURO scale	€ 620,-
Special colours	€ 790,-

Extra charge for bleed edges

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

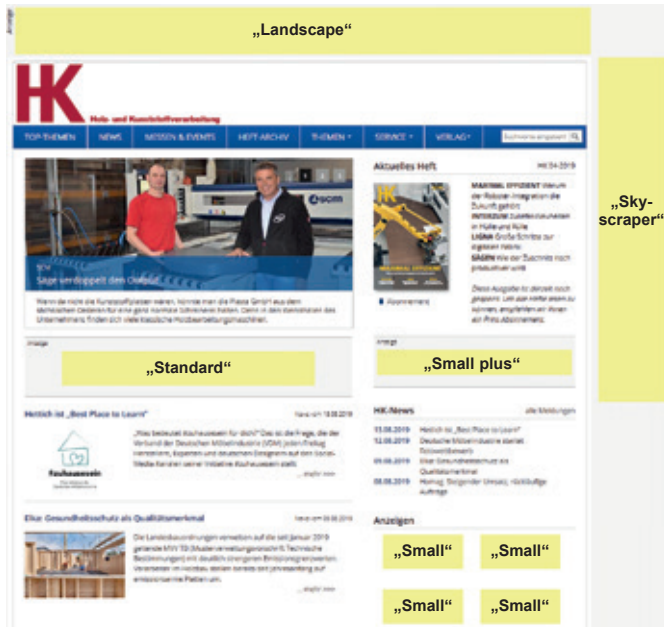
Inserts: On request

Supplements: On request

Glued inserts: Standard postcards: advertisement rate (only possible on 1/1 and 2/1 page) + technical costs: € 290,- per thousand

Edition	Issue
<p>Magazine</p> <p>PUB*: 03.01.2020 ADV*: 03.12.2019 PRI*: 03.12.2019</p>	<p>LAMINATE Magazine 2020</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 2020</p> <p>PUB: 31.01.2020 ADV and PRI: 08.01.2020 EDI*: 20.12.2019</p>	<p>Edition for ZOW and Euroshop</p> <p>Suppliers of the European furniture industry as well as of premium-class interior design components / store equipment will present their range of products. Product Premieres: veneers, mouldings, hardware, furniture fronts, decorative surfaces, decors, varnishes, mineral materials, light systems, profile strips, glues, derived timber products, packaging Lightweight constructions in the furniture production.</p>
<p>Magazine</p> <p>PUB: 06.03.2020 ADV: 05.02.2020 PRI: 05.02.2020</p>	<p>TIMBER CONSTRUCTION Magazine 2020</p> <p>Timber construction and interior fittings – structural and ecological perspectives. New wood materials and new architectural concepts.</p>
<p>2 2020</p> <p>PUB: 13.03.2020 ADV and PRI: 19.02.2020 EDI: 14.02.2020</p>	<p>Special Edition for Holz-Handwerk, Nuremberg</p> <p>Manufacturing engineering: machines and systems for furniture production: wood, derived timer products, mouldings, veneers, window and door production. ZOW review.</p>
<p>Magazine</p> <p>PUB: 15.05.2020 ADV: 15.04.2020 PRI: 15.04.2020</p>	<p>DOORS Magazine 2020</p> <p>Construction and assembling, Design and function for inside doors, front-doors, industry doors and fittings for doors, market trends</p>
<p>3 2020</p> <p>PUB: 22.05.2020 ADV and PRI: 29.04.2020 EDI: 17.04.2020</p>	<p>Edition for Xylexpo, Milano (incl. supplement DOORS MAGAZINE 2020)</p> <p>Manufacturing engineering: machines and systems for the solid timber and board processing as well as veneer processing, surface finishing, presses technology. Tendencies in development: standard and special machines. Data organization in the timber and plastic material processing: Technologies for derived timber production, surface inspection, sanding technique. Logistics, conveyor and warehousing technology machine tools, requirement of manufacturing. Holz-Handwerk review..</p>

Edition	Issue
<p>Magazine</p> <p>PUB: 31.07.2020 ADV: 30.06.2020 PRI: 30.06.2020</p>	<p>DESIGN AND FITTINGS Magazine 2020</p> <p>Furniture fittings – design and functional characteristics. Construction and assembly, influence on furniture design, furniture quality, furniture sales. Market trends</p>
<p>4 2020</p> <p>PUB: 31.07.2020 ADV and PRI: 08.07.2020 EDI: 03.07.2020</p>	<p>Edition for IWF, Atlanta & USA (incl. supplement DESIGN AND FITTINGS MAGAZINE 2020)</p> <p>Machines and materials for the production of furniture, profile strips, doors as well as floor, wall and ceiling panels, Glue and bonding technique for surfaces and edges. Reuse of residual wood: concepts and system engineering. Decorative surfaces: decorative and finishing foils, laminates, veneers, varnishes and waxes. Machine technique: Edge processing Intelligent machine tools: State of the art. Xylexpo review.</p>
<p>Magazine</p> <p>PUB: 14.08.2020 ADV: 15.07.2020 PRI: 15.07.2020</p>	<p>SURFACE Magazine 2020</p> <p>Films and naturally materials, emulsion side, laquered and three-dimensional surfaces, decorpapers, processing and applications, decor-design.</p>
<p>5 2020</p> <p>PUB: 09.10.2020 ADV and PRI: 16.09.2020 EDI: 04.09.2020</p>	<p>Edition for SICAM, Pordenone (incl. supplement MDF & CO. MAGAZINE 2020)</p> <p>Decorative foils, paper, veneers, lighting engineering and varnishes. Focus: furniture components and hardware. Systems: stationary machines and systems for continuous production. Energy and environmental technology, suction systems and filter systems. Special: SICAM (Furniture fittings and Surface). Special: CNC-machining centres. IWF review.</p>
<p>Magazine</p> <p>PUB: 09.10.2020 ADV: 09.09.2020 PRI: 09.09.2020</p>	<p>MDF & CO. Magazine 2020</p> <p>Innovative techniques, diversity of supply materials and surface, new products and applications, internationally growing demand.</p>
<p>6 2020</p> <p>PUB: 04.12.2020 ADV and PRI: 11.11.2020 EDI: 06.11.2020</p>	<p>Edition for board materials (incl. supplement VENEER MAGAZINE 2020)</p> <p>Board materials: production and further processing (flake boards, strands and solid timber boards, MDF, OSB and plywood). Machine technique: board processing and control engineering, supporting software. Focus: surface finishing and presses technology. Review of the year 2019 and outlook 2020. Special: surface coating. SICAM review.</p>
<p>Magazine</p> <p>PUB: 04.12.2020 ADV: 04.11.2020 PRI: 04.11.2020</p>	<p>VENEER Magazine 2020</p> <p>Wood in its most elegant application. Types, harvest, manufacture. Supply and demand trends. Application and processing.</p>



We offer the following options for your online advertising:

- Banner on our Homepage
- 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	140 x 60	€ 315,-	€ 1 795,-	€ 3 410,-
Small plus	340 x 45	€ 435,-	€ 2 525,-	€ 4 710,-
Standard	440 x 60	€ 565,-	€ 3 220,-	€ 6 120,-
Skyscraper	120 x 600	€ 765,-	€ 4 360,-	€ 8 285,-
Landscape	1 000 x 80	€ 985,-	€ 5 615,-	€ 10 670,-

formatate: 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

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www.hk-magazin.com

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