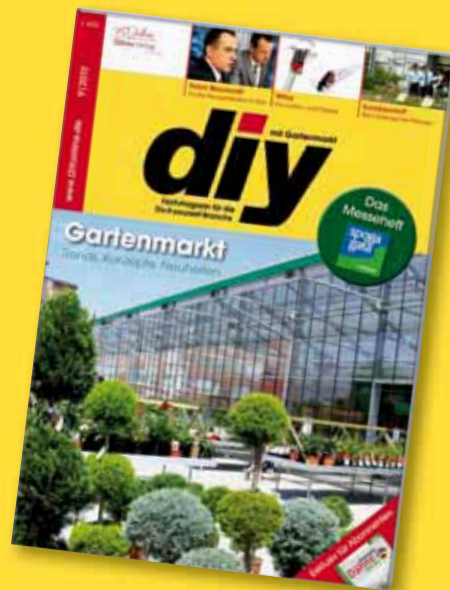


# Media Information

## 2011

# diy



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



**Dähne** Verlag

Dähne Verlag GmbH  
P.O. Box 10 02 50  
76256 Ettlingen (Germany)  
Phone +49/72 43/575-102  
Fax +49/72 43/575-100  
[advertising@daehne.com](mailto:advertising@daehne.com)  
[www.daehne.com](http://www.daehne.com)

# Media Information

## Editorial and publishing analysis



### In brief

**diy** is the specialist magazine for the DIY sector. It provides an indispensable source of information for DIY superstores and builders' merchants, specialist stores with DIY and garden sections, garden centres, and manufacturers and service-providers in German-speaking regions. Every issue contains current news on developments in both trade and industry, personnel announcements, company profiles, reports on new openings, previews and reviews of trade fairs, plus product news and analysis of industry events and statistics. Supplementary contributions on the subject of marketing, logistics and services also appear on a regular basis. A changing series of keynote topics concentrates on trends in the product ranges relevant to the DIY market. Each issue contains a "Gartenmarkt" section specially geared to garden centres and DIY stores with garden sections.

### Membership

IVW, VDZ, SZV

### Publisher

Karl-Heinz Dähne

### Chief editor

Dr. Joachim Bengelsdorf

### Editorial

Harald Bott, Ulrich Haspel,  
Rainer Strnad, Hans-Ludwig Ziegler

### Advertising

Thomas Heinen, Manuel Weber

### Volume

Volume 34, 2011

### Frequency of publication

11 x (see enclosed schedule)

### Publishing house

Dähne Verlag GmbH

### Postal address

P.O. Box 10 02 50, 76256 Ettlingen,  
Germany

### Delivery address

Am Erlengraben 8, 76275 Ettlingen,  
Germany

**Telephone** +49 (0) 72 43 / 575-102

**Fax** +49 (0) 72 43 / 575-100

**E-mail** advertising@daehne.com

**Internet** www.DIYonline.de

### Subscription rates

Annual subscription EU and all other  
countries € 131.- incl. p + p

### Terms of payment

Net payment due within 20 days  
of date of invoice

### Terms + Conditions

www.daehne.de/media

### Accounts

(D) Deutsche Bank; Kaiserstr. 90  
D-76133 Karlsruhe, Nr. 714 600 00  
(BLZ 660 700 04)

BIC: DEUTDE33

IBAN: DE68 6607 0004 0071 4600 00

(A) Raiffeisenverband Salzburg  
Nr. 160 178 65 (BLZ 350000)

BIC: RVSAAT2S

IBAN: AT84 3500 0000 1601 7865

(CH) Coop Bank Basel  
Nr. 481116.290000-8

Clear. Nr. 8440, PC-Kto 40-8888-1

BIC: COOPCHBB

IBAN: CH84 0844 0481 1162 9000 0

# Media Information

## Circulation | Target groups | Editorial content

### Circulation auditing



### Circulation analysis:

Copies per issue represent an average for  
July 2009 – June 2010

Print figure	6 517
<b>Actual circulation</b>	6 134
Remainder and file copies	383
<b>Paid circulation</b>	2 476
Subscriber copies	2 209
there of multiple copies	434
Single copies	267
<b>Free copies</b>	3 658

