

**EUWID**

# MEDIA RATES 2024



MAKING MARKETS TRANSPARENT.



# INFORMATION FOR DECISION MAKERS

EUWID Europäischer Wirtschaftsdienst GmbH has been synonymous with respected business expertise since 1926. As a specialist publisher, we cover various industries and topics with our printed and online publications:

- Recycling and waste management
- Pulp and paper
- Wood and furniture
- Packaging
- Water and waste water

EUWID is close to markets, issues, companies and trends, offering readers and users a distinct advantage by providing them with the latest market data researched by our in-house experts coupled with an attractive advertising environment.

## **EUWID Europäischer Wirtschaftsdienst GmbH**

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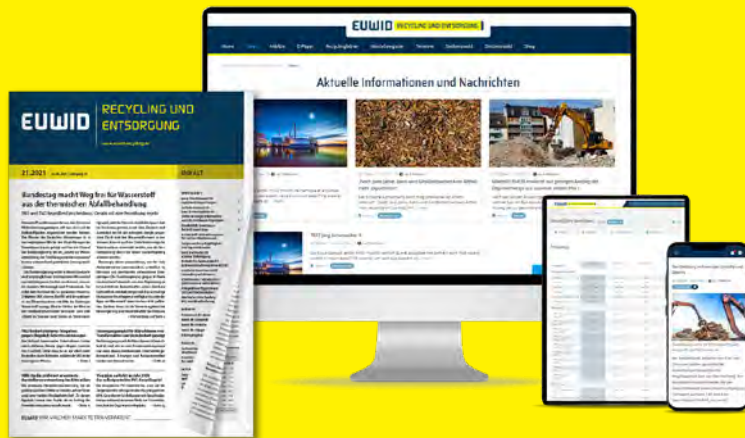
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## 100 % target groups – no waste circulation

**EUWID Recycling und Entsorgung** is the leading trade publication for the waste management and recycled raw materials sector. Our readers are decision-makers working for industry players. Managers from a wide variety of sectors of the economy that generate waste and consulting firms and service providers specialising in waste issues also turn to **EUWID Recycling und Entsorgung** as they make everyday decisions.

All of our readers appreciate our printed edition and are increasingly opting for our digital information services, as well.

## PRINT

Average print circulation: 3,450 copies  
Higher circulation for trade fairs and key topics  
20,000 readers per issue on average

Geographical distribution: Germany 90%  
other European countries 10%

Published weekly on Tuesdays, in German  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-recycling.de](http://www.euwid-recycling.de)

Online-Access/E-paper: 1,545

Page impressions per month: 155,527

Newsletter subscribers: 3,086

Social media contacts: 20,708

 3,603  12,421  2,473  2,211

## TOPICS

Owners, managing directors and executives from small and medium-sized companies and big players regularly read **EUWID Recycling und Entsorgung**. After all, it's the place that they can count on for the industry information they use to help them make decisions day in, day out.

### Key topics:

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at German and European level.
- Long-term trends in the circular economy.

Recovered paper

Ferrous scrap

Sewage sludge

Waste plastics

Waste-to-energy

Waste legislation

WEEE

Scrap metal

Commercial collections

Spent batteries

Waste wood

Commercial waste

ELVs

Landfill

Packaging compliance schemes

Circular Economy Act

Mergers and acquisitions

Contaminated sites

Hazardous waste

Used tyres

Waste oil

Renationalisation

Construction waste

As the sole information serving this industry, **EUWID Recycling und Entsorgung** offers a comprehensive overview of prices and trends for recycled raw materials and waste management services. This information helps executives to enter price negotiations and make business decisions with confidence and certainty. **Placing your advertisement in our Markets section is sure to attract especially high attention.**

## Key markets and their frequency at a glance

	Paper	Plastic	Metal/Scrap	Textiles	Wood	Waste incineration
Weekly			Non-ferrous metal Aluminium scrap			
Monthly	Recovered paper	Waste plastics Commodity plastics Post-consumer single-use PET bottles	Ferrous scrap Material value Fridge recycling			
Every six weeks					Sawmilling residues	
Bi-monthly		PET		Waste textiles		
Quarterly			Waste electrical and electronic equipment		Waste wood Wood as a renewable resource	
Half-yearly						Municipal solid waste
Yearly						Sewage sludge

## TARGET GROUP / READERSHIP

### INDUSTRY AFFILIATION

#### Private waste disposal management

Waste disposal and recycling	78 %
Consulting firms, engineering firms	8 %
Transport and logistics companies	7 %
Hazardous-waste disposal companies	5 %
Organisations and associations	2 %

#### Municipal waste management

Waste management companies and recyclers	54 %
City, district and municipal administrations	46 %

#### Trade and services

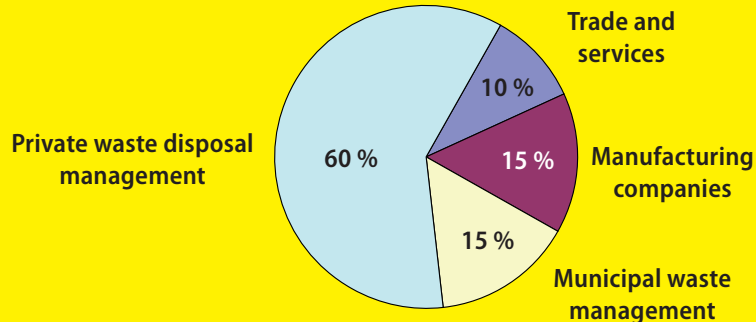
Trade	50 %
Legal counselling and management consultancy firms	45 %
Banks, insurance companies	5 %

#### Manufacturing companies

Plant engineering and construction	20 %
Industry incl. secondary raw material buyers	80 %
Food, spirits and tobacco industry	
Timber industry	
Paper manufacturing	
Printing and publishing	
Chemical industry	
Plastics industry	
Vehicle construction industry and component suppliers	
Construction industry	
Power generation	

### Share

### Distribution by sector



### Geographical distribution

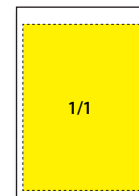
Germany	90 %	Other European countries	10 %
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### Nielsen Areas

Nielsen I (Schleswig-Holstein, Hamburg, Bremen, Lower Saxony)	16 %
Nielsen II (North Rhine-Westphalia)	24 %
Nielsen IIIa (Hessen, Rhineland Palatinate, Saarland)	15 %
Nielsen IIIb (Baden-Württemberg)	13 %
Nielsen IV (Bayern)	15 %
Nielsen V + VI (Berlin, Mecklenburg-Vorpommern, Brandenburg, Saxony-Anhalt)	11 %
Nielsen VII (Thuringia, Saxony)	6 %

# PRINT | Formats and prices

Size	Width x Height (mm)	Price (€)			
		b/w	2 colours	3 colours	4 colours
<b>1/1 page</b>	187 x 256	2,380.-	2,680.-	2,980.-	3,280.-
<b>2/3 page</b>	187 x 168	1,600.-	1,900.-	2,200.-	2,500.-
	123 x 256				
<b>1/2 page</b>	187 x 126	1,190.-	1,390.-	1,590.-	1,790.-
	123 x 193				
<b>1/3 page</b>	187 x 84	800.-	950.-	1,100.-	1,250.-
	123 x 127				
	59 x 256				
<b>1/4 page</b>	187 x 62	595.-	745.-	895.-	1,045.-
	123 x 95				
	59 x 195				
<b>1/6 page</b>	187 x 40	400.-	520.-	640.-	760.-
	123 x 62				
	59 x 128				
<b>1/8 page</b>	187 x 30	300.-	395.-	490.-	585.-
	123 x 50				
	59 x 100				
<b>1/12 page*</b>	59 x 65	200.-	295.-	390.-	485.-
<b>1/16 page*</b>	59 x 50	150.-	245.-	340.-	435.-



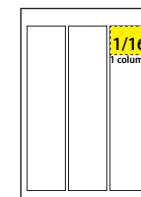
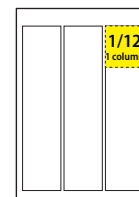
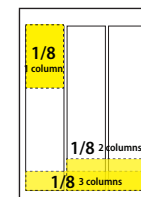
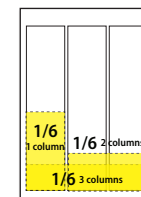
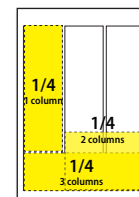
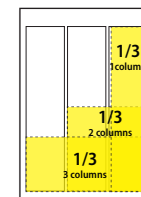
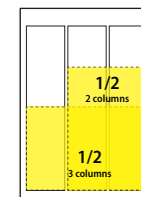
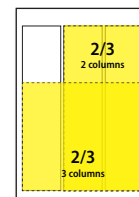
## Magazine format:

W 208 mm x H 297 mm

## Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



\* Minimum purchase 3 advertisements.



