

# Media Information

## 2011

# DIY

# ONLINE



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



**Dähne** Verlag

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## In brief

DIYonline is the internet service offering current news, background reports and a core of data for the DIY and garden sector in Germany. Available at [www.DIYonline.de](http://www.DIYonline.de) is a daily update of news from commerce and industry, which is also sent as a newsletter. Supplementary articles add depth to the current section and to topics included from *diy* Fachmagazin. One major section offers statistics on the DIY retail and garden centre scene, the individual retail groups and different product categories for individual research purposes. All articles published by the online service and in *diy* Fachmagazin can be accessed in the archive. The range is rounded off by further tools that include new products, buyers' guide, previews of the next issue and location check.

## Membership

VDZ, SZV

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## Subscription rates

Annual subscription DIYonline plus € 145.-  
One month subscription DIYonline plus € 29.80

## Terms of payment

Net payment due within 20 days  
of date of invoice

## Terms + Conditions

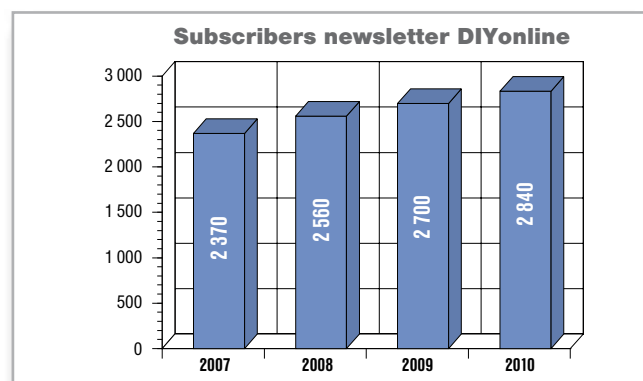
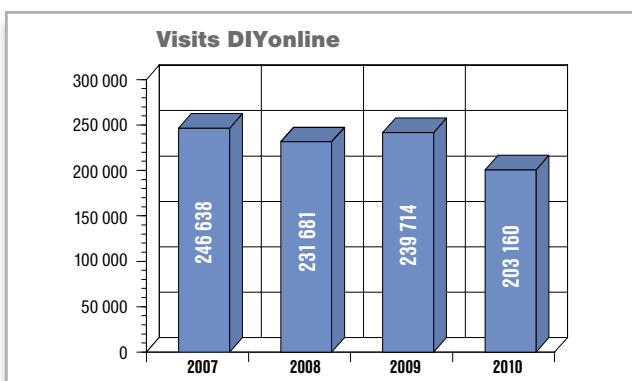
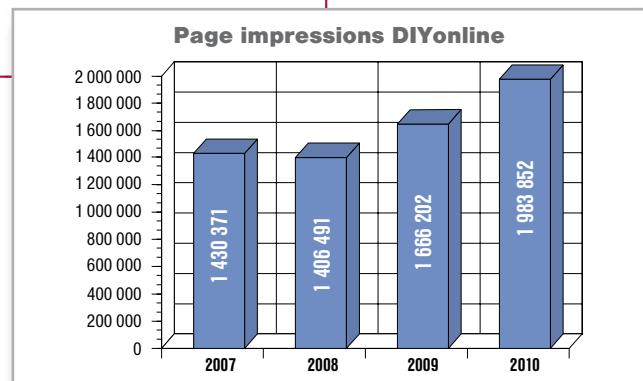
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# Media Information Website analysis

**Visits per month: 17 000,**  
**Page Impressions per month: 165 000,**  
**Subscribers of the newsletter: 2 840**  
**(Status July 2010)**



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

# Media Information

## Banner on the website



### Header banner, large

Size 468 x 60 pixel  
positioned at top centre

€ 595.- per month



### Header banner, small

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

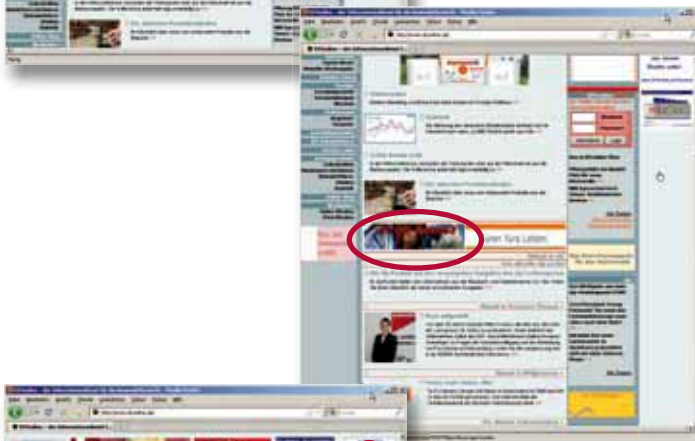
€ 273.- per month



### Menu banner on right

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

€ 238.- per month



### Rotating banner

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

Minimum runtime: 1/2 year

€ 56.- per month



### Skyscraper

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

€ 702.- per month

Size: width x depth

## Media Information Banner on the website



### Content banner

Size 300 x 250 pixel

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

- News (without weekly and monthly overview)
- DIYonline Plus (all editorial pages, without preview pages)
- diy Fachmagazin - current issue (all editorial pages, without preview pages)
- Garden market (without preview pages)

€ 714.- per month

### Discounts

Website (except rotating banner)  
over 3 month 3 %  
over 6 month 5 %  
over 12 month 10 %

Newsletter  
over 13 weeks 5 %  
over 26 weeks 7 %  
over 39 weeks 10 %  
up to 52 weeks 15 %

### Technical specifications:

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

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

File formats for banner in the newsletter: gif jpg

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

## Media Information Advertising in the newsletter

Frequencies of the newsletter: minimum 5 x per week



### Text advertising

Up to 250 characters (incl. spaces)  
€ 77.- / per week

Up to 500 characters (incl. spaces)  
€ 141.- / per week



### Banner on centre

Size 468 x 60 pixel

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

€ 183.- / per week



### Header banner on right

Size 156 x 60 pixel

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

€ 167.- / per week

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

# Your Dähne advertisement team



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