

# HK

Holz- und Kunststoffverarbeitung  
Woodworking and Furniture Industries

## Media-Information

Rate Card No. 53 | Abridged version  
valid from 1 October 2021



# 2022

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:** 3000 copies per issue  
**Distributed circulation:** 2735 copies per issue (circulation audit: IVW)

<b>Circulation analysis:</b>	Germany	1858 copies
	Europe without Germany	685 copies
	Rest of the world	192 copies

**Publisher**

DRW-Verlag Weinbrenner GmbH & Co. KG  
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**With a request of compliance:**

The ivw-checked copies are relating to the period of the Corona pandemic 2020/2021. Despite the ongoing pandemic, the print run will be increased to 5.000 copies for the issues HK 4/21, 5/21 and 6/21.

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	4.900,-
2/3 page	115 x 270 mm	3.270,-
2/3 page	175 x 180 mm	3.270,-
1/2 page	85 x 270 mm	2.450,-
1/2 page	175 x 133 mm	2.450,-
1/3 page	55 x 270 mm	1.635,-
1/3 page	175 x 87 mm	1.635,-
1/4 page	40 x 270 mm	1.225,-
1/4 page	85 x 133 mm	1.225,-
1/4 page	175 x 64 mm	1.225,-
1/8 page	40 x 133 mm	615,-
1/8 page	85 x 64 mm	615,-
1/8 page	175 x 30 mm	615,-
Basic rate per column (40 mm wide):		€ 5,00

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

Colours according to EURO scale € 605,-  
Special colours € 770,-

### Extra charge for bleed edges

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

### Inserts

Two page insert € 5.575,-  
Four page insert € 9.850,-

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

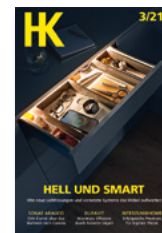
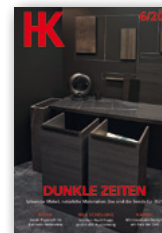
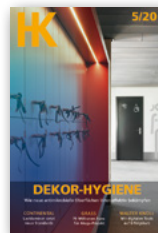
5250 copies; mailing size max. 205 x 290 mm.  
Charge for supplements weighing no more than 25 g each  
= € 420,- per thousand

### Glued inserts

Standard postcards: advertisement rate  
(only possible on 1/1 and 2/1 page)  
+ technical costs: € 310,- per thousand

### Printing/Artwork

CD-ROM / E-Mail / ftp-Server  
e-mail: [hk-anz@drw-verlag.de](mailto:hk-anz@drw-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 2022

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	6.240,-
1/2 page	85 x 270 mm	3.120,-
1/2 page	175 x 133 mm	3.120,-
1/3 page	55 x 270 mm	2.080,-
1/3 page	175 x 87 mm	2.080,-
1/4 page	40 x 270 mm	1.560,-
1/4 page	85 x 133 mm	1.560,-
1/4 page	175 x 64 mm	1.560,-
Basic rate per column (40 mm wide):		€ 6,25

