

Media Information

2012

HOLZ mit Fenster- und Türenmarkt Forum

Fachmagazin
für den
Holzhandel



www.HOLZonline.de

Dähne Verlag

Dähne Verlag GmbH
P.O. Box 10 02 50
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advertising@daehne.com
www.daehne.com

Media Information

Editorial and publishing analysis

In brief

HOLZFORUM is the specialist magazine for the timber trade in German-speaking countries. Specialist articles on the different product areas, market analyses, company profiles and trade fair reports provide authoritative information about developments in both industry and commerce. Market overviews geared to the different keynote topics are complemented by reporting on new products. A special section of each issue provides regular information from the "Windows and Doors" market. Constant coverage is also given to the sector's other core product areas, "Floors, Walls and Ceilings", "Wood in the Garden" and "Wood as a Building Material". The magazine sees itself as a medium of information for specialist timber merchants and builders' merchants, both wholesale and retail, for the timber departments of DIY superstores, for parquet and door studios, and for all suppliers of core or peripheral product ranges.

Membership

VDZ, SZV

Publisher

Karl-Heinz Dähne

Chief editor

Hans-Ludwig Ziegler

Editorial team

Harald Bott

Advertising

Thomas Heinen, Manuel Weber

Volume

Volume 18, 2011

Frequency of publication

4 x (see enclosed schedule)

Publishing house

Dähne Verlag GmbH

Postal address

P.O. Box 10 02 50, 76256 Ettlingen,
Germany

Delivery address

Am Erlengraben 8, 76275 Ettlingen,
Germany

Telephone + 49 (0) 72 43 / 575-102

Fax + 49 (0) 72 43 / 575-100

E-mail advertising@daehne.com

Internet www.HOLZonline.de

Subscription rates

Annual subscription € 53.- incl. p + p

Terms of payment

Net payment due within 20 days
of date of invoice

Terms + Conditions

www.daehne.de/media

Accounts

(D) Deutsche Bank; Kaiserstr. 90
D-76133 Karlsruhe, Nr. 714 600 00
(BLZ 660 700 04)

BIC: DEUTDE33

IBAN: DE68 6607 0004 0071 4600 00

(A) Raiffeisenverband Salzburg
Nr. 160 178 65 (BLZ 35000)

BIC: RVSAAT2S

IBAN: AT84 3500 0000 1601 7865

(CH) Coop Bank Basel

Nr. 481116.290000-8

Clear. Nr. 8440, PC-Kto 40-8888-1

BIC: COOPCHBB

IBAN: CH84 0844 0481 1162 9000 0

Media Information

Circulation | Target groups | Editorial content

Circulation analysis:

Copies per issue represent an average for
July 2010 – June 2011

Print figure	5 050
Actual circulation	4 896
Remainder and file copies	154
Paid circulation	1 009
Subscriber copies	748
Single copies	261
Free copies	3 887

Geographical analysis of circulation

Actual circulation	100.0 %	4 896
Germany	93.4 %	4 574
Other	6.6 %	322

Analysis

2010 = 5 issues

Total size

249 pp = 100.0 %

Editorial

203 pp = 81.3 %

Advertising

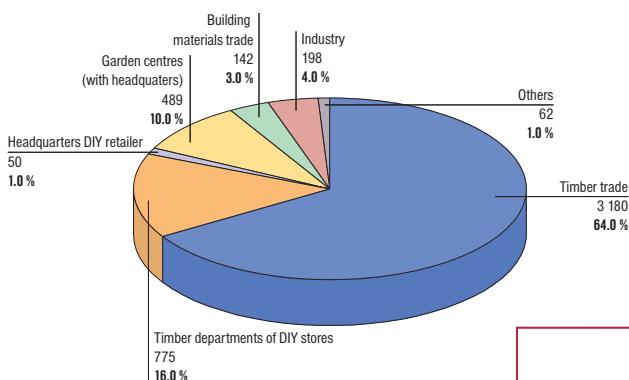
47 pp = 18.7 %

of which
Bound-in inserts 0 unit = 0.0 %
Loose inserts 7 units = 15.1 % } of advertising

