

Media Information 2011

HOLZ ONLINE



www.HOLZonline.de

Dähne Verlag

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Media Information

Editorial

In brief

HOLZonline is the internet service that offering current news for timber merchants and manufacturers in Germany. The latest news from commerce and industry appears several times a week at www.HOLZonline.de. Also available online are some articles from the current issue of the magazine Holzforum. The archive gives users the chance to do their own research, offering access to all the articles that have appeared in Holzforum since 1994. HOLZonline is updated several times a week.

Membership

VDZ, SZV

Publisher

Karl-Heinz Dähne

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Terms + Conditions

www.daehne.de/media

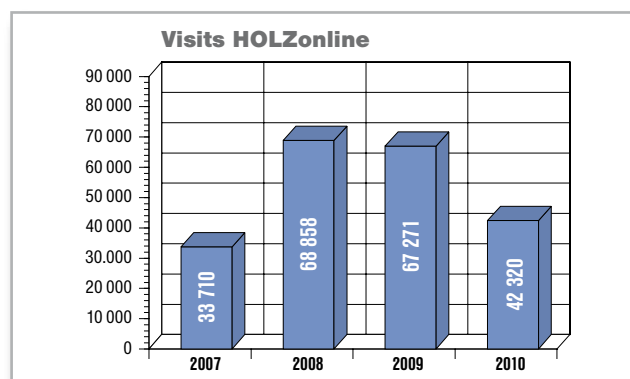
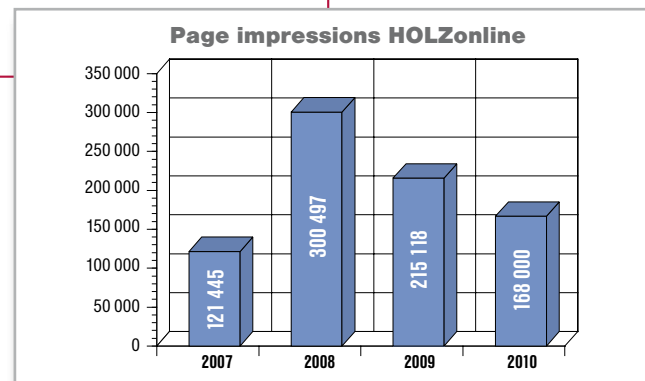
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Media Information

Website analysis

Visits per year: 42 320,
Page impressions per year: 168 000
(Status July 2010)



2010: Projection based on the statistics from January until July 2010.



Header banner, large

Size 468 x 60 pixel
 positioned at top centre

€ 307.- per month



Header banner, small

Size 137 x 60 pixel
 positioned at left or right of header

€ 143.- per month



Menu Banner on right

Size 156 x 60 pixel
 positioned in the right column below
 the first or second menu box

€ 128.- per monthx



Rotating banner

Size 234 x 60 pixel
 The rotating banner is positioned in the central column
 approx. halfway down the page. A random generator
 displays two of the pool of paid banners each time a
 page is called up.

Minimum runtime: 1/2 year

€ 35.- per month



Skyscraper

Size 120 x 600 pixel
 positioned in the right of the website

€ 378.- per month

Size: width x depth

Media Information Banner on the website



Content banner

Size 300 x 250 pixel

This banner is positioned in the central editorial column. It displays on this pages:

- News (without weekly and monthly overview)
- HOLZFORUM – current issue (all editorial pages, without preview pages)

€ 384.- per month

Discounts

Website (except rotating banner)	Newsletter
over 3 month 3 %	over 13 weeks 5 %
over 6 month 5 %	over 26 weeks 7 %
over 12 month 10 %	over 39 weeks 10 %
	up to 52 weeks 15 %

Technical specifications:

File formats for banner on the website: gif, jpg, flash*

*If you want to make use of flash banners, the absolute link to your home page must be pasted in a transparent button on the top layer of the flash film.

File formats for banner in the newsletter: gif jpg

Maximum file size: 30 kb for menu banner, head banner, banner in newsletter. 80 kb for skyscraper and content banner.

Media Information Advertising in the newsletter

Frequency of the newsletter: minimum 1 x per week



Text advertising

Up to 250 characters (incl. spaces)
€ 36.- per week

Up to 500 characters (incl. spaces)
€ 72.- per week



Banner on centre

Size 468 x 60 pixel

Alternativ text within text newsletter
up to 250 characters (incl. spaces)

102.- € per week



Header banner on right

Size 156 x 60 pixel

Alternativ text within text newsletter
up to 150 characters (incl. spaces)

€ 82.- per week

*Some subscribers ordered the newsletter as text version. For this you have to send us a text advertising as well.

Your Dähne advertisement team



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