## PRINT | Technical details

### Basic prices / b/w

<b>Text section</b>	1 column = 59 mm	€ 3.40
	2 columns = 123 mm	€ 6.80
	3 columns = 187 mm	€ 10.20
<b>Advertising section</b>	1 column = 45 mm	€ 2.60
	2 columns = 92 mm	€ 5.20
	3 columns = 140 mm	€ 7.80
	4 columns = 187 mm	€ 10.40

**Minimum size for classified ads:** 50 mm

### Colour surcharges (in € for each additional colour according to the euroscale)

Format	1/1	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/16
Price (€)	300.-	300.-	200.-	150.-	150.-	120.-	95.-	95.-	95.-

### Discounts on basic prices (when placed within 12 months)

Frequency discounts		Quantity discounts	
3 advertisements	5 %	2 pages	5 %
6 advertisements	10 %	3 pages	10 %
12 advertisements	15 %	6 pages	15 %
25 advertisements	20 %	12 pages	20 %
50 advertisements and more	25 %	24 pages	25 %

No discounts can be granted on colour surcharges, placement surcharges, bleed, occasional advertisements and inserts.

### Inserts

Maximum format A4, up to 25g € 380 per thousand / up to a maximum of 50g € 480 per thousand.

### Data delivery

Colour profile Euroscale uncoated (CMYK); Offset, 150 lpi; Printable PDF (standard pdf/X-1a:2001, 300 dpi), Tiff or JPEG (max. quality).

### Placement

Specific placement requests subject to a 10 % surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference: 3 mm at the head, foot and outside.

### Box number fees

€ 8 for each insertion, € 5 per insertion from the third time onwards.

### Bound inserts

A3 format, 4-pages € 3,500.- Delivered uncut and unfolded, final trimmed size approximately 414 x 297mm.

DIGITAL | Formats and prices



Medium rectangle

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Placement: news, article page, events recycling  
stock exchange, tenders



Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Placement: news, article page, tenders



Video ad

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Placement: news, article page



Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 295

Placement directly in the content between the  
newsletter elements. Please note that some  
MS Outlook versions do not deliver animated  
banners – only the first page is displayed.

Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [cordula.roeger@t-online.de](mailto:cordula.roeger@t-online.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertisement contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under [www.euwid.de/en/advertising-gbc](http://www.euwid.de/en/advertising-gbc).

## Your contacts/Advertisements Verlagsbüro Cordula Röger

### Cordula Röger

Angerstr. 25a  
92345 Dietfurt-Töging  
Germany

Phone: +49 8464 605194

Fax: +49 3222 680 2005

E-mail: [cordula.roeger@t-online.de](mailto:cordula.roeger@t-online.de)

### Ali Röger

(Job market, classified ads)

Angerstr. 25a  
92345 Dietfurt-Töging  
Germany

Phone: +49 8464 605194

Fax: +49 3222 680 2005

E-mail: [a-roeger@t-online.de](mailto:a-roeger@t-online.de), [cordula.roeger@t-online.de](mailto:cordula.roeger@t-online.de)



## EUWID Recycling und Entsorgung – Job market

### The perfect place for your job openings

EUWID Recycling und Entsorgung effectively draws attention to your company and targets qualified candidates.

#### PRINT

Print circulation: average 3,450 copies

An average of five readers per copy

Reach up to 20,000 highly qualified professionals and managers from the industry.

Advertisements	Situations vacant*	Situations wanted*
1 column = 45 mm	€ 2.50	€ 1.90
2 columns = 92 mm	€ 5.00	€ 3.80
3 columns = 140 mm	€ 7.50	€ 5.70
4 columns = 187 mm	€ 10.00	€ 7.60

#### \*) Minimum requirement for contents of job advertisements

A job advertisement (professionally laid-out) published in **EUWID Recycling und Entsorgung** must contain at least the following elements:

Job description with job/task description, requirements/qualifications, the offer (special features offered by your company) as well as name and contact data of the company (address and/or telephone number, website/e-mail); the provision of a further link or QR code or contact data alone is not sufficient in this respect.

**Minimum size:** Situations vacant: 220 mm Situations wanted: 110 mm

Flat rate for advertisement design in the amount of € 200 will not be charged when placing the order.

#### DIGITAL

An average of 155,527 page impressions per month at [www.euwid-recycling.de](http://www.euwid-recycling.de)

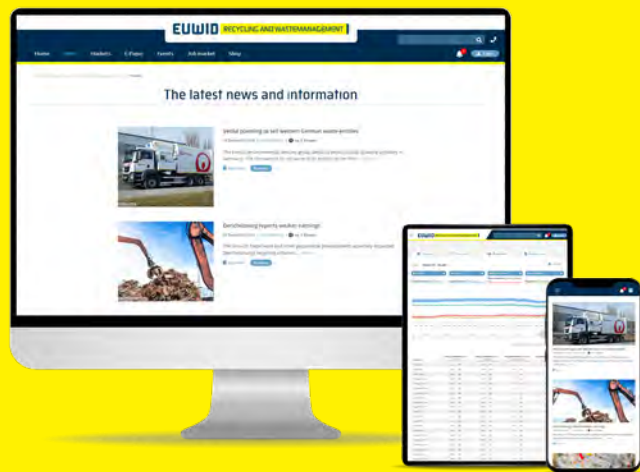
Print and digital package individually tailored to your needs:

The surcharge for an additional placement at [www.euwid-recycling.de/Stellenmarkt](http://www.euwid-recycling.de/Stellenmarkt):

For ¼ page (92 x 128 mm) advertisements: 25 %

For larger formats: 20 % on the basic price of the print ad.

In combination with the weekly newsletter: additionally more than 3,086 recipients.



## The online news portal – high-quality content, fast and up-to-date

Our English-language online news service **EUWID Recycling and Waste Management** reports on the latest developments in the international recycling and waste management sector with a focus on Europe. Our readers are decision-makers in the European waste industry. They use our information to get a daily overview of the market and prices for key recycled raw materials in Europe.

## DIGITAL

[www.euwid-recycling.com](http://www.euwid-recycling.com)

Our section: Business  
Markets  
Policy

Page impressions per month: 13,021

Social media contacts: 1,011

## TOPICS

Managing directors and executives in the European recycling and waste management sector stay up to date every day by reading our online reports. Whether they are in the office or on the go, they can always keep an eye on crucial developments.

### Key topics:

- The latest market and pricing trends for a large number of recycled raw materials and waste management services.
- Reports and news on the latest developments at key players in the waste management business.
- The policy and legislative framework for the waste management sector at European level.
- Long-term trends in the circular economy.

FE Scrap

Waste glass

Policy and enforcement

WEEE

Recovered paper

Energy from waste

Financials

NF scrap

Spent batteries

Waste oil

ELV

Capacity changes

C&amp;D waste

Landfill

Packaging waste

Sewage sludge

Circular economy

Waste plastics

Biowaste

Municipal waste

C&amp;I waste

ELT

Hazardous waste

Waste textiles

**EUWID Recycling and Waste Management** researches market prices for different recycled commodities and for waste management services at regular intervals. The results are published in the form of price tables, charts and time series.