### Geographical analysis of circulation

<b>Actual circulation</b>	100.0 %	6 134
Germany	89.7 %	5 503
Other	10.3 %	631

### Analysis

2009 = 11 issues

### Total size

709 pp = 100.0 %

### Editorial

562 pp = 79.3 %

### Advertising

147 pp = 20.7 %

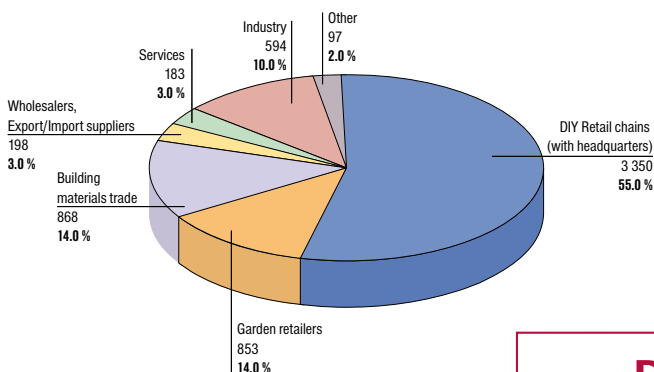
of which

Bound-in inserts 0 units = 0.0 % } of  
Loose inserts 26 units = 17.7 % } advertising

### Analysis of 2009 editorial component

<b>Total</b>	562 pp = 100.0 %
Trade	117 pp = 20.8 %
Industry	45 pp = 8.0 %
Garden	32 pp = 5.7 %
Building materials	29 pp = 5.1 %
News	89 pp = 15.7 %
Statistics	9 pp = 1.5 %
Trade fairs/events	41 pp = 7.3 %
New products	50 pp = 8.8 %
Personal	26 pp = 4.6 %
Internet	29 pp = 5.2 %
Others	97 pp = 17.3 %

### Circulation by target groups





### Advertisement formats and rates

#### Format

210 mm width, 297 mm depth, DIN A 4

#### Type area

187 mm width, 270 mm depth

#### Columns

4 columns, 43 mm wide

#### Printing and binding processes

Offset printing and stapled binding

#### Copy

Copy up to 70 lines per cm/300dpi.  
However, please pay careful attention to the technical instructions.

#### Frequency of publication

Monthly, July/August bimonthly

#### Publication dates

Refer to schedule

#### Advertising deadlines

Refer to schedule

Format	Number of columns	Width x Depth in mm	Basic price black/white €	2 colours €	3 colours €	4 colours €
1 / 1 page	4 columns	187 x 270	3 110.-	3 964.-	4 818.-	5 672.-
1 / 2 page	4 columns 2 columns	187 x 133 horizontal 91 x 270 vertical	1 610.-	2 380.-	3 150.-	3 920.-
1 / 3 page	4 columns	187 x 87	1 110.-	1 710.-	2 310.-	2 910.-
1 / 4 page	4 columns 2 columns 1 columns	187 x 64 horizontal 91 x 133 vertical 43 x 270	860.-	1 290.-	1 720.-	2 150.-
1 / 8 page	4 columns 2 columns 1 columns	187 x 30 horizontal 91 x 64 vertical 43 x 133	460.-	810.-	1 160.-	1 510.-
1 / 16 page	2 columns 1 columns	91 x 30 horizontal 43 x 64 vertical	240.-	500.-	760.-	1 020.-
back cover	4 columns	187 x 270	3 740.-	4 594.-	5 448.-	6 302.-
inside front cover	4 columns	187 x 270	3 460.-	4 314.-	5 168.-	6 022.-
inside back cover	4 columns	187 x 270	3 300.-	4 154.-	5 008.-	5 862.-

Rate per single-column millimetre: € 3.60 in advertising section, € 6.40 in editorial section

### Surcharges and other prices

#### Surcharges per standard colour (Euro scale)/special colour (basic 4c)

≥ 1/1 page	€ 854.-	1/4 page	€ 430.-
1/2 page	€ 770.-	1/8 page	€ 350.-
1/3 page	€ 600.-	≤ 1/16 page	€ 260.-

HKS, pantone and metallic colour extra surcharge € 430.-

#### Special formats/positions

2/1 page	on request
Front cover flap	see extra information
Guaranteed positions	€ 310.-
Print over gutter margin	€ 155.-
Bleed additional 3 mm	10 % of basic rates