Analysis of 2010 editorial component

Total	203 pp = 100.0 %
Trade	42 pp = 20.7 %
Industry	31 pp = 15.2 %
Doors & windows	13 pp = 6.4 %
News	24 pp = 12.0 %
Business management	8 pp = 4.2 %
Trade fairs/events	31 pp = 15.3 %
New products	6 pp = 2.7 %
Marketing	10 pp = 4.9 %
Others	38 pp = 18.6 %

Circulation by target groups



Advertisement formats and rates

Format

210 mm width, 297 mm depth, DIN A 4

Type area

187 mm width, 270 mm depth

Columns

4 columns, 43 mm wide

Printing and binding processes

Offset printing and stapled binding

Copy

Copy up to 70 lines per cm/300dpi.
However, please pay careful attention
to the technical instructions.

Frequency of publication

Five times a year

Publication dates

Refer to schedule

Advertising deadlines

Refer to schedule

Format	Number of columns	Width x Depth in mm	Basic price black/white €	2 colours €	3 colours €	4 colours €
1 / 1 page	4 columns	187 x 270	1 762.-	2 317.-	2 872.-	3 427.-
1 / 2 page	4 columns	187 x 133 horizontal	890.-	1 380.-	1 870.-	2 360.-
	2 columns	91 x 270 vertical				
1 / 3 page	4 columns	187 x 87	610.-	1 000.-	1 390.-	1 780.-
1 / 4 page	4 columns	187 x 64 horizontal	460.-	740.-	1 020.-	1 300.-
	2 columns	91 x 133 vertical				
	1 columns	43 x 270				
1 / 8 page	4 columns	187 x 30 horizontal	230.-	450.-	670.-	890.-
	2 columns	91 x 64 vertical				
	1 columns	43 x 133				
1 / 16 page	2 columns	91 x 30 horizontal	120.-	290.-	460.-	630.-
	1 columns	43 x 64 vertical				
back cover	4 columns	187 x 270	2 380.-	2 935.-	3 490.-	4 045.-
inside front cover	4 columns	187 x 270	2 120.-	2 675.-	3 230.-	3 785.-
inside back cover	4 columns	187 x 270	1 940.-	2 495.-	3 050.-	3 605.-

Rate per single-column millimetre: € 2.10 in advertising section, € 3.60 in editorial section

Surcharges and other prices

Surcharges per standard colour (Euro scale)/special colour (basic 4c)

≥ 1/1 page	€ 555.-	1/4 page	€ 280.-
1/2 page	€ 490.-	1/8 page	€ 220.-
1/3 page	€ 390.-	≤ 1/16 page	€ 170.-

HKS, pantone and metallic colour extra surcharge € 210.-

Special formats/positions

2/1 page	on request
Front cover flap	see extra information
Guaranteed positions	€ 230.-
Print over gutter margin	€ 150.-
Bleed additional 3 mm	10 % of basic rates

Small advertisement rates

Situations vacant per mm	€ 2.10
Private situations wanted per mm	€ 1.79
Charge for box number	€ 6.00

All employment ads will also appear for one month free of charge on www.HOLZonline.de

Products + Services

Standard entry (address, phone, fax)	€ 100.-/4 issues
Maxi entry (address, phone, fax, e-mail, www)	€ 120.-/4 issues
Premium entry (logo, address, phone, fax, e-mail, www)	€ 160.-/4 issues

Discounts

Valid for one year
from publication
date of first insertion

Frequency rates

2 x 2 %	2 pages 5 %
4 x 5 %	4 pages 10 %
8 x 10 %	8 pages 15 %

Volume rates

Combination discounts of 10-15 % on additional insertion of same-format advertisements in DIY International or *diy* in the parallel publication.
No discount on loose or bound inserts.