### Key markets and their frequency at a glance

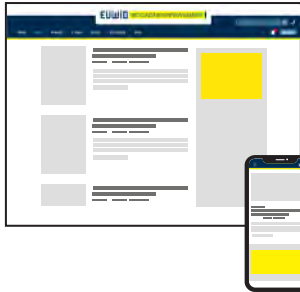
	Paper	Plastic (D)	Metal/Scrap (D)	Wood (D)	Incineration (D)
<b>Weekly</b>			Non-ferrous metal		
<b>Monthly</b>	Recovered paper (D, F, GB, I)	Waste plastics Post-consumer single-use PET bottles Commodity plastics	Ferrous scrap European ferrous scrap price indices		
<b>Bi-monthly</b>		Virgin PET			
<b>Quarterly</b>	Recovered paper (P)		Waste electrical and electronic equipment	Waste wood	
<b>Half-yearly</b>					Municipal solid waste

### TARGET GROUP / READERSHIP

**EUWID Recycling and Waste Management** is read by key corporate decision-makers in a printed version and online. These readers serve as CEOs, managing directors, department and division heads in the following sectors of industry:

<b>Manufacturing industries</b>	<b>53 %</b>	<b>Service industry and commerce</b>	<b>47 %</b>
Energy	3 %	Trade in scrap materials and recyclables	15 %
Chemicals, petroleum processing	4 %	Recycling & waste management companies, suppliers of remediation services	20 %
Plastics processing	17 %	Carriers and logistics providers	4 %
Wood, paper and packaging industry	14 %	Consulting companies and engineers	3 %
Food processing	5 %	Universities and research institutes	1 %
Mechanical engineering and automotive	5 %	Regional and local authorities, landfill operators, associations	4 %
Electronics industry, electrical engineering industry, precision mechanics and optical industry	3 %		
Building, construction and civil engineering	2 %		

## DIGITAL | Formats and prices

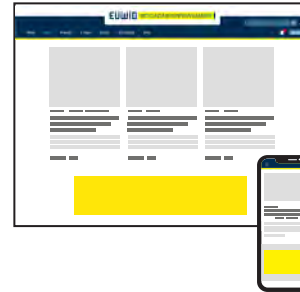


### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	

Placement: news, article page



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	

Placement: news, article page



### Video ad

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

Placement: news, article page



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

### Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request. Minimum period of 4 weeks (valid for all banner formats and newsletter text ad, distributed over 2 blocks, if required).



## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [cordula.roeger@t-online.de](mailto:cordula.roeger@t-online.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising banner contracts

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### Payment conditions

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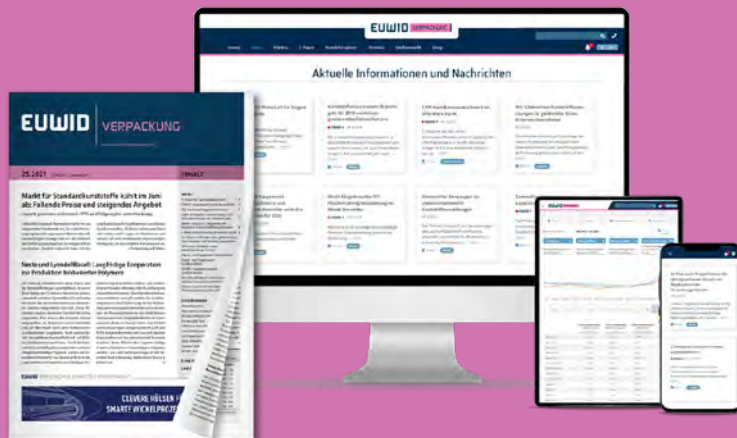
## Cross-media - Print and digital

Combine your placements in both **EUWID Recycling und Entsorgung** and **EUWID Recycling and Waste Management** and enjoy the benefits for your successful advertising campaign:

- increased coverage
- 100 % target group
- perfect placement in an ideal environment
- reasonable rates

We will be happy to propose a customised offer for you:  
Phone +49 8464 605 194





## Casting the spotlight on the diverse world of packaging

Our information service reflects the diversity inherent in the packaging sector. **EUWID Verpackung** reporting focuses on market and price updates on all key packing and packaging materials. Placing an advertisement in this setting is sure to grab attention.

Managing directors and executives pay close attention to our reporting because it helps them make decisions and negotiate prices.

All of them value having a printed copy in their hands and are increasingly making use of our variety of online services, too.

## PRINT

Average print circulation: 1,060 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Germany 76 %  
other European countries 24 %

Published weekly on Fridays, in German  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-verpackung.de](http://www.euwid-verpackung.de)

Page impressions per month: 35,096

Newsletter subscribers: 1,203

Social media contacts: 6,912

 1,980  2,922  2,010

## TOPICS

Successful decision-makers from retailers, brand product companies, packaging buyers and producers count on **EUWID Verpackung**. Week after week, EUWID Verpackung gets to the heart of the most important information influencing the packaging market.

### Key topics:

- The latest market prices researched by the EUWID editorial team and market reports for key packing and packaging materials.
- Market reports focusing on Germany, France, the UK, Italy and Poland.
- Company news from Germany and abroad and all other developments influencing the market.
- Relevant recycling and waste management issues for the packaging industry.
- German and European packaging legislation.
- Logistics news and reporting.



**EUWID Verpackung** casts a spotlight on markets for packaging materials and packaging in Germany, France, the UK, Italy, Spain and Poland and publishes market reports and price tables at regular intervals.

### Frequency of market reports and price tables

	Paper/Board	Plastic	Metal	Glass	Wood
Monthly	Packaging paper Board Recovered paper	Commodity plastics Waste plastics Post consumer single-use PET bottles			
Bi-monthly		PET			Pallets
Quarterly	Coreboard Sack kraft paper Envelope paper Label paper Kraft packaging paper	Plastic packaging Polyamide	Aluminium packaging Tinplate packaging Aerosol cans Beverage cans Tinplate packaging	Glass packaging	

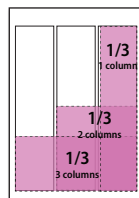
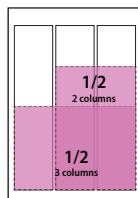
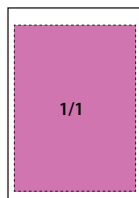
### TARGET GROUP / READERSHIP

**EUWID Verpackung** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of in the board, paper, metal, plastic, glass and wood
- **Packaging industry:** food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers:** core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations

## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.-	215.-	135.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	420.-



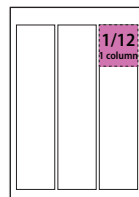
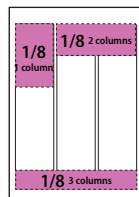
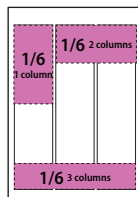
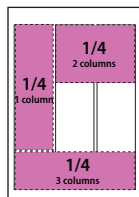
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK),  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g €  
380 per thousand.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

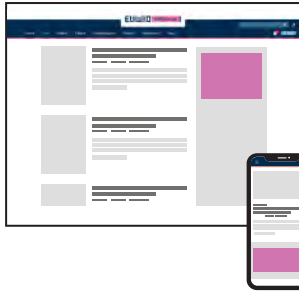
### Box number fees

€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-verpackung.de/stellenmarkt](http://www.euwid-verpackung.de/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.

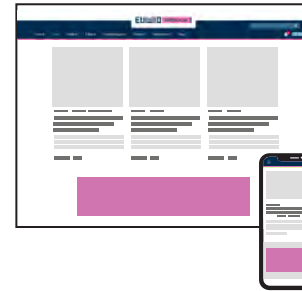
## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

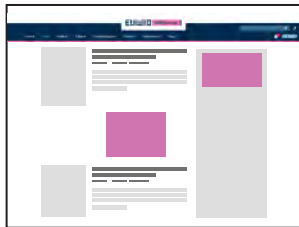
W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

### Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request.

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under [www.euwid.de/en/advertising-gbc](http://www.euwid.de/en/advertising-gbc).