#### Small advertisement rates

Situations vacant per mm	€ 3.60
Private situations wanted per mm	€ 2.88
Charge for box number	€ 6.00

All employment ads will also appear for one month free of charge on www.DIYonline.de

#### Rubric DIY@Internet

Standard entry (company, internet address)	€ 20.-
Maxi entry (logo, company, internet address)	€ 70.-
Premium entry (logo, company, internet address, random rotating banner at www.DIYonline.de)	€ 115.-
Minimum period of 6 issues	

#### Discounts

Valid for one year  
from publication  
date of first insertion

#### Frequency rates

2 x 2 %	2 pages 3 %
4 x 4 %	4 pages 5 %
6 x 6 %	6 pages 7 %
8 x 8 %	8 pages 9 %
10 x 10 %	10 pages 11 %
11 x 11 %	12 pages 13 %
15 x 15 %	15 pages 15 %

#### Volume rates

Combination discounts of 10-15 % on additional insertion of same-format advertisements in DIY International or HOLZFORUM parallel issue.  
No discount on loose or bound inserts.

#### Bound inserts

2-sided*	4-sided	6-sided	8-sided
€ 3 430.-	€ 6 690.-	€ 9 520.-	€ 12 010.-

\* on request

#### Loose inserts

Maximum size 205 x 292 mm	
Up to 25 g %	€ 255.-
Up to 50 g %	€ 340.-

#### Adhesive postcard

% € 170.-

#### Delivery address for inserts

Kraft Druck GmbH, Betr.: diy No. ...  
Industriestraße 5, 76275 Ettlingen (Oberweiler), Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH,  
Advertising dept, P.O. Box 10 02 50, 76256 Ettlingen, Germany