Bound inserts

4-sided	6-sided	8-sided
€ 3 530.-	€ 4 950.-	€ 6 270.-

Loose inserts

Maximum size 205 x 292 mm	
Up to 25 g %	€ 202.-
Up to 50 g %	€ 270.-

Adhesive postcard

% € 160.-

Delivery address for inserts

DG Druck GmbH
Betr.: HOLZFORUM No. ...
Werner-Siemens-Straße 4
76356 Weingarten, Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH, Advertising dept, P.O. Box 10 02 50, 76256 Ettlingen, Germany

Media Information

Schedule and editorial topics

Issue	Schedule	Keynote topics
1/ 2012	Publication date 05.01.2012 Advertising deadline 01.12.2011 Copy deadline 08.12.2011 Editorial deadline 25.11.2011	Fair preview: Domotex, Hannover, 14-17 Jan. The customer 50+: products for the elder target group Seasonal promotions
2/ 2012	Publication date 23.03.2012 Advertising deadline 24.02.2012 Copy deadline 27.02.2012 Editorial deadline 15.02.2012	Energy management: Housing insulation (products, rules, subsidies) Fields of application of alternative energy
3/ 2012	Publication date 01.06.2012 Advertising deadline 04.05.2012 Copy deadline 07.05.2012 Editorial deadline 24.04.2012	Fair preview: Holzland Expo, Hannover, 10-12 June EDP in the timber trade (software solutions for the timber trade, hardware, service providers) Social Media: Importance of Facebook, Xing and others for the timber trade
4/ 2012	Publication date 21.09.2012 Advertising deadline 24.08.2012 Copy deadline 27.08.2012 Editorial deadline 15.08.2012	Spoga+gafa 2012 review Garden, veranda, balcony: outdoor products for the timber trade Products with certification: FSC, Blauer Engel, TÜV, etc.
DIY + Garden Show Guide 2013	Publication date Nov./Dez. 2012 Advertising deadline 19.09.2012 Copy deadline 21.09.2012	This compilation of the world's major DIY, garden and building materials trade fairs is a comprehensive planning aid for the industry's decision-makers. Consequently the DIY and Garden Show Guide is the ideal advertising medium for trade fair organisers and exhibitors. Please ask for our special media rates.
1/ 2013	Publication date 04.01.2013 Advertising deadline 07.12.2012 Copy deadline 10.12.2012 Editorial deadline 26.11.2012	Fair preview:, Domotex, Hannover, Januar 2013 Fair preview:, Bau, Munich, Januar 2013 Building timber and building elements

Media Information

Special forms of advertising: Pocket



The HOLZFORUM pocket is a special insert in a handy DIN A6 format (147 mm high and 104 mm wide), which is glued into an issue of HOLZFORUM. The editorial team produces the contents in collaboration with the client.

The layout is the "HOLZFORUM layout", which gives the product a high degree of credibility. Depending on the issue, this presentation option is offered exclusively to just one company.

Pocket standard (20 pages in total)

1 title page, 18 pages of content, 1 full-page advert 4c € 6 300.-

Pocket XL (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 8 100.-

Pocket XXL (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 9 900.-

The pocket is glued onto an editorial "carrier page", which also features content on the client's company.

Additional services: Publication on www.HOLZonline.de, 100 specimen copies, higher circulation for an additional charge.



Media Information

Prize draw sponsoring

The sponsorship model for the "HOLZFORUM prize draw" is the ideal way to complement your product advertising, especially when launching a product or to support seasonal promotions.

Sponsoring Standard

1/1 page prize draw with product and company presentation € 1 200.-

Sponsoring Premium

1/1 page prize draw with product and company presentation + announcement with logo on grip corner of title page (approx. 5 cm x 5 cm x 7 cm) € 1 600.-

Basic terms:

The sponsor provides prizes to the value of at least € 250.00. HOLZFORUM trade magazine features 1/1 page 4c on which the promotion is presented with:

- Name listing as cooperative partner with logo (Win with HOLZFORUM and "sponsor")
- Product image, approx. 1/4 page (jpg, pdf with 300 dpi)
- Company/product information, approx. 1/4 page

(Heading max. 50 characters; 1100 characters of text for the presentation; 190 characters prize draw description, incl. of spaces respectively)

The prize draw in each issue is staged with just one exclusive sponsor.



Media Information

Special advertising formats

Got an idea for an unusual advertising format? Want your ad to be even more striking?

Then talk to us. We work with you to realise advertising formats that attract greater attention. No matter whether they're island advertisements, L-adverts, round adverts, adverts with punched-out parts, fold-out pages, magazine banderoles - there's a host of possibilities!