## Your contacts



### Florian Mai

Advertising sales

Phone: +49 7224 9397-169

E-mail: [fmai@euwid.de](mailto:fmai@euwid.de)



### Andrea Günther

Advertising sales

Phone: +49 7224 9397-168

E-mail: [aguenther@euwid.de](mailto:aguenther@euwid.de)



### Alexandra Merkel

Advertising management

Phone: +49 7224 9397-515

Fax: +49 7224 9397-906

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)





## EUWID Verpackung – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

### PRINT

Print circulation: average 1,060 copies

**EUWID Verpackung** is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

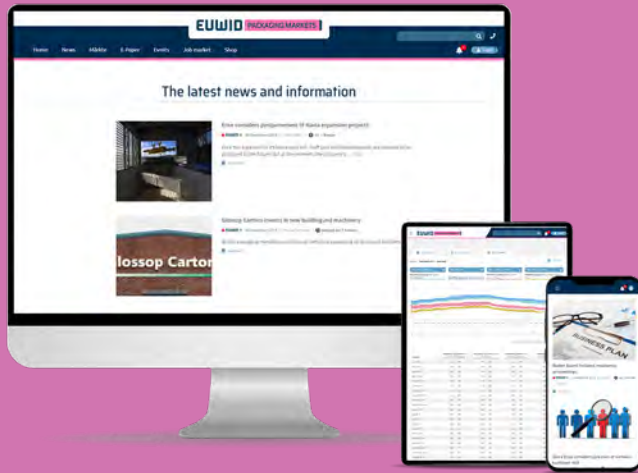
### DIGITAL

An average of 35,096 page impressions per month at [www.euwid-verpackung.de](http://www.euwid-verpackung.de)  
 Price for placing a job advertisement, **online only**: € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at [www.euwid-verpackung.de/stellenmarkt](http://www.euwid-verpackung.de/stellenmarkt): 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 1,203 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.



## The online news portal – high-quality content, fast and up-to-date

Our English-language online news service **EUWID Packaging Markets** provides an overview of the European packaging sector. It casts the spotlight on the state of the market and prices for key packing and packaging materials. Our readers are decision-makers in the European packaging industry. They use our information as the basis for making corporate decisions day in, day out.

## DIGITAL

[www.euwid-packaging.com](http://www.euwid-packaging.com)

Our sections: News  
Markets  
Regulations

Page impressions per month: 6,118

Visits per month: 1,700

## TOPICS

Executives from the European packaging industry stay up to date on the latest market trends every day with our online information. Whether they are in the office or on the go, they always have an eye on crucial developments.

### Key topics:

- The latest market and price trends for key packing and packaging materials.
- Reporting focused on Germany, the UK, France and Poland.
- Reports and news on key players in the European packaging sector.
- Market data, analysis and recent trends in the packaging sector.



**EUWID Packaging Markets** researches market prices for packaging and packaging materials at regular intervals. Its focus is on Germany, Europe's largest packaging market, but also researches the French, British and Polish markets.

### Frequency of market reports and price tables

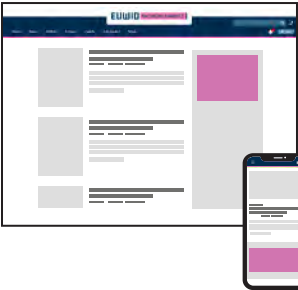
	Paper/Board	Plastics	Wood
Monthly	Recovered paper Packaging paper Board	Commodity plastics Post-consumer single-use PET bottles Waste plastics	
Bi-monthly		PET	Pallets
Quarterly	Coreboard Sack kraft paper Envelope paper Label paper	Polyamide	

### TARGET GROUP / READERSHIP

**EUWID Packaging Markets** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- **Manufacturers and merchants of packaging and packaging materials** made out of board, paper, metal, plastic, glass and wood
- **Packaging Industry:** Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food
- **Suppliers:** Core and label manufacturers, logistics firms, contract packagers, HR and management consultancies, software firms, insurance companies, associations

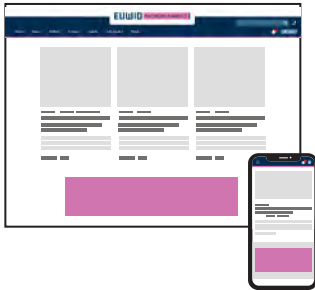
# DIGITAL | Formats and prices



## Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



## Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



## Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request

\*Rotation placement.

Other options available on request.

## Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising banner contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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Fax: +49 7224 9397-906

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)





## The leading trade publication for the German water sector

**EUWID Wasser und Abwasser** informs decision-makers and executives from industry, public water utilities, service providers and engineering offices. They use our information to gain an overview of developments in the water supply and wastewater treatment business.

They all value our printed edition and are increasingly going online to use our digital offerings.

Our reporting includes political, legal and business aspects - making it THE information and discussion platform for the German water sector.

Placing an advertisement in this editorial environment guarantees that you will stand out from the crowd.

## PRINT

Average print circulation: 650 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Germany 90 %  
other European countries 10 %

Published weekly on Tuesdays, in German  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-wasser.de](http://www.euwid-wasser.de)

Page impressions per month: 17,442

Newsletter subscribers: 530

Social media contacts: 3,276

 719  869  1,377  311



## TOPICS

Successful decision-makers and experts from the water sector and their suppliers and service providers use the information that they read in **EUWID Wasser und Abwasser** in their professional environment.

### Key topics:

- The latest news about industry developments and trends.
- Legislation at state and federal level and at European level. Positions taken by authorities, parties, associations and companies involved.
- News about national and international businesses, positions adopted by European umbrella organisations and trends in EU member states and around the globe.
- Comprehensive reporting on case law from German and European courts. Verdicts and rulings at all stages of court proceedings.
- International developments in the industry.

Nitrate

Hydropower

Water supply

Phosphorus

Water body protection

Fertiliser law

Drinking water

Public utilities

Wastewater disposal

Desalination

Groundwater

Microplastics

Climate change

Heavy rainfall

Flood protection

Water quality

Water Framework Directive

Sewer operations

Sewage sludge

Court rulings

Old connected properties

Water technology

**EUWID Wasser und Abwasser** features information about companies and markets, political developments at the regional, national and European level in all areas relevant to the water sector, the latest legal rulings and new technologies and products.

Includes:

- Comprehensive reporting in the core areas of drinking water supply, wastewater capture, wastewater purification, flood protection and energy use of drinking water and wastewater.
- An extensive news section with financial results, mergers, corporate partnerships, association news and market studies.
- A legal section with the latest court rulings on water and wastewater and procurement.
- A policy section addressing relevant national and European laws.
- New technologies, processes and solutions and new research projects.

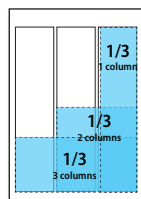
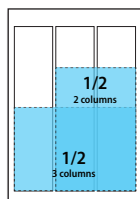
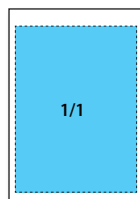
## TARGET GROUP / READERSHIP

**EUWID Wasser und Abwasser** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Public water suppliers and wastewater treatment utilities
- Private water suppliers and wastewater treatment companies
- Industry
- Service providers
- Administrations
- Associations

## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,220.-	680.-	450.-	340.-	225.-	170.-	115.-
4 colours (€)	2,120.-	1,280.-	900.-	790.-	585.-	455.-	400.-



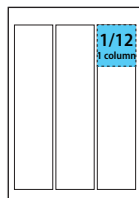
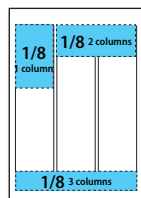
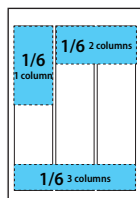
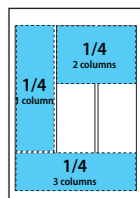
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK),  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g €  
380 flat rate € 380.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

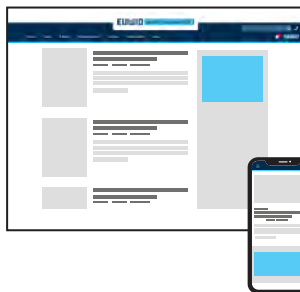
### Box number fees

€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-wasser.de/stellenmarkt](http://www.euwid-wasser.de/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.