# Media Information

## Schedule and editorial topics

Issue	Schedule	Keynote topics
<b>1</b> January	Publication date 03.01.2011 Advertising deadline 02.12.2010 Copy deadline 09.12.2010 Editorial deadline 25.11.2010	<b>Fair preview: Domotex, Hannover, 15-18 Jan.</b> (laminare, parquet, flexible floor coverings, carpeting, cork flooring, impact sound insulation, profiles) <b>Fair preview: Bau, Munich, 17-22 Jan.</b> <b>Keynote component: Baustoff-Forum</b> (core building materials, building chemicals, sealants & adhesives, absorbent & insulating materials, drywall construction, timber products, structural elements, tiles & accessories, ecological building) <b>Fair preview: IPM, Essen, 25-28 Jan.</b> (live plants, pot plants, bedding & balcony plants, perennials, nursery stock, seeds & bulbs, ceramics & decoration, bio-chemical products, fertilizers & plant care, glasshouse builders, garden centre fitters) <b>Fair preview: Christmasworld, Frankfurt, 28 Jan.-1 Feb.</b> (Christmas, celebrations, party & seasonal articles)
<b>2</b> February	Publication date 28.01.2011 Advertising deadline 11.01.2011 Copy deadline 12.01.2011 Editorial deadline 21.12.2010	<b>Themed issue: DIY customer service</b> (self-service systems, or how manufacturers are making their products increasingly self-explanatory and retailers are using customer flow systems) <b>Fair report: Ambiente, Frankfurt, 11-15 Feb.</b> (housewares, cleaning equipment, storage systems, refuse collection systems, clothes airers, glass, porcelain, kitchen accessories, pictures & frames, soft furnishings) <b>Fair report: Euroshop, Dusseldorf, 26 Feb.-2 March</b> (IT & security technology incl. RFID, software, personnel management, checkout systems and customer information, store design, PoS equipment, packaging, inventory software, services and systems, rack jobbing, merchandising, set-up, logistics)
<b>3</b> March + Statistics	Publication date 25.02.2011 Advertising deadline 28.01.2011 Copy deadline 04.02.2011 Editorial deadline 21.01.2011	<b>Fair preview: ISH, Frankfurt, 15-19 March</b> (bathroom equipment, mirrors & mirror cabinets, taps & fittings, textiles, non-slip mats, installation, heating, ventilation, baths, showers, water-saving products, wood-burning stoves, saunas, wellness products, solar systems) <b>Fair preview: Lichtwoche Sauerland, 16-22 March</b> (all types of interior and exterior lighting) <b>Wall and floor coverings, room decoration</b> (wallpaper, woodchip paper, borders, interior plaster, panels, ornamental plastic elements, decorative foil, laminate, parquet, flexible floor coverings, carpeting, cork flooring, accessories, impact sound insulation, profiles)
<b>4</b> April	Publication date 30.03.2011 Advertising deadline 02.03.2011 Copy deadline 09.03.2011 Editorial deadline 21.02.2011	<b>Capital goods, service, recycling and ecology</b> (logistics, transport, merchandise management, RFID, storage facilities, shop fitting, fork-lift trucks, pick-ups and trailers) <b>Capital projects for garden centres</b> (glasshouse construction, plant display stands, fittings, checkout systems, POS, price labelling)
<b>5</b> May	Publication date 28.04.2011 Advertising deadline 31.03.2011 Copy deadline 07.04.2011 Editorial deadline 22.03.2011	<b>Fair preview: M.O.W., Barntrup/Bad Salzuflen, 8-12 May</b> (furniture, occasional furniture, shelving, kitchens, office furnishings, mirrors, bathroom furniture) <b>Fair preview: transport logistic, Munich, 10-13 May</b> (logistic, transportation, supply chain management, services) <b>Fair preview: Heimtextil, Frankfurt, January 2011</b> (wallpaper, woodchip paper, borders, interior plaster, panels, ornamental plastic elements, painters' requisites, curtains, furnishing fabrics, pictures & frames, accessories, blinds, curtain rails, decorative foil, shade products, wall coverings)
<b>6</b> June	Publication date 27.05.2011 Advertising deadline 29.04.2011 Copy deadline 06.05.2011 Editorial deadline 22.04.2011	<b>Hand and power tools, hardware</b> (all portable power tools, generators, cordless tools, accessories, hand tools, ladders, scaffolding, fittings & accessories, locks, hardware incl. screws, nails, studs, nuts, plugs & fixings, wire, rope, chains) <b>Secondary placements and sales campaigns</b> (differentiation and sales growth through secondary placements, attention-grabbing promotions and successful advertising; from bargain goods to high-end ambience products: new opportunities for special offers and secondary placements)
<b>DIY-Buyers' Guide 2011</b>	Publication date 22.06.2011 Advertising deadline 01.05.2011 Copy deadline 04.05.2011	The <b>DIY Buyers' Guide</b> is an invaluable aid for shaping the product offer in DIY and building stores and in specialist outlets with DIY and garden departments. <b>Please ask for our special media rates.</b>
<b>7-8</b> July-August	Publication date 07.07.2011 Advertising deadline 09.06.2011 Copy deadline 16.06.2011 Editorial deadline 31.05.2011	<b>Themed issue: Brand versus private label</b> <b>Fair preview: Tendence, Frankfurt, 1-5 July</b> (garden decor, decoration, outdoor furniture & ceramics, planters)
<b>9</b> September + Statistics	Publication date 26.08.2011 Advertising deadline 29.07.2011 Copy deadline 05.08.2011 Editorial deadline 20.07.2011	<b>Fair preview: spoga+gafa, Cologne, 4-6 Sept.</b> (garden equipment, tools & aids, furnishings, structural elements, wood in the garden, outdoor furniture, barbecues, lighting & watering systems, outdoor leisure) <b>Garden</b> (Garden tools, decoration, outdoor furniture, irrigation technology, hoses & accessories, ponds & streams, outdoor lighting, plants, substrates)
<b>10</b> October	Publication date 05.10.2011 Advertising deadline 07.09.2011 Copy deadline 14.09.2011 Editorial deadline 29.08.2011	<b>Lighting and installation</b> (indoor & outdoor lighting of all kinds, LEDs, torches, work lights, accessories, batteries, chargers, wiring, switches, sockets, cables, cable reels, measuring devices)
<b>11</b> November	Publication date 02.11.2011 Advertising deadline 05.10.2011 Copy deadline 12.10.2011 Editorial deadline 26.09.2011	<b>Coatings and decorators' supplies</b> (paint, varnish, glazes, spray paint, painters' tools and accessories)
<b>DIY + Garden Show Guide 2012</b>	Publication date Nov./Dez. 2011 Advertising deadline 14.09.2011 Copy deadline 16.09.2011	This compilation of the world's major DIY, garden and building materials trade fairs is a comprehensive planning aid for the industry's decision-makers. Consequently the <b>DIY and Garden Show Guide</b> is the ideal advertising medium for trade fair organisers and exhibitors. <b>Please ask for our special media rates.</b>
<b>12</b> December	Publication date 25.11.2011 Advertising deadline 28.10.2011 Copy deadline 04.11.2011 Editorial deadline 21.10.2011	<b>Fair preview: Heimtextil, Frankfurt, January 2012</b> (wallpaper, woodchip paper, borders, interior plaster, panels, ornamental plastic elements, painters' requisites, curtains, furnishing fabrics, pictures & frames, accessories, blinds, curtain rails, decorative foil, shade products, wall coverings) <b>Peripheral and complementary product ranges</b> (toys, boat accessories, self-assembly furniture, removal boxes, camping and outdoor, automotive and cycles, handicraft, magazines, office supplies, checkout area, household items, fishing, food and drink, pictures and frames)
<b>1</b> January 2012	Publication date 02.01.2012 Advertising deadline 02.12.2011 Copy deadline 09.12.2011 Editorial deadline 23.11.2011	