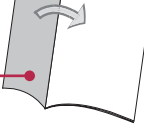
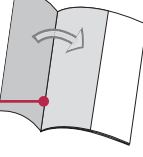
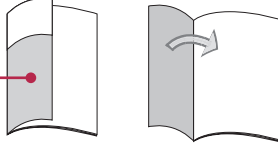
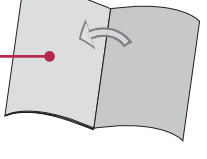

We'll turn your ideas into reality, to make your advertising even more noticeable.

Region	Umsatz	Umsatz	Umsatz	Umsatz	Umsatz
Bayern	1.200.000	1.150.000	1.100.000	1.050.000	1.000.000
Niederrhein	800.000	780.000	760.000	740.000	720.000
Westfalen	600.000	580.000	560.000	540.000	520.000
Brandenburg	400.000	380.000	360.000	340.000	320.000
Thüringen	200.000	190.000	180.000	170.000	160.000
Sachsen	150.000	140.000	130.000	120.000	110.000
Sachsen-Anhalt	100.000	95.000	90.000	85.000	80.000
Hessen	80.000	75.000	70.000	65.000	60.000
Baden-Württemberg	60.000	55.000	50.000	45.000	40.000
Rheinland-Pfalz	40.000	35.000	30.000	25.000	20.000
Bayern	20.000	18.000	16.000	14.000	12.000
Niederrhein	15.000	14.000	13.000	12.000	11.000
Westfalen	10.000	9.500	9.000	8.500	8.000
Brandenburg	8.000	7.500	7.000	6.500	6.000
Thüringen	6.000	5.500	5.000	4.500	4.000
Sachsen	4.000	3.500	3.000	2.500	2.000
Sachsen-Anhalt	3.000	2.800	2.600	2.400	2.200
Hessen	2.000	1.800	1.600	1.400	1.200
Baden-Württemberg	1.500	1.400	1.300	1.200	1.100
Rheinland-Pfalz	1.000	950	900	850	800
Bayern	500	450	400	350	300
Niederrhein	300	280	260	240	220
Westfalen	200	190	180	170	160
Brandenburg	150	140	130	120	110
Thüringen	100	95	90	85	80
Sachsen	80	75	70	65	60
Sachsen-Anhalt	60	55	50	45	40
Hessen	40	35	30	25	20
Baden-Württemberg	30	28	26	24	22
Rheinland-Pfalz	20	18	16	14	12
Bayern	10	9	8	7	6
Niederrhein	8	7,5	7	6,5	6
Westfalen	6	5,5	5	4,5	4
Brandenburg	4	3,5	3	2,5	2
Thüringen	3	2,8	2,6	2,4	2,2
Sachsen	2	1,8	1,6	1,4	1,2
Sachsen-Anhalt	1,5	1,4	1,3	1,2	1,1
Hessen	1,0	0,9	0,8	0,7	0,6
Baden-Württemberg	0,8	0,75	0,7	0,65	0,6
Rheinland-Pfalz	0,6	0,55	0,5	0,45	0,4
Bayern	0,3	0,28	0,26	0,24	0,22
Niederrhein	0,2	0,18	0,16	0,14	0,12
Westfalen	0,15	0,14	0,13	0,12	0,11
Brandenburg	0,1	0,09	0,08	0,07	0,06
Thüringen	0,08	0,075	0,07	0,065	0,06
Sachsen	0,06	0,055	0,05	0,045	0,04
Sachsen-Anhalt	0,04	0,038	0,036	0,034	0,032
Hessen	0,03	0,028	0,026	0,024	0,022
Baden-Württemberg	0,02	0,019	0,018	0,017	0,016
Rheinland-Pfalz	0,015	0,014	0,013	0,012	0,011
Bayern	0,008	0,0075	0,007	0,0065	0,006
Niederrhein	0,006	0,0055	0,005	0,0045	0,004
Westfalen	0,004	0,0038	0,0036	0,0034	0,0032
Brandenburg	0,003	0,0028	0,0026	0,0024	0,0022
Thüringen	0,002	0,0019	0,0018	0,0017	0,0016
Sachsen	0,0015	0,0014	0,0013	0,0012	0,0011
Sachsen-Anhalt	0,001	0,0009	0,0008	0,0007	0,0006
Hessen	0,0008	0,00075	0,0007	0,00065	0,0006
Baden-Württemberg	0,0006	0,00055	0,0005	0,00045	0,0004
Rheinland-Pfalz	0,0004	0,00038	0,00036	0,00034	0,00032
Bayern	0,0002	0,00019	0,00018	0,00017	0,00016
Niederrhein	0,00015	0,00014	0,00013	0,00012	0,00011
Westfalen	0,0001	0,00009	0,00008	0,00007	0,00006
Brandenburg	0,00008	0,000075	0,00007	0,000065	0,00006
Thüringen	0,00006	0,000055	0,00005	0,000045	0,00004
Sachsen	0,00004	0,000038	0,000036	0,000034	0,000032
Sachsen-Anhalt	0,00003	0,000028	0,000026	0,000024	0,000022
Hessen	0,00002	0,000019	0,000018	0,000017	0,000016
Baden-Württemberg	0,000015	0,000014	0,000013	0,000012	0,000011
Rheinland-Pfalz	0,00001	0,000009	0,000008	0,000007	0,000006
Bayern	0,000008	0,0000075	0,000007	0,0000065	0,000006
Niederrhein	0,000006	0,0000055	0,000005	0,0000045	0,000004
Westfalen	0,000004	0,0000038	0,0000036	0,0000034	0,0000032
Brandenburg	0,000003	0,0000028	0,0000026	0,0000024	0,0000022
Thüringen	0,000002	0,0000019	0,0000018	0,0000017	0,0000016
Sachsen	0,0000015	0,0000014	0,0000013	0,0000012	0,0000011