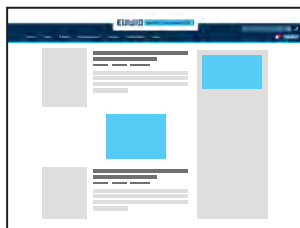
## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



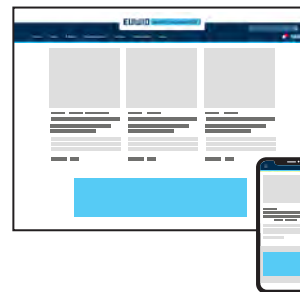
### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

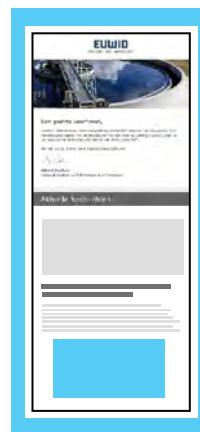
Content: format on request



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners – only the first page is displayed.

### Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request.

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)



## EUWID Wasser und Abwasser – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

### PRINT

Print circulation: average 650 copies

**EUWID Wasser und Abwasser** is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

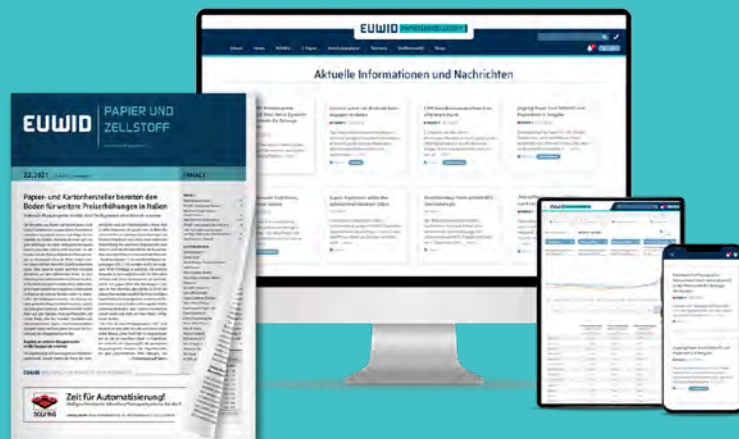
### DIGITAL

An average of 17,442 page impressions per month at [www.euwid-wasser.de](http://www.euwid-wasser.de)  
Price for placing a job advertisement at [www.euwid-wasser.de](http://www.euwid-wasser.de) € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at [www.euwid-wasser.de/stellenmarkt](http://www.euwid-wasser.de/stellenmarkt): 20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 530 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.



## The market compass for the pulp and paper industry

**EUWID Papier und Zellstoff** reporting focuses on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Papier und Zellstoff to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector.

Placing an advertisement in this editorial environment is sure to grab attention.

## PRINT

Average print circulation: 1,220 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Germany 75 %  
other European countries 25 %

Published weekly on Wednesdays, in German  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-papier.de](http://www.euwid-papier.de)

Page impressions per month: 73,136

Newsletter subscribers: 1,034

Social media contacts: 5,680

 2,350  1,087  2,193

## TOPICS

Managers and executives from the pulp and paper sector count on **EUWID Paper und Zellstoff**. It's the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

### Key topics:

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.

Starch

Recovered paper

CCM

Pulp

Publication paper

M&amp;A

Shareholdings

Caustic soda

Cartonboards

Beverage packaging

Fine paper

Market reports

Price mirrors

Plant construction

Digital printing

Decor paper

Paper chemicals

Capacity changes

Acquisitions

Envelopes

Coreboard

Sawmilling residues

Packaging printing



**EUWID Papier und Zellstoff** casts the spotlight on markets for key paper grades and upstream products in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals.

### Frequency of market reports and price tables

	Paper	Board	Raw materials	Auxiliary materials
Monthly	Graphic paper Publication paper Packaging paper	Cartonboard	Pulp: Softwood pulp Hardwood pulp Hardwood BCTMP Recovered paper	
Quarterly	Label paper Sack kraft paper Envelope paper Kraft packaging paper	Coreboard	Sanding wood Sawmill residue Wood chips	Native starches Caustic soda Titanium dioxide

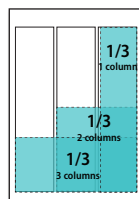
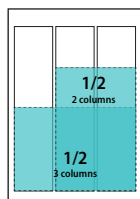
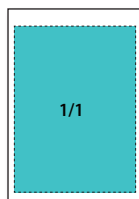
### TARGET GROUP / READERSHIP

**EUWID Papier und Zellstoff** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Printers and publishers
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations
- Packaging industry: Food and beverages, chemicals, pharmaceuticals, cosmetics, non-food

## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.-	215.-	135.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	420.-



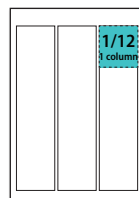
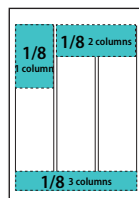
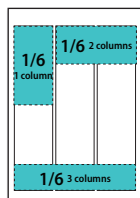
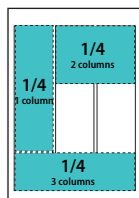
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK),  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g flat  
rate € 380 per thousand.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

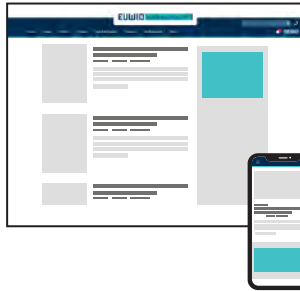
### Box number fees

€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-papier.de/stellenmarkt](http://www.euwid-papier.de/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.

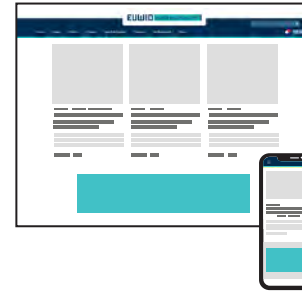
## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

### Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request.

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under [www.euwid.de/en/advertising-gbc](http://www.euwid.de/en/advertising-gbc).

## Your contacts



### Florian Mai

Advertising sales

Phone: +49 7224 9397-169

E-mail: [fmai@euwid.de](mailto:fmai@euwid.de)



### Andrea Günther

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E-mail: [aguenther@euwid.de](mailto:aguenther@euwid.de)



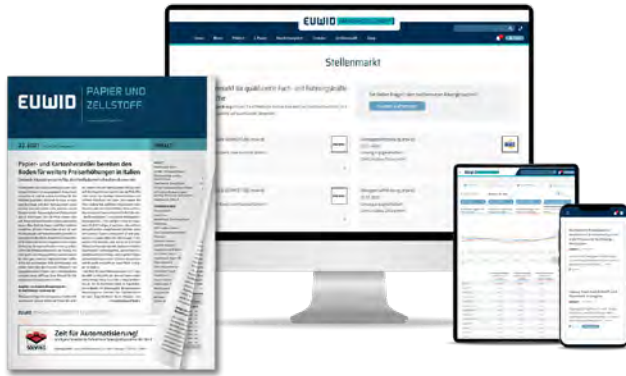
### Alexandra Merkel

Advertising management

Phone: +49 7224 9397-515

Fax: +49 7224 9397-906

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)



## EUWID Papier und Zellstoff – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

### PRINT

Print circulation: average 1,220 copies

**EUWID Papier und Zellstoff** is passed on within the companies. What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

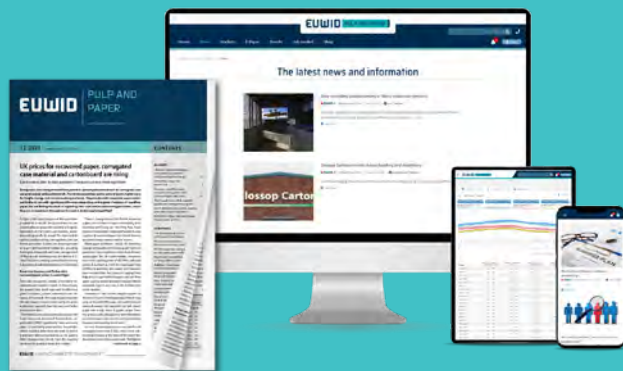
### DIGITAL

An average of 73,136 page impressions per month at [www.euwid-papier.de](http://www.euwid-papier.de)  
Price for placing a job advertisement at [www.euwid-papier.de](http://www.euwid-papier.de) € 200 per week.

