

Media Information

2012

diy mit Gartenmarkt
Fachmagazin für die
Do-it-yourself-Branche



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
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 team

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

Advertising

Thomas Heinen, Manuel Weber

Volume

Volume 35, 2012

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 € 135.- 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 2010 – June 2011

Print figure	6 240
Actual circulation	6 134
Remainder and file copies	106
Paid circulation	2 522
Subscriber copies	2 185
there of multiple copies	447
Single copies	337
Free copies	3 612

Geographical analysis of circulation

Actual circulation	100.0 %	6 134
Germany	95.2 %	5 842
Other	4.8 %	292

Analysis

2010 = 11 issues

Total size

719 pp = 100.0 %

Editorial

559 pp = 77.8 %

Advertising

160 pp = 22.2 %

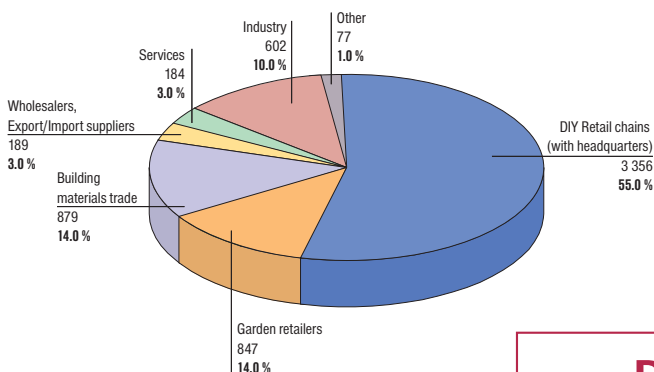
of which

Bound-in inserts 0 units = 0.0 % } of
Loose inserts 23 units = 14.4 % } advertising

Analysis of 2010 editorial component

Total	559 pp = 100.0 %
Trade	67 pp = 12.0 %
Industry	103 pp = 18.3 %
Garden	59 pp = 10.5 %
Building materials	18 pp = 3.3 %
News	71 pp = 12.7 %
Statistics	35 pp = 6.2 %
Trade fairs/events	55 pp = 9.8 %
New products	62 pp = 11.1 %
Personal	25 pp = 4.5 %
Internet	0 pp = 0.0 %
Others	65 pp = 11.6 %

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	3 138.-	4 001.-	4 864.-	5 727.-
1 / 2 page	4 columns 2 columns	187 x 133 horizontal 91 x 270 vertical	1 620.-	2 400.-	3 180.-	3 960.-
1 / 3 page	4 columns	187 x 87	1 120.-	1 730.-	2 340.-	2 950.-
1 / 4 page	4 columns 2 columns 1 columns	187 x 64 horizontal 91 x 133 vertical 43 x 270	870.-	1 310.-	1 750.-	2 190.-
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	3 770.-	4 633.-	5 496.-	6 359.-
inside front cover	4 columns	187 x 270	3 490.-	4 353.-	5 216.-	6 079.-
inside back cover	4 columns	187 x 270	3 330.-	4 193.-	5 056.-	5 919.-

Rate per single-column millimetre: € 3.70 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	€ 863.-	1/4 page	€ 440.-
1/2 page	€ 780.-	1/8 page	€ 350.-
1/3 page	€ 610.-	≤ 1/16 page	€ 260.-

HKS, pantone and metallic colour extra surcharge € 440.-

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	€ 3.70
Private situations wanted per mm	€ 2.96
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 %

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
€ 3 460.-	€ 6 750.-	€ 9 610.-	€ 12 110.-