Sachsen-Anhalt	0,000001	0,0000009	0,0000008	0,0000007	0,0000006
Hessen	0,0000008	0,00000075	0,0000007	0,00000065	0,0000006
Baden-Württemberg	0,0000006	0,00000055	0,0000005	0,00000045	0,0000004
Rheinland-Pfalz	0,0000004	0,00000038	0,00000036	0,00000034	0,00000032
Bayern	0,0000003	0,00000028	0,00000026	0,00000024	0,00000022
Niederrhein	0,0000002	0,00000019	0,00000018	0,00000017	0,00000016
Westfalen	0,00000015	0,00000014	0,00000013	0,00000012	0,00000011
Brandenburg	0,0000001	0,00000009	0,00000008	0,00000007	0,00000006
Thüringen	0,00000008	0,000000075	0,00000007	0,000000065	0,00000006
Sachsen	0,00000006	0,000000055	0,00000005	0,000000045	0,00000004
Sachsen-Anhalt	0,00000004	0,000000038	0,000000036	0,000000034	0,000000032
Hessen	0,00000003	0,000000028	0,000000026	0,000000024	0,000000022
Baden-Württemberg	0,00000002	0,000000019	0,000000018	0,000000017	0,000000016
Rheinland-Pfalz	0,000000015	0,000000014	0,000000013	0,000000012	0,000000011
Bayern	0,00000001	0,000000009	0,000000008	0,000000007	0,000000006
Niederrhein	0,000000008	0,0000000075	0,000000007	0,0000000065	0,000000006
Westfalen	0,000000006	0,0000000055	0,000000005	0,0000000045	0,000000004
Brandenburg	0,000000004	0,0000000038	0,0000000036	0,0000000034	0,0000000032
Thüringen	0,000000003	0,0000000028	0,0000000026	0,0000000024	0,0000000022
Sachsen	0,000000002	0,0000000019	0,0000000018	0,0000000017	0,0000000016
Sachsen-Anhalt	0,0000000015	0,0000000014	0,0000000013	0,0000000012	0,0000000011
Hessen	0,000000001	0,0000000009	0,0000000008	0,0000000007	0,0000000006
Baden-Württemberg	0,0000000008	0,00000000075	0,0000000007	0,00000000065	0,0000000006
Rheinland-Pfalz	0,0000000006	0,00000000055	0,0000000005	0,00000000045	0,0000000004
Bayern	0,0000000004	0,00000000038	0,00000000036	0,00000000034	0,00000000032
Niederrhein	0,0000000003	0,00000000028	0,00000000026	0,00000000024	0,00000000022
Westfalen	0,0000000002	0,00000000019	0,00000000018	0,00000000017	0,00000000016
Brandenburg	0,00000000015	0,00000000014	0,00000000013	0,00000000012	0,00000000011
Thüringen	0,0000000001	0,00000000009	0,00000000008	0,00000000007	0,00000000006
Sachsen	0,00000000008	0,000000000075	0,00000000007	0,000000000065	0,00000000006
Sachsen-Anhalt	0,00000000006	0,000000000055	0,00000000005	0,000000000045	0,00000000004
Hessen	0,00000000004	0,000000000038	0,000000000036	0,000000000034	0,000000000032
Baden-Württemberg	0,00000000003	0,000000000028	0,000000000026	0,000000000024	0,000000000022
Rheinland-Pfalz	0,00000000002	0,000000000019	0,000000000018	0,000000000017	0,000000000016
Bayern	0,000000000015	0,000000000014	0,000000000013	0,000000000012	0,000000000011
Niederrhein	0,00000000001	0,000000000009	0,000000000008	0,000000000007	0,000000000006
Westfalen	0,000000000008	0,0000000000075	0,000000000007	0,0000000000065	0,000000000006
Brandenburg	0,000000000006	0,0000000000055	0,000000000005	0,0000000000045	0,000000000004
Thüringen	0,000000000004	0,0000000000038	0,0000000000036	0,0000000000034	0,0000000000032
Sachsen	0,000000000003	0,0000000000028	0,0000000000026	0,0000000000024	0,0000000000022
Sachsen-Anhalt	0,000000000002	0,0000000000019	0,0000000000018	0,0000000000017	0,0000000000016
Hessen	0,0000000000015	0,0000000000014	0,0000000000013	0,0000000000012	0,0000000000011
Baden-Württemberg	0,000000000001	0,0000000000009	0,0000000000008	0,0000000000007	0,0000000000006
Rheinland-Pfalz	0,0000000000008	0,00000000000075	0,0000000000007	0,00000000000065	0,0000000000006
Bayern	0,0000000000006	0,00000000000055	0,0000000000005	0,00000000000045	0,0000000000004