Combine both print and digital package for maximum reach:

The surcharge for an additional placement at [www.euwid-papier.de/stellenmarkt](http://www.euwid-papier.de/stellenmarkt):  
20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 1,034 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.



## The market compass for Europe's pulp and paper industry

Our English-language publication EUWID Pulp and Paper focuses its reporting on summing up developments in the European pulp and paper market. Industry executives and decision-makers count on price mirrors and market reports in EUWID Pulp and Paper to guide their business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Germany, France, the UK, Italy and Poland.

Placing an advertisement in this editorial environment is sure to grab attention.

## PRINT

Average print circulation: 580 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Europa 90 %  
Rest of the world 10 %

Published weekly on Wednesdays  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-paper.com](http://www.euwid-paper.com)

Page impressions per month: 70,226

Newsletter subscribers: 780

Social media contacts: 12,088

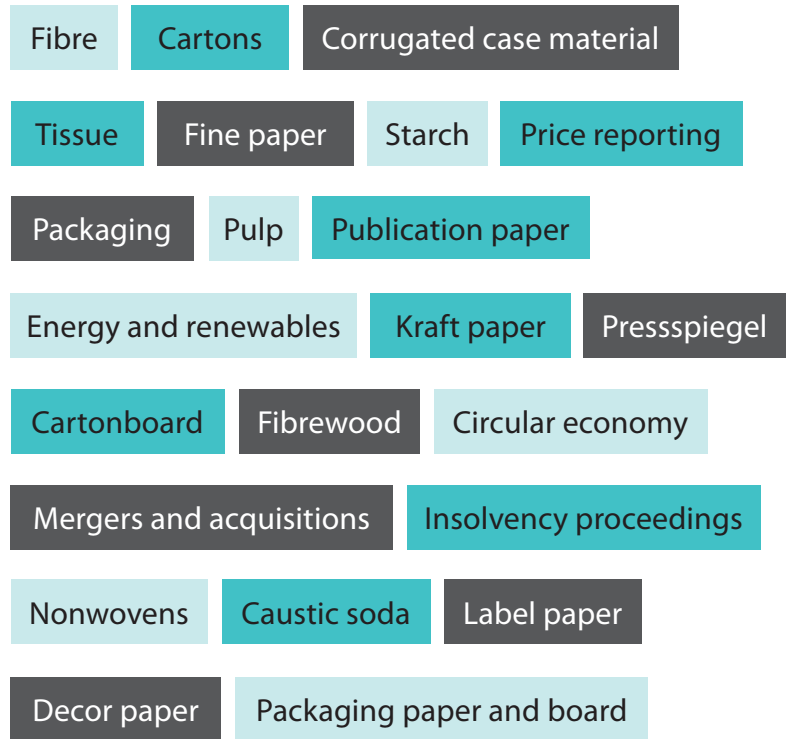
 7,200  4,049  839

## TOPICS

Managers and executives from the pulp and paper sector count on our English-language publication **EUWID Pulp and Paper**. It's the publication where they know they will find relevant news and the latest developments in the industry that serve as the basis for their business decisions.

### Key topics:

- Latest prices for all key paper grades and their upstream products.
- Market data, news, analysis and perspectives.
- Market reporting focusing on Germany, France, the UK, Italy and Poland.
- Capacity changes, acquisitions, divestments and financial results from the pulp and paper industry with a focus on Europe, but also the entire globe.
- Investment projects pursued by all key companies.



**EUWID Pulp and Paper** examines markets for key paper grades and raw materials in Germany, France, the UK, Italy and Poland, publishing market reports and price tables at regular intervals:

### Frequency of market reports and price tables

	Paper	Board	Raw materials	Auxiliary materials
Monthly	Graphic paper Publication paper Packaging paper	Cartonboard	Pulp: Softwood pulp Hardwood pulp Hardwood BCTMP Recovered paper	
Quarterly	Label paper Sack kraft paper Envelope paper Kraft packaging paper	Coreboard	Sanding wood Sawmill residue Wood chips	Native starches Caustic soda Titanium dioxide

## TARGET GROUP / READERSHIP

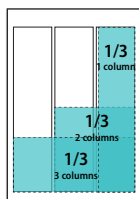
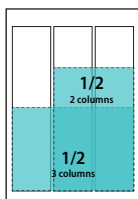
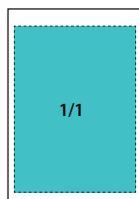
**EUWID Pulp and Paper** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Manufacturing, converting and/or wholesale trading in paper and paper products
- Supplier industry
- Service providers in the areas of transportation and logistics, HR and management consultancies, software firms, insurance companies, associations



## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1.150.-	640.-	420.-	320.-	210.-	160.-	105.-
4 colours (€)	2,050.-	1,240.-	870.-	770.-	570.-	445.-	390.-



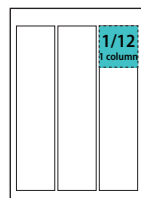
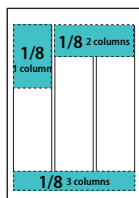
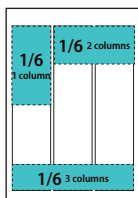
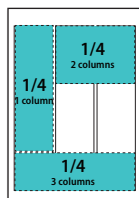
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK);  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g flat  
rate € 380.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

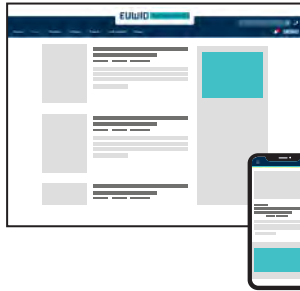
### Box number fees

€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-paper.com/stellenmarkt](http://www.euwid-paper.com/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.

## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

### Standalone newsletter

Price on request

\*Rotation placement.

Other options available on request.

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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## Your contacts



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Advertising sales

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E-mail: [fmai@euwid.de](mailto:fmai@euwid.de)



### Andrea Günther

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Phone: +49 7224 9397-168

E-mail: [aguenther@euwid.de](mailto:aguenther@euwid.de)



### Alexandra Merkel

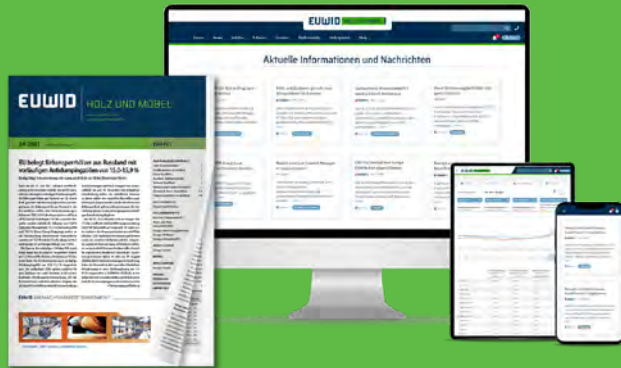
Advertising management

Phone: +49 7224 9397-515

Fax: +49 7224 9397-906

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)





## The comprehensive source of information for the wood and furniture industry

Successful industry decision-makers trust in the information they find in **EUWID Holz und Möbel** to get a quick overview of relevant developments on the market. Our editorial team undertakes in-depth, international research and distills news down to the main facts. Our reporting is independent and objective.

EUWID Holz und Möbel offers a high-quality editorial environment to place your successful advertisement. You are sure to grab attention here.

Our readers value our printed edition and stay constantly up to date with our digital information services delving into the latest industry trends.