# Media Information

## Special forms of advertising: Pocket



The **diy** pocket is a special insert in a handy DIN A6 format (147 mm high and 104 mm wide), which is glued into an issue of **diy**. The editorial team produces the contents in collaboration with the client.

The layout is the “**diy** Layout”, which gives the product a high degree of credibility. Depending on the issue, this presentation option is offered exclusively to just one company.

### diy Pocket standard (20 pages in total)

1 title page, 18 pages of content, 1 full-page advert 4c € 9 995.-

### diy Pocket XL (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 12 855.-

### diy Pocket XXL (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 15 710.-

The pocket is glued onto an editorial “carrier page”, which also features content on the client’s company.

**Additional services:** Publication on [www.DIYglobal.com](http://www.DIYglobal.com), 100 specimen copies, higher circulation for an additional charge.



# Media Information

## Prize draw sponsoring

The sponsorship model for the “**diy** prize draw” is the ideal way to complement your product advertising, especially when launching a product or to support seasonal promotions.

### Sponsoring Standard

1/1 page prize draw with product and company presentation € 1 600.-

### Sponsoring Premium

1/1 page prize draw with product and company presentation + announcement with logo on grip corner of title page (approx. 5 cm x 5 cm x 7 cm) € 2 100.-

### Basic terms:

The sponsor provides prizes to the value of at least € 250.00.

**diy** trade magazine features 1/1 page 4c on which the promotion is presented with:

- Name listing as cooperative partner with logo (Win with diy and “sponsor”)
- Product image, approx. ¼ page (jpg, pdf with 300 dpi)
- Company/product information, approx. ¼ page (Heading max. 50 characters; 1100 characters of text for the presentation; 190 characters prize draw description, incl. of spaces respectively)

The prize draw in each issue is staged with just one exclusive sponsor.



# Media Information

## Special advertising formats

Got an idea for an unusual advertising format? Want your ad to be even more striking?

Then talk to us. We work with you to realise advertising formats that attract greater attention. No matter whether they're island advertisements, L-adverts, round adverts, adverts with punched-out parts, fold-out pages, magazine banderoles – there's a host of possibilities!

We'll turn your ideas into reality, to make your advertising even more noticeable.

**Example:**  
L-advert  
across spine



All prices exclusive of VAT.

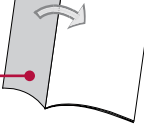
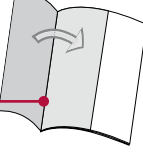
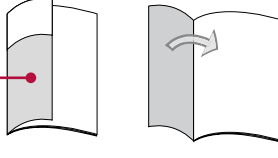
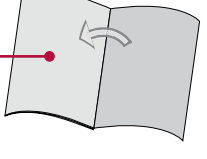

