

**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	€ 3.190,00
2/3 page	122 x 270 or 185 x 180	€ 2.130,00
1/2 page	90 x 270 or 185 x 133	€ 1.595,00
1/3 page	59 x 270 or 185 x 90	€ 1.065,00
1/4 page	90 x 133 or 185 x 65	€ 800,00
1/8 page	90 x 65 or 43 x 133	€ 400,00
1/16 page	90 x 31 or 43 x 65	€ 200,00
price per millimeter (43 mm width)		€ 3,00

### 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	€ 2.714,00

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

### Bound-in inserts

two-page version	€ 3.190,00
two-page version with flap	€ 4.390,00
four-page version	€ 5.585,00
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) postcards 2) CD ROM 3) trade samples

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.

<b>Print run</b>	11.500
Circulation audit:	IVW (copies per edition, annual average)
Volume and year:	Vol. 59, 2011
Frequency:	10/year

**Annual subscription rates** abroad € 125,00 (postage incl.)

**Finish** Adhesive binding

<b>Analysis of geographic distribution</b>	%	Copies
Germany	96,6	10.950
Other countries	3,4	384
Actually distributed copies	100,0	11.334

## Media Information 2012



**Print run:**  
**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 advertisement Day of publication	Special subjects Market surveys	Trade Fairs
<b>1/2 January / February</b> DA: 08.02.2012 DP: 22.02.2012	<b>HOB special</b> <b>panel-dividing technology incl. tabular market survey</b>	GrindTec, Augsburg 14.-17.03.2012 Usetec, Cologne 05.-07.03.2012
<b>3 March</b> DA: 01.03.2012 DP: 14.03.2012	<b>HOB special</b> <b>Holz-Handwerk / fensterbau frontale</b> <b>market survey:</b> <b>technology for door, window and stair manufacture</b>	<b>Holz-Handwerk / fensterbau frontale, Nuremberg</b> <b>21.-24.03.2012</b>
<b>4 April</b> DA: 29.03.2012 DP: 12.04.2012	<b>HOB special</b> <b>Technology for energy- and resource-efficient production</b> <b>market survey:</b> <b>use of residual wood</b>	Paintexpo, Karlsruhe 17.-20.04.2012 Technodomus, Rimini (I) 20.-24.04.2012 Hannover Messe, Hanover 23.-27.04.2012
<b>5 May</b> DA: 18.04.2012 DP: 02.05.2012	<b>HOB special</b> <b>Xylexpo</b> <b>market survey:</b> <b>edge and surface coating</b>	<b>Xylexpo, Milan (I)</b> <b>08.-12.05.2012</b> Automatica, Munich 22.-25.05.2012
<b>6 June</b> DA: 01.06.2012 DP: 15.06.2012	<b>HOB special</b> <b>machines and installations</b> <b>for the manufacturing and processing of parquets and laminates</b> <b>market survey:</b> <b>technology for timber drying</b>	
<b>7/8 July / August</b> DA: 16.08.2012 DP: 30.08.2012	<b>HOB special</b> <b>wide-belt sanders incl. tabular market survey</b> <b>market survey:</b> <b>offroad-, front-, sidestackers and fourway sideloaders</b>	Internationale Holzmesse, Klagenfurt (A) 30.08.-02.09.2012
<b>9 September</b> DA: 10.09.2012 DP: 24.09.2012	<b>HOB special</b> <b>panel materials – dividing and handling</b> <b>sliding table saws incl. tabular market survey</b>	RENEXPO, Augsburg 27.-30.09.2012 Motek, Stuttgart 08.-11.10.2012
<b>10 October</b> DA: 11.10.2012 DP: 25.10.2012	<b>HOB special</b> <b>CNC machining centres</b> <b>market survey:</b> <b>nesting technology</b>	
<b>11 November</b> DA: 31.10.2012 DP: 16.11.2012	<b>HOB special</b> <b>Components for woodworking machines and installations</b> <b>market survey:</b> <b>Automation / Robotics</b>	SPS/IPC/DRIVES, Nuremberg 27.-29.11.2012
<b>12 December</b> DA: 30.11.2012 DP: 14.12.2012	<b>HOB special</b> <b>Technology for door, window and stair manufacture</b> <b>market survey:</b> <b>technologies for timber construction</b>	Domotex, Hanover January 2013