

Size of publication DIN A 4, 210 width x 297 depth
Type area: 185 mm width x 270 mm depth,

Advertisement sizes and basic rates

Format	width x depth in mm	
1/1 page	185 x 270	€ 3.320,00
2/3 page	122 x 270 or 185 x 180	€ 2.220,00
1/2 page	90 x 270 or 185 x 133	€ 1.660,00
1/3 page	59 x 270 or 185 x 90	€ 1.110,00
1/4 page	90 x 133 or 185 x 65	€ 830,00
1/8 page	90 x 65 or 43 x 133	€ 415,00
1/16 page	90 x 31 or 43 x 65	€ 210,00
price per millimeter (43 mm width)		€ 3,05

Discounts for insertions within one year

Series discount	size based	
3 advertisements	5%	2 pages 5%
6 advertisements	10%	4 pages 10%
12 advertisements	15%	8 pages 15%
24 advertisements	20%	12 pages 20%

Combination discounts with [me], dhf or dima on request.
 No discounts for colour surcharges, loose and bound-in inserts.

Colour surcharges

Per standard colour (cyan, magenta, yellow)	€ 410,00
4-c according to European scale	€ 1.230,00

We reserve the right to make colour alignments.

Loose inserts

Only total circulation of 11.500 copies
 Price up to weight 25 g € 2.760,00

Format up to maximum 205 mm width and 294 mm depth.

Bound-in inserts

two-page version	€ 3.320,00
two-page version with flap	€ 4.565,00
four-page version	€ 5.810,00
six-page version	on request
eight-page version	on request

DIN A4 format, untrimmed 216 mm wide, 305 mm high.
 Only total circulation, 12.000 including oversheets.

Tip-on-cards

1) Affixing costs	€ 805,00
2) Affixing costs	€ 1.897,50
3) Affixing costs	on request

The tip ons are based on booking 1/1 or 2/1 pages.

Size minimum 90 x 140 mm, maximum 125 x 235 mm

Dispatch address (Bound-in inserts, loose inserts, tip-on cards)
 on request

Printing process Offset print
 Digitalized data will be needed. Please contact us for further information.

Print run	11.500
Circulation audit:	IVW (copies per edition, annual average)
Volume and year:	Vol. 64, 2017
Frequency:	10/year

Annual subscription rates abroad € 140,00 (postage incl.)

Finish Adhesive binding

Analysis of geographic distribution

	%	Copies
Germany	98,3	11.119
Other countries	1,7	187

Actually distributed copies 100,0 11.306

Banner advertisements on www.hob-magazin.com

Format in pixel	(width x depth)	Front Page per month	per section per month
Half Banner	(234 x 60)	€ 300,00	€ 260,00
Full Banner	(468 x 60)	€ 500,00	€ 460,00
Rectangle	(160 x 120)	€ 560,00	€ 500,00
Skyscraper (S)	(120 x 600)	€ 600,00	€ 560,00
Skyscraper (L)	(160 x 600)	€ 660,00	€ 620,00

Media Information 2017



Prinrun:
 11.500 copies



Characteristics

HOB Die Holzbearbeitung is an international journal which deals with the design and the use of machines, installations and tools for processing wood, wood materials and materials which are worked in the same way as wood. Every issue provides information on the latest knowledge and discoveries in the field of surface, glue and control technology, measurement techniques, also the fields of warehousing, material handling, assembling, rationalization and automation.

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Deadline for advertisements Day of publication	Special Subjects Market Surveys	Trade Fairs
1/2 January / February DA: 13.02.2017 DP: 27.02.2017	HOB special panel-cutting + tabular market survey saws	HOB-Day, Herford 09.03.2017 Automatisierungstreff, Boeblingen 28. – 30.03.2017
3 March DA: 15.03.2017 DP: 29.03.2017	HOB special window and facade construction drilling & mounting of fittings	
4 April DA: 05.04.2017 DP: 19.04.2017	HOB special industrial furniture manufacture digitization, networking, automation	Hannover Messe, Hanover 24. – 28.04.2017 ReTEC, Augsburg 25. – 27.04.2017
5 May DA: 02.05.2017 DP: 15.05.2017	LIGNA fair issue international market and innovations HOB is present in Hanover in Hall 26	Interzum, Cologne 16. – 19.05.2017 Ligna, Hanover 22. – 26.05.2017
6 June DA: 12.06.2017 DP: 26.06.2017	HOB special manufacture of wood and laminate floors trough-feed processing	
7/8 July / August DA: 15.08.2017 DP: 29.08.2017	HOB special energy- and resource-efficient production, energy from wood grinding	
9 September DA: 07.09.2017 DP: 21.09.2017	HOB special wood composite processing transport and handling	Renexpo, Augsburg 28.09. – 01.10.2017 Motek, Stuttgart 09. – 12.10.2017
10 October DA: 12.10.2017 DP: 26.10.2017	HOB special furniture manufacture CNC machining centres + tabular market survey	Wood-Tec, Brno (CZ) 31.10. – 03.11.2017
11 November DA: 02.11.2017 DP: 16.11.2017	HOB special solid wood processing machine components	SPS/IPC/Drives, Nuremberg 28. – 30.11.2017
12 December DA: 30.11.2017 DP: 14.12.2017	HOB special manufacture of stairs and doors milling and nesting	Domotex, Hanover 2018 12. – 15.01.2018 TIMBA+, Salzburg (A) 24. – 27.01.2018