Media Information

Cover flap advertisements

Cover flap advertisements are placed on additional fold-out pages on the cover:

<p>Cover 1 ½ page inside left cover flap (1/2 cover)</p>	<p>€ 3 715.-</p>	 <p>Cover 1</p>
<p>Cover 2 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover</p>	<p>€ 5 190.-</p>	 <p>Cover 2</p>
<p>Cover Special 2 columns/187 mm high below the magazine logo outside the left cover flap (1/2 cover) + ½ page on the same cover flap inside</p>	<p>€ 6 260.-</p>	 <p>Cover Special</p>
<p>Cover XXL The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin</p>	<p>€ 9 800.-</p>	 <p>Cover XXL</p>
<p>Cover Gate 2 cover flaps (1/2 cover to the left and ½ cover to the right) with an 2/1 page ad over both gutter margins</p>	<p>€ 9 600.-</p>	 <p>Cover Gate</p>

Media Information

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF or directly processable EPS.

Please also ensure that

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, grey-scale or CMYK mode.
By no means may "indexed" colours, RGB or other modes be used.
Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncompartmented data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable colour printout of the data, since we have no other way of checking the accuracy of the proof.

We can not guarantee correct reproduction unless we receive your colour printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail

Such files should not exceed 20 MB in size. E-mail: copy@daehne.com

Data file upload via FTP

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

Please utilise the following procedure for naming your file

Abbreviation* of publication title + issue number + name of advertiser
e.g.: diy9-10Miller.pdf

*Abbreviations:

diy = diy Fachmagazin; DIN = DIY International; HF = HOLZFORUM;
pet = pet Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;
Car = Caridina; GT = Gartenteich

Data by data carrier

Use can be made of any current data carrier.

Programs suitable for direct processing

InDesign CS2, CS3, CS4 (Mac + PC);
Illustrator CS2, CS3, CS4 (Mac + PC);
PhotoShop 7.0, CS2, CS3, CS4 (Mac + PC);

You'll find information on the technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at www.daehne.de/media

Your Dähne advertisement team



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