## PRINT

Average print circulation: 1,520 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Germany 75 %  
other European countries 25 %

Published weekly on Thursday, in German  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-holz.de](http://www.euwid-holz.de)

Page impressions per month: 88,156

Newsletter subscribers: 879

## TOPICS

**EUWID Holz und Möbel** offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

### Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.
- Domestic and foreign production and sales statistics.
- Foreign trade statistics.
- Industry overviews.
- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).

Fittings

Logs

Wood-based panels

Waste wood

Sawnwood

Floor coverings

Bathroom furniture

Wood products

Pellets

Surfaces

Shop fitting

Furniture trade

Building industry

Sawmilling industry

Forestry

Particleboard

Hardwood logs

Pulpwood

Wood trade

Bedroom furniture

Softwood logs

Laminated timber

Biomass

**EUWID Holz und Möbel** covers markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

### Key market reports and price tables at a glance

Wood-based panels	Surfaces	Building products	Wood products	Sawmilling residues	Roundwood and lumber	Industrial timber	Furniture
Particle board MDF/HDF OSB Elliot's pine plywood Asian plywood	Decor paper	Finished parquet Laminate flooring	Window scantlings Structural timber Gluelam timber Pallets Pellets	Debarked wood chips Debarked sawmilling residues TMP wood chips	Softwood logs Hardwood logs Softwood lumber Hardwood lumber	Pulpwood Softwood industrial timber	Flat-pack furniture Bedroom furniture Living room furniture Kitchen furniture Bathroom furniture Office furniture Upholstered furniture

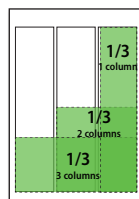
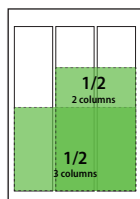
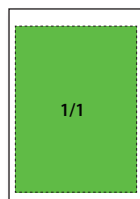
### TARGET GROUP / READERSHIP

**EUWID Holz und Möbel** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade, furniture trade
- Forestry sector
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper

## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,490.-	860.-	540.-	430.-	270.-	215.-	110.-
4 colours (€)	2,390.-	1,460.-	990.-	880.-	630.-	500.-	395.-



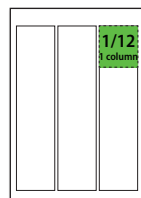
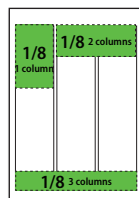
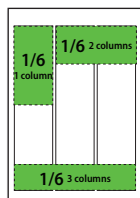
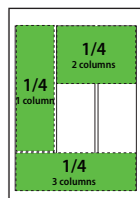
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK),  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g €  
380 per thousand.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

### Box number fees

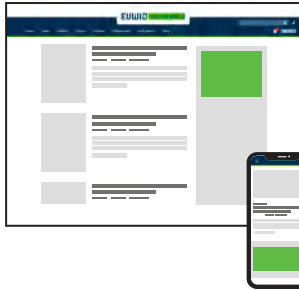
€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-holz.de/stellenmarkt](http://www.euwid-holz.de/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.



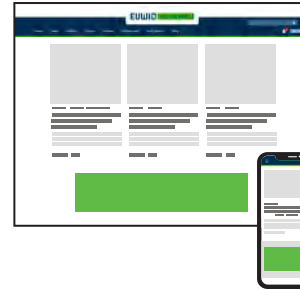
## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

\*Rotation placement.

Other options available on request.

## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: anzeigen@euwid.de.

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

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E-mail: aguenther@euwid.de



### Alexandra Merkel

Advertising management

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Fax: +49 7224 9397-906

E-mail: anzeigen@euwid.de



## EUWID Holz und Möbel – Job market

The perfect environment for your job advertisements – reach the right candidates.

Your job ads will also be read by your competitors' employees.

### PRINT

Print circulation: average 1,520 copies

**EUWID Holz und Möbel** is passed on within the companies.  
What this means for you:

With placement in one issue, you reach several readers from your target group over a longer period of time – even if the candidates are not actively looking for a new job at the moment.

### DIGITAL

An average of 88,156 Page Impressions per month at [www.euwid-holz.de](http://www.euwid-holz.de)  
Price for placing a job advertisement at [www.euwid-holz.de](http://www.euwid-holz.de) € 200 per week.

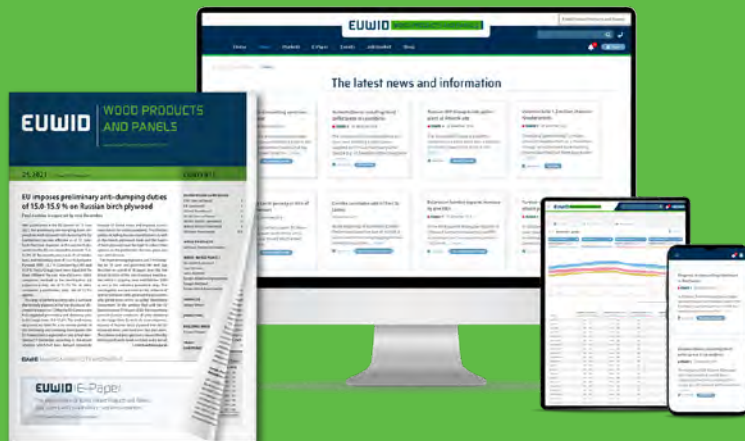
Combine both print and digital package for maximum reach:

The surcharge for an additional placement at [www.euwid-holz.de/stellenmarkt](http://www.euwid-holz.de/stellenmarkt).  
20 % on the b/w basic price of the print ad including placement in the weekly newsletter with more than 879 qualified recipients.

We will be happy to inform you about the possibilities of a combined advertisement and to support you in the design of your advertisement, if necessary.

# WOOD PRODUCTS AND PANELS

98<sup>th</sup> year's issue 2024



Our English-language publication **EUWID Wood Products and Panels** recaps developments on international markets for wood products and panels. Industry managers and executives count on price mirrors and market reports in EUWID Wood Panels to help them take business decisions and actions.

They all value the printed issue and use our range of digital offerings to learn about the latest developments in the sector. Our reporting concentrates on companies and markets in Central and Eastern Europe, North America and Asia.

Placing an advertisement in this editorial environment is sure to grab attention.

## PRINT

Average print circulation: 380 copies  
Higher circulation for trade fairs and key topics

Geographical distribution:  
Europa 86 %  
Rest of the world 14 %

Published weekly on Wednesdays  
Deadline: 8 days before publication

## DIGITAL

[www.euwid-wood-products.com](http://www.euwid-wood-products.com)

Page impressions per month: 29,639

Newsletter subscribers: 434

## TOPICS

**EUWID Wood Products and Panels** offers managing directors and executives the latest, often exclusive information from the entire wood and wood-based panel sector, the building product and furniture sector and the trade. Our publication delivers an overview of developments in Germany, Austria and Switzerland, the rest of Europe, Russia, North and South America, Africa and the Asia-Pacific region.

### Key topics:

- Regular price mirrors and market reporting on logs and lumber, sawmilling residues, wood products and wood-based panels, surface materials, building products and furniture.
- Domestic and foreign production and sales statistics.
- Foreign trade statistics.
- Industry overviews.
- Company news (financial reports, investments, mergers and acquisitions and insolvency filings).



**EUWID Wood Products and Panels** casts a spotlight on markets in Central Europe, Eastern Europe, North America and Asia, publishing market reports and price tables at regular intervals.