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

Colours according to EURO scale	€ 630,-
Special colours	€ 800,-

## Extra charge for bleed edges

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

**Inserts:** On request

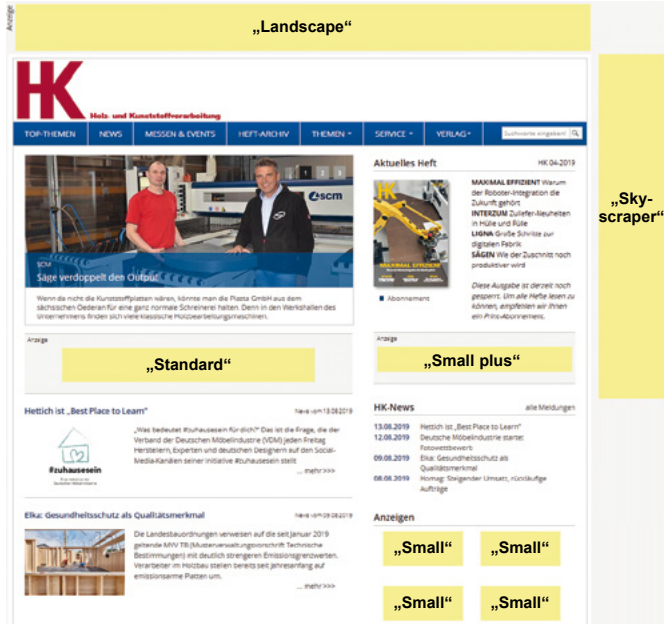
**Supplements:** On request

**Glued inserts:** Standard postcards: advertisement rate (only possible on 1/1 and 2/1 page)  
+ technical costs: € 310,- per thousand

Edition	Issue
<p><b>Magazine</b></p> <p>PUB*: 07.01.2022 ADV*: 07.12.2021 PRI*: 07.12.2021</p>	<p><b>LAMINATE Magazine 2022</b></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><b>1   2022</b></p> <p>PUB: 04.02.2022 ADV and PRI: 11.01.2022 EDI*: 13.01.2022</p>	<p><b>Edition for Decors</b></p> <p><b>Special Dekore:</b> The HK special takes a look behind the scenes of the decorative covering industry with interviews, reports and features and also presents the latest surface highlights. Everything to do with decors, decorative papers, finish foils, thermoplastic films, edgings, structures, paints, lacquers, varnishes, adhesives, designs, rotogravure and digital printing.</p> <p><b>Special Furniere:</b> 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><b>Sustainability/digitalization/automation:</b> How companies in the industry are handling the issues of the moment in order to equip themselves for the challenges of the future.</p>
<p><b>Magazine</b></p> <p>PUB: 04.03.2022 ADV: 04.02.2022 PRI: 04.02.2022</p>	<p><b>TIMBER CONSTRUCTION Magazine 2022</b></p> <p>Timber construction and interior fittings – structural and ecological perspectives. New wood materials and new architectural concepts.</p>
<p><b>2   2022</b></p> <p>PUB: 20.04.2022 ADV and PRI: 25.03.2022 EDI: 09.03.2022</p>	<p><b>Edition for ZOW</b></p> <p><b>Special Panel- Dividing Circular Saws:</b> The latest developments in horizontal and vertical panel-Dividing circular saws, also how robots are taking over panel handling at the saw, interviews, user reports and tips from the field.</p> <p><b>Surfaces:</b> How decor and materials specialists are positioning themselves in the early part of the year. With background conversations and first-hand reporting.</p> <p><b>Hardware:</b> How functional and decorative fittings are taking furniture to a new technical and optical level, generating added value.</p>