* on request

Loose inserts

Maximum size 205 x 292 mm	
Up to 25 g %	€ 258.-
Up to 50 g %	€ 340.-

Adhesive postcard

% € 172.-

Delivery address for inserts

Kraft Druck GmbH, Betr.: diy No. ...
Industriestraße 5, 76275 Ettlingen (Oberweier), 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
1 January	Publication date 02.01.2012 Advertising deadline 01.12.2011 Copy deadline 08.12.2011 Editorial deadline 28.11.2011	Fair preview: Domotex, Hannover 14-17 Jan. (laminare, parquet, flexible floor coverings, carpeting, cork flooring, impact sound insulation, profiles) Keynote component: Baustoff-Forum (core building materials, building chemicals, sealants & adhesives, absorbent & insulating materials, drywall construction, timber products, structural elements, tiles & accessories, ecological building) Fair preview: IPM, Essen, 24-27 Jan. (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) Fair preview: Christmasworld, Frankfurt, 27-31 Jan. (Christmas, celebrations, party & seasonal articles)
2 February	Publication date 30.01.2012 Advertising deadline 09.01.2012 Copy deadline 10.01.2012 Editorial deadline 20.12.2011	Themed issue: Professionals in DIY stores (Not only DIYers, but professionals as well, shop in DIY stores – and the tendency is upward. This themed issue goes into the question of how DIY retailers can attract more professionals into their stores.) Fair preview: Ambiente, Frankfurt, 10-14 Feb. (housewares, cleaning equipment, storage systems, refuse collection systems, clothes airers, glass, porcelain, kitchen accessories, pictures & frames, soft furnishings) Fair preview: EuroCIS, Duesseldorf, 28 Feb.-1 March (IT and security systems, RFID, software, personnel management, checkout facilities/systems and customer information)
3 March + Statistics	Publication date 27.02.2012 Advertising deadline 02.02.2012 Copy deadline 03.02.2012 Editorial deadline 19.01.2012	Fair preview: International Hardware Show, Cologne, 4-7 March (hardware, tools, security systems, locks & fittings, fixings & fastenings, painters' & decorators' supplies, plumbing & bathroom accessories, flat-pack furniture) Fair preview IAW, Cologne, 20-22 March (Promotional goods) Wall and floor coverings (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)
4 April	Publication date 28.03.2012 Advertising deadline 29.02.2012 Copy deadline 07.03.2012 Editorial deadline 22.02.2012	Fair preview: Light-Building, Frankfurt, 15-20 April (interior and exterior lighting of all kinds, LEDs, torches, work lights, accessories) Capital goods, service, recycling and ecology (logistics, transport, merchandise management, RFID, storage facilities, shop fitting, fork-lift trucks, pick-ups and trailers) Capital projects for garden centres (glasshouse construction, plant display stands, fittings, checkout systems, POS, price labelling)
5 May	Publication date 24.04.2012 Advertising deadline 28.03.2012 Copy deadline 29.03.2012 Editorial deadline 16.03.2012	Fair preview: Interzoo, Nuremberg, 17-20 May (pet food, aquatics, terrariums, rodent products, keeping birds) Hand and power tools, hardware (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)
6 June	Publication date 30.05.2012 Advertising deadline 02.05.2012 Copy deadline 09.05.2012 Editorial deadline 25.04.2012	Lighting and installation (indoor & outdoor lighting of all kinds, LEDs, torches, work lights, accessories, batteries, chargers, wiring, switches, sockets, cables, cable reels, measuring devices) Secondary placements and sales campaigns (differentiation and sales growth through secondary placements, attention-grabbing promotions and successful advertising; from bargain goods to high-end ambience products.)
DIY-Buyers' Guide 2012	Publication date 20.06.2012 Advertising deadline 30.04.2012 Copy deadline 02.05.2012	The DIY Buyers' Guide is an invaluable aid for shaping the product offer in DIY and building stores and in specialist outlets with DIY and garden departments. Please ask for our special media rates.
7-8 July-August	Publication date 05.07.2012 Advertising deadline 08.06.2012 Copy deadline 14.06.2012 Editorial deadline 01.06.2012	Coatings and decorators' supplies (paint, varnish, glazes, spray paint, painters' tools and accessories)
9 September + Statistics	Publication date 23.08.2012 Advertising deadline 03.08.2012 Copy deadline 06.08.2012 Editorial deadline 19.07.2012	Fair preview: spoga+gafa, Cologne, 2-4 Sept. (garden equipment, tools & aids, furnishings, structural elements, wood in the garden, outdoor furniture, barbecues, lighting & watering systems, outdoor leisure) Fair preview: Automechanika, Frankfurt, 11-16 Sept. (auto care products, paint & spray paint, oil, spare parts, accessories, lights) Fair preview: M.O.W., Barntrup/Bad Salzuflen, 22-26 Sep. (furniture, occasional furniture, shelving, kitchens, office furnishings, mirrors, bathroom furniture) Fair preview: Security, Essen, 25-28 Sep. (locks of all kinds, safes, window & door security systems, letterboxes, surveillance technology) Garden (garden tools, decoration, outdoor furniture, irrigation technology, hoses & accessories, ponds & streams, outdoor lighting, plants, substrates) Pet assortments (products and concepts)
10 October	Publication date 04.10.2012 Advertising deadline 06.09.2012 Copy deadline 13.09.2012 Editorial deadline 30.08.2012	Themed issue: Made in Germany Fair preview GartenEvent/ZooEvent, Kassel, 13-14 Oct. (garden equipment, tools & aids, nursery stock, seeds & bulbs, ceramics & decoration, bio-chemical products, pet food, aquatics, terrariums, rodent products, keeping birds)
11 November	Publication date 31.10.2012 Advertising deadline 04.10.2012 Copy deadline 10.10.2012 Editorial deadline 27.09.2012	Bathrooms and plumbing (bathroom furnishings, mirrors & mirror cabinets, taps & fittings, textiles, installation, heating, ventilation, baths, showers, water-saving products, wood-burners, saunas, spa products, solar systems)
DIY + Garden Show Guide 2013	Publication date Nov./Dez. 2012 Advertising deadline 19.09.2012 Copy deadline 21.09.2012	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 DIY and Garden Show Guide is the ideal advertising medium for trade fair organisers and exhibitors. Please ask for our special media rates.
12 December	Publication date 28.11.2012 Advertising deadline 31.10.2012 Copy deadline 07.11.2012 Editorial deadline 24.10.2012	Fair preview: Heimtextil, Frankfurt, January 2013 (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) Automotive and bikes (maintenance products & paint, oil, spare parts, bikes, accessories, lighting) Security (locks of all types, safes, security devices for doors & windows, letterboxes, CCTV systems)
1 January 2013	Publication date 02.01.2013 Advertising deadline 29.11.2012 Copy deadline 06.12.2012 Editorial deadline 22.11.2012	