**Dähne** Verlag

## Media Information

### Cover flap advertisements

**diy**

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

<b>Cover 1</b> ½ page inside left cover flap (1/2 cover)	€ 5 011.-		<b>Cover 1</b>
<b>Cover 2</b> 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover	€ 7 133.-		<b>Cover 2</b>
<b>Cover Special</b> 2 columns/187 mm high below the magazine logo outside the left cover flap (1/2 cover) + ½ page on the same cover flap inside	€ 8 364.-		<b>Cover Special</b>
<b>Cover XXL</b> The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin	€ 13 262.-		<b>Cover XXL</b>
<b>Cover Gate</b> 2 cover flaps (1/2 cover to the left and ½ cover to the right) with an 2/1 page ad over both gutter margins	€ 13 040.-		<b>Cover Gate</b>

## Media Information

### Procedures and specifications for the supply of advertising material

**All data must be supplied as print quality PDF or directly processable EPS.**

**Please also ensure that**

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, grey-scale or CMYK mode.  
By no means may "indexed" colours, RGB or other modes be used.  
Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncompartmented data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable printout of the data, since we have no other way of checking the accuracy of the proof.

**We can not guarantee correct reproduction unless we receive your printout before the copy closing date. This is particularly important for colour reproduction.**

**Data transfer by E-mail**

Such files should not exceed 20 MB in size. E-mail: [copy@daehne.com](mailto:copy@daehne.com)

**Data file upload via FTP**

Send us an E-mail to [copy@daehne.com](mailto:copy@daehne.com) and ask for your personal log-in information.

**Please utilise the following procedure for naming your file**

Abbreviation\* of publication title + issue number + name of advertiser  
e.g.: diy9-10Miller.pdf

\*Abbreviations:

diy = diy Fachmagazin; DIN = DIY International; HF = HOLZFORUM;  
pet = pet Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;  
Car = Caridina; GT = Gartenteich

**Data by data carrier**

Use can be made of any current data carrier.

**Programs suitable for direct processing**

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);  
InDesign CS2, CS3, CS4 (Mac + PC);  
Illustrator CS2, CS3, CS4 (Mac + PC);  
PhotoShop 7.0, CS2, CS3, CS4 (Mac + PC);  
Freehand 10, MX (Mac); CorelDraw 12 (Mac + PC);  
Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

You'll find information on the technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at [www.daehne.de/media](http://www.daehne.de/media)

**Dähne** Verlag

# Your Dähne advertisement team



**Managing director**  
Marc Dähne  
m.daehne@daehne.de  
Phone +49/7243/575-102



**Advertising manager**  
Thomas Heinen  
t.heinen@daehne.de  
Phone +49/7243/575-110



**Advertisement sales**  
*diy* Fachmagazin  
DIY International, HOLZFORUM  
Manuel Weber  
m.weber@daehne.de  
Phone +49/7243/575-106



**Advertisement sales**  
*pet* Fachmagazin  
PET worldwide  
Patricia Bader  
p.bader@daehne.de  
Phone +49/7243/575-104



**Advertisement sales**  
Aquaristik, Caridina,  
Gartenteich  
Angelika Müller  
a.mueller@daehne.de  
Phone +49/7243/575-105

## The advertising agent for your country:



**Advertisement administration**  
Christa Mantel  
c.mantel@daehne.de  
Phone +49/7243/575-102



**Advertisement administration**  
Gabriele Santai  
g.santai@daehne.de  
Phone +49/7243/575-103



**Benelux/Scandinavia**  
Lothar Wittich  
Westfehling Development GmbH  
Phone +49/54 39/80 90 00  
Fax +49/54 39/8 09 00 99  
l.wittich@daehne.com



**France/Italy**  
Gloria Oddone-Ebken  
Westfehling Development GmbH  
Phone +49/541/6 00 52 08  
Fax +49/541/6 00 52 09  
g.oddone-ebken@daehne.com



**USA/Canada/UK/  
Ireland/Israel**  
Les Rose  
Elarco International Ltd.  
USA/Canada +1/630/618-225  
UK/Ireland +44/121/288-2161  
Israel +972/545/746-990  
l.rose@daehne.com  
Skype: elarco



**Taiwan**  
Joy Wang  
Infotrade Media Co., Ltd.  
No. 508, Sec. 3,  
Wen Hsin Rd., Situn Dist.  
Taichung 40753, Taiwan  
Phone +886/4/23 13 21 89 203  
Fax +886/4/23 13 32 39  
service@trade-eye.com