Edition	Issue
<p><b>3   2022</b></p> <p>PUB: 25.05.2022  ADV and PRI: 29.04.2022  EDI: 20.04.2022</p>	<p><b>Edition for Texprocess/Tehtextil</b></p> <p><b>Special Texprocess &amp; Tehtextil:</b> Everything to do with the twin leading international trade fairs for industrial textiles and their processing in Frankfurt. Featuring interviews, user reports and the top innovations of exhibitors.</p> <p><b>Edge processing:</b> Lasers, hot air and the like: The state of the art in zero joint edge processing technologies, where they hit the mark for users and where conventional processes continue to be required.</p> <p><b>Conveyor and storage technology:</b> How modern high-bay and horizontal storage warehouses and intelligent transport, handling and sorting systems simplify the flow of materials.</p>
<p><b>Magazine</b></p> <p>PUB: 10.06.2022  ADV: 10.05.2022  PRI: 10.05.2022</p>	<p><b>DOORS Magazine 2022</b></p> <p>Construction and assembling, Design and function for inside doors, front-doors, industry doors and fittings for doors, market trends</p>
<p><b>4   2022</b></p> <p>PUB: 08.07.2022  ADV and PRI: 15.06.2022  EDI: 10.06.2022</p>	<p><b>Edition for Holz-Handwerk and IWF</b></p> <p><b>Special Holz-Handwerk:</b> A major preview of Holz-Handwerk in Nuremberg, the industry highlight for the woodworking and wood processing sector. Featuring interviews, userreports, trade fair news and background information. Also an overview of the top innovations of the exhibitors.</p> <p><b>Special USA:</b> Analysis of the US market and a preview of IWF in Atlanta. Featuring interviews, trade fair information and news from the machinery and supplier sector.</p> <p><b>Surface technology:</b> The latest in lacquering and printing lines, short-cycle presses, grinding machines, coating lines and drying systems.</p> <p><b>Software and IT:</b> CAD/CAM, ERP systems, online configurators and much more: These powerful software solutions ensure the smooth flow of data.</p>
<p><b>Magazine</b></p> <p>PUB: 29.07.2022  ADV: 29.06.2022  PRI: 29.06.2022</p>	<p><b>DESIGN AND FITTINGS Magazine 2022</b></p> <p>Furniture fittings – design and functional characteristics. Construction and assembly, influence on furniture design, furniture quality, furniture sales. Market trends</p>
<p><b>Magazine</b></p> <p>PUB: 12.08.2022  ADV: 12.07.2022  PRI: 12.07.2022</p>	<p><b>SURFACE Magazine 2022</b></p> <p>Films and naturally materials, emulsion side, laquered and three-dimensional surfaces, decorpapers, processing and applications, decor-design.</p>

Edition	Issue
<p><b>5   2022</b></p> <p>PUB: 07.10.2022  ADV and PRI: 05.9.2022  EDI: 29.08.2022</p>	<p><b>Edition for SICAM and Xylexpo</b></p> <p><b>Special Beschlage+Licht:</b> 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><b>Special Polster:</b> Everything to do with sizing leather and fabrics. Featuring interviews, reports and product innovations. User reports reveal how cutters, scanners and software solutions improve material efficiency in upholstered furniture construction while reducing process costs.</p> <p><b>Sicam &amp; Xylexpo:</b> Preview of Sicam in Pordenone and Xylexpo in Milan. With trends and innovations from southern Europe.</p> <p><b>CNC technology:</b> Which machining centers are most suitable for which requirements, and for whom an investment in five-axis technology makes sense.</p> <p><b>Holz-Handwerk trade fair report:</b> What the Nuremberg industry meet had to offer, and what the sector can learn from it.</p>
<p><b>Magazine</b></p> <p>PUB: 07.10.2022  ADV: 07.09.2022  PRI: 07.09.2022</p>	<p><b>MDF &amp; CO. Magazine 2022</b></p> <p>Innovative techniques, diversity of supply materials and surface, new products and applications, internationally growing demand.</p>
<p><b>6   2022</b></p> <p>PUB: 02.12.2022  ADV and PRI: 09.11.2022  EDI: 01.11.2022</p>	<p><b>Edition for Materials</b></p> <p><b>Special Werkstoffe:</b> Panels, laminates and edgings: 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 lightweight construction sector.</p> <p><b>Extraction and filter technology:</b> Everything to do with the right extraction systems in business, with user reports from the field. Extra: Chipping and briquetting technology.</p> <p><b>In-house machinery trade fairs:</b> Reports from the fall events of the German and Italian manufacturers of woodworking machinery.</p> <p><b>Sicam &amp; Xylexpo trade fair report:</b> What the exhibitors in Pordenone and Milan presented, and which products would be interesting for the German market as well.</p>
<p><b>Magazine</b></p> <p>PUB: 02.12.2022  ADV: 02.11.2022  PRI: 02.11.2022</p>	<p><b>VENEER Magazine 2022</b></p> <p>Wood in its most elegant application. Types, harvest, manufacture. Supply and demand trends. Application and processing.</p>



[www.hk-magazin.com](http://www.hk-magazin.com)

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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,-

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