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, 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.

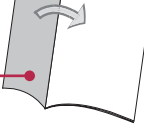
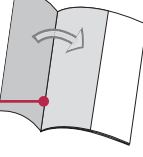
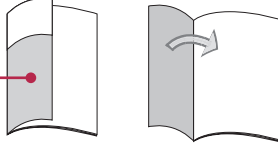
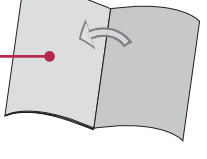

Dähne Verlag

Media Information

Cover flap advertisements

diy

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

Cover 1 ½ page inside left cover flap (1/2 cover)	€ 5 060.-		Cover 1
Cover 2 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover	€ 7 203.-		Cover 2
Cover Special 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	€ 8 446.-		Cover Special
Cover XXL The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin	€ 13 392.-		Cover XXL
Cover Gate 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	€ 13 168.-		Cover Gate

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 colour 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 colour 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

Data file upload via FTP

Send us an E-mail to 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

InDesign CS2, CS3, CS4 (Mac + PC);
Illustrator CS2, CS3, CS4 (Mac + PC);
PhotoShop 7.0, CS2, CS3, CS4 (Mac + 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

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



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

The advertising agent for your country:



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
Martine Kilias
Westfehling Development GmbH
Phone +49/541/1 50 51 97
Fax +49/541/7 70 31 76
m.kilias@daehne.com



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/Australia/
Turkey/UK/Ireland/Israel**
Les Rose
Elarco International Ltd.
Europe +44/121/288-2161
Outside EU +1/630/618-2255
l.rose@daehne.com



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