### Key market reports and price tables at a glance

Wood-based panels	Wood products	Sawmilling residues	Roundwood and lumber
Particle board MDF/HDF OSB Elliotis pine plywood Asian plywood	Window scantlings Structural timber Gluelam timber Pallets	Debarked wood chips Debarked sawmilling residues TMP wood chips	Softwood logs Hardwood logs Softwood lumber

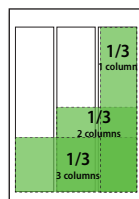
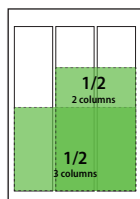
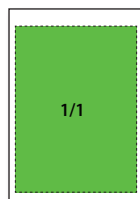
### TARGET GROUP / READERSHIP

**EUWID Wood Products and Panels** is read by key corporate decision-makers in a printed version and online. These readers serve as the CEOs, managing directors, department and division heads in the following sectors of industry:

- Woodworking, wood processing, furniture industry
- Wood-based panels: manufacturers of particleboard, MDF/HDF, OSB, plywood
- Wood products: producers of pellets, laminate flooring, parquet, window scantlings and pallets
- Timber trade
- Forestry trade
- Service providers
- Machinery builders
- Supplier industry: adhesive and impregnating resins, methanol, Melamine, decor paper

## PRINT | Formats and prices

	Formats						
	1/1 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page	1/12 page
Width x Height (mm)	187 x 256	187 x 126	187 x 84	187 x 62	187 x 40	187 x 30	59 x 65
		123 x 193	123 x 127	123 x 95	123 x 62	123 x 50	
			59 x 256	59 x 195	59 x 128	59 x 100	
b/w (€)	1,150.-	640.-	420.-	320.-	210.-	160.-	105.-
4 colours (€)	2,050.-	1,240.-	870.-	770.-	570.-	445.-	390.-



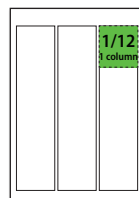
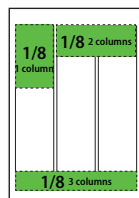
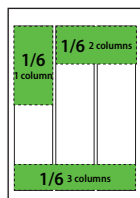
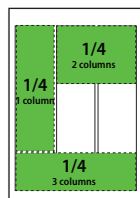
### Magazine format:

W 208 mm x H 297 mm

### Print area:

W 187 mm x H 256 mm

3 columns at 59 mm



## Technical details

### Data delivery

Colour profile Euroscale uncoated (CMYK),  
Printable PDF (standard pdf/X-1a:2001, 300 dpi),  
Tiff or JPEG (max. quality).

### Inserts

Maximum format A4, up to a maximum of 25 g €  
380 per thousand.

### Placement

Specific placement requests subject to a 10 %  
surcharge on the basic price if they are feasible.

### Bleed

10 % surcharge on the basic price, bleed difference:  
3 mm at the head, foot and outside.

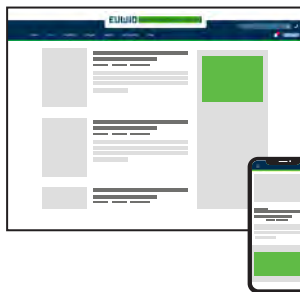
### Box number fees

€ 8 for each insertion, € 5 per insertion from the third  
time onwards.

Additional placement of your job advertisement on [www.euwid-holz.de/stellenmarkt](http://www.euwid-holz.de/stellenmarkt)

Surcharge: 20 % on the basic price of the print ad.

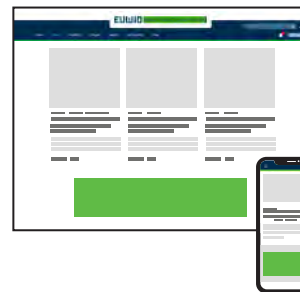
## DIGITAL | Formats and prices



### Medium rectangle\*

Website & mobile

W x H (in pixel)	Price/week
300 x 250	€ 300
300 x 500	€ 350
300 x 750	€ 400
300 x 150 (mobile)	



### Content ad\*

Website & mobile

W x H (in pixel)	Price/week
max. 950 x 150	€ 300
max. 950 x 250	€ 350
300 x 150 (mobile)	



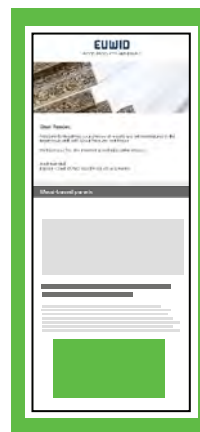
### Video ad\*

Website

Sidebar

W x H (in pixel)	Price/week
300 x 225 (4:3)	€ 500
300 x 169 (16:9)	€ 500

Content: format on request



### Newsletter

Text ad

W x H (in pixel)	Price/week
437 x 230	€ 225

Placement directly in the content between the newsletter elements. Please note that some MS Outlook versions do not deliver animated banners - only the first page is displayed.

\*Rotation placement.

Other options available on request.



## DIGITAL | Technical details

### File formats

File format: JPEG (\*.jpg), GIF (\*.gif), Flash (\*.swf), HTML 5 (\*.html).

Size: 72 dpi – maximum banner size 150 kb.

### Video ad

On request.

### Sending files by e-mail

E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de).

### Discounts

8 weeks placement	5 %	26 weeks placement	15 %
12 weeks placement	10 %	52 weeks placement	20 %

### Advertising contracts

All ad contracts and the corresponding discounts (as well as special agreements) are valid for the period of 12 months. Unless a longer period has been agreed.

### Payment conditions

Payment is due within 10 days net of the invoice date. Prices are quoted before value added tax and plus bank fees outside Germany.

The publisher assumes no liability for any discrepancies in how the text is displayed. Colour variations may occur as a result of differences in how images are shown on the screen. Our general terms and conditions apply as stated under [www.euwid.de/en/advertising-gbc](http://www.euwid.de/en/advertising-gbc).

## Your contacts



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E-mail: [anzeigen@euwid.de](mailto:anzeigen@euwid.de)



A laptop is centered on a wooden desk. The laptop screen is white and displays the text "CROSS-MEDIA ADVERTISING" in a bold, orange, sans-serif font. The background is a blurred office interior with warm lighting and people moving in the distance.

# **CROSS-MEDIA ADVERTISING**

## CROSS-MEDIA ADVERTISING

Combine print and digital and increase the advertising impact of your campaign

### Our special offer for our new customers:

Place three advertisements at the price of two in the printed edition and enjoy a banner advertisement for four weeks at the price of two weeks on an EUWID website of your choosing during the same period.



## SUCCESSFUL ADVERTISING WITH CROSS-MEDIA CAMPAIGNS

The ideal addition to your print ad: advertise online on EUWID websites.

Use the strengths of both medias to reach new target audiences.

Your advantages of combining both print and online advertising:

- increased coverage
- measurable success (more traffic to your website)
- less waste
- link to your own customers' websites



# EUWID

## THE RIGHT PLATFORM FOR YOUR MESSAGE

As a reliable and independent information manager, EUWID targets decision-makers in several sectors in Germany and abroad through its printed and online publications:

**RECYCLING UND ENTSORGUNG**

| [www.euwid-recycling.de](http://www.euwid-recycling.de)

**RECYCLING AND WASTE MANAGEMENT**

| [www.euwid-recycling.com](http://www.euwid-recycling.com)

**VERPACKUNG**

| [www.euwid-verpackung.de](http://www.euwid-verpackung.de)

**PACKAGING MARKETS**

| [www.euwid-packaging.com](http://www.euwid-packaging.com)

**WASSER UND ABWASSER**

| [www.euwid-wasser.de](http://www.euwid-wasser.de)

**PAPIER UND ZELLSTOFF**

| [www.euwid-papier.de](http://www.euwid-papier.de)

**PULP AND PAPER**

| [www.euwid-paper.com](http://www.euwid-paper.com)

**HOLZ UND MÖBEL**

| [www.euwid-holz.de](http://www.euwid-holz.de)

**WOOD PRODUCTS AND PANELS**

| [www.euwid-wood-products.com](http://www.euwid-wood-products.com)

### Harness this reach to spread your advertising message

A broad range of different advertising opportunities in print and online offers the perfect communication method for your advertising.

#### Choose from:

- **Print advertisement**
- **Inserts**
- **Banner advertisement**
- **Job market**

and combine our different publications according to your requirements. We would be happy to assist you in making your selection.



EUWID Europäischer Wirtschaftsdienst GmbH | Bleichstr. 20-22, 76593 Gernsbach, Germany | [www.euwid.de](http://www.euwid.de)  
Phone: +49 7224 9397-0 | Fax: +49 7224 9397 906 | E-mail: [info@euwid.de](mailto:info@euwid.de)