

# Media Information

## 2011

# HOLZ mit Fenster- und Türenmarkt Forum

Fachmagazin  
für den  
Holzhandel



[www.HOLZonline.de](http://www.HOLZonline.de)

**Dähne** Verlag

Dähne Verlag GmbH  
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# 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

Harald Bott

### Advertising

Thomas Heinen, Manuel Weber

### Volume

Volume 17, 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 € 51.- 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 2009 – June 2010

Print figure	5 100
<b>Actual circulation</b>	4 917
Remainder and file copies	183
<b>Paid circulation</b>	1 005
Subscriber copies	756
Single copies	249
<b>Free copies</b>	3 912

### Analysis

2009 = 5 issues

### Total size

262 pp = 100.0 %

### Editorial

204 pp = 77.7 %

### Advertising

59 pp = 22.3 %

of which

Bound-in inserts 1 unit = 1.7 % } of

Loose inserts 5 units = 8.5 % } advertising

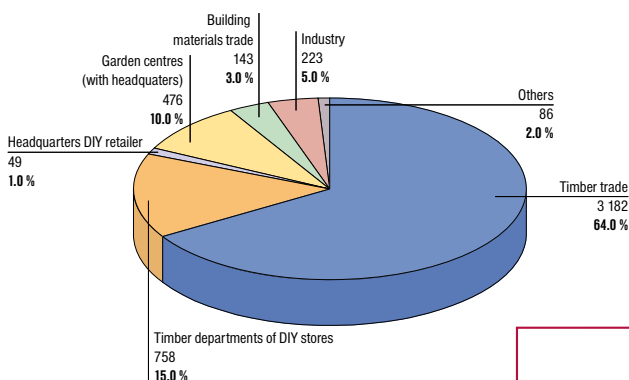
### Analysis of 2009 editorial component

<b>Total</b>	204 pp = 100.0 %
Trade	42 pp = 20.6 %
Industry	9 pp = 4.2 %
Doors & windows	24 pp = 11.8 %
News	0 pp = 0.0 %
Business management	2 pp = 1.0 %
Trade fairs/events	18 pp = 8.6 %
New products	4 pp = 2.0 %
Marketing	16 pp = 7.6 %
Others	90 pp = 44.2 %

### Geographical analysis of circulation

<b>Actual circulation</b>	100.0 %	4 917
Germany	93.0 %	4 571
Other	7.0 %	346

### 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
<b>1/ 2011</b>	Publication date 04.01.2011 Advertising deadline 30.11.2010 Copy deadline 07.12.2010 Editorial deadline 16.11.2010	Fair preview: Domotex, Hannover, 15 – 18 Jan. Fair preview: Bau, Munich, 17 – 22 Jan. Floor coverings (laminated, parquet, cork flooring, impact sound insulation, profiles, accessories) Windows and doors (internal doors, external doors, windows, hardware and accessories)
<b>2/ 2011</b>	Publication date 18.04.2011 Advertising deadline 21.03.2011 Copy deadline 24.03.2011 Editorial deadline 11.03.2011	Fair preview: Interzum, Cologne, 25 – 28 May Room decoration (panels, profiles, furniture, boards, decorative beams, ceiling finishes and accessories) EDP in the timber trade (software solutions for the timber trade, hardware, service providers)
<b>3/ 2011</b>	Publication date 18.07.2011 Advertising deadline 20.06.2011 Copy deadline 27.06.2011 Editorial deadline 10.06.2011	Fair preview: spoga+gafa, Cologne, 4 – 6 Sept. Wood in the garden (pergolas, palisades, decking, fencing, summerhouses, outdoor furniture, bridges, decorative elements)
<b>4/ 2011</b>	Publication date 17.10.2011 Advertising deadline 19.09.2011 Copy deadline 22.09.2011 Editorial deadline 09.09.2011	HOLZFORUM <i>pocket</i> : Branchentag Holz, Cologne, 3 – 4 Nov. Building chemistry and coatings (building materials and sealants, timber protection, paints, varnishes and accessories)
<b>DIY + Garden Show Guide 2012</b>	Publication date Nov./Dec. 2011 Advertising deadline 14.09.2011 Copy deadline 16.09.2011	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 <b>DIY and Garden Show Guide</b> is the ideal advertising medium for trade fair organisers and exhibitors. Please ask for our special media rates.
<b>1/ 2012</b>	Publication date 05.01.2012 Advertising deadline 01.12.2011 Copy deadline 08.12.2011 Editorial deadline 25.11.2011	Fair preview: Domotex, Hannover, January 2012

# 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.

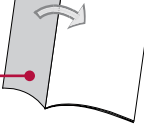
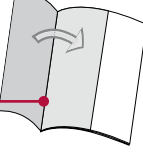
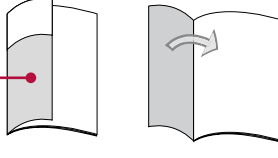
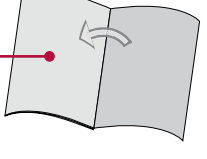

Example:  
L-advert  
across spine



## Media Information

### Cover flap advertisements

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

<p><b>Cover 1</b> ½ page inside left cover flap (1/2 cover)</p>	<p>€ 3 715.-</p>	 <p><b>Cover 1</b></p>
<p><b>Cover 2</b> 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover</p>	<p>€ 5 190.-</p>	 <p><b>Cover 2</b></p>
<p><b>Cover Special</b> 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><b>Cover Special</b></p>
<p><b>Cover XXL</b> The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin</p>	<p>€ 9 800.-</p>	 <p><b>Cover XXL</b></p>
<p><b>Cover Gate</b> 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><b>Cover Gate</b></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 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 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.: HF2-10Miller.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**

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);  
InDesign CS2, CS3, CS4 (Mac + PC);  
Illustrator CS2, CS3, CS4 (Mac + PC);  
PhotoShop 7.0, CS2, CS3, CS4 (Mac + PC);  
Freehand 10, MX (Mac); CorelDraw 12 (Mac + PC);  
Mac Office X 2004 (Mac); FrameMaker 6.0 (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](http://www.daehne.de/media)

# Your Dähne advertisement team



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## The advertising agent for your country:



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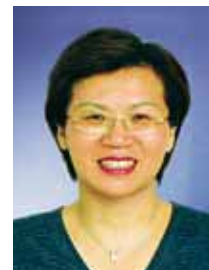
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