

# Media Information 2010

# DIY

# GLOBAL



[www.DIYglobal.com](http://www.DIYglobal.com)

**Dähne** Verlag

Dähne Verlag GmbH  
P.O. Box 10 02 50  
76256 Ettlingen, Germany  
Phone +49 / 72 43 / 575-106  
Fax +49 / 72 43 / 575-100  
advertising@daehne.com  
www.daehne.com



### In brief

DIYglobal is the internet service that offers current news, background reports and core data for the international DIY and garden sector. DIYglobal offers weekly updated 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 the magazine DIY International. One major section offers statistics on the DIY retail and garden centre scene, the individual retail groups and different product categories. All the articles published in DIY International can be accessed in the archive. The range is rounded off by further tools that include new products, buyers' guide and previews of the next issue. This service is available in German at [www.DIYglobal.de](http://www.DIYglobal.de) and in English at [www.DIYglobal.com](http://www.DIYglobal.com).

### Membership

VDZ, SZV

### Publisher

Karl-Heinz Dähne

### Editorial

Rainer Strnad (Managing editor),  
Dr. Joachim Bengelsdorf, Harald Bott

### Advertising

Thomas Heinen, Manuel Weber

### 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 / 575-106

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

**E-mail** [advertising@daehne.com](mailto:advertising@daehne.com)

**Internet** [www.DIYglobal.com](http://www.DIYglobal.com)

### Subscription rates

Annual subscription DIYglobal plus € 74.-  
One month subscription DIYglobal plus € 18.-

### Terms of payment

Net payment due within 20 days  
of date of invoice

### Terms + Conditions

[www.daehne.de/media](http://www.daehne.de/media)

### Accounts

(D) Deutsche Bank; Kaiserstr. 90  
D-76133 Karlsruhe, Nr. 714 600 00  
(BLZ 660 700 04)  
BIC: DEUTDESM660  
IBAN: DE68 6607 0004 0071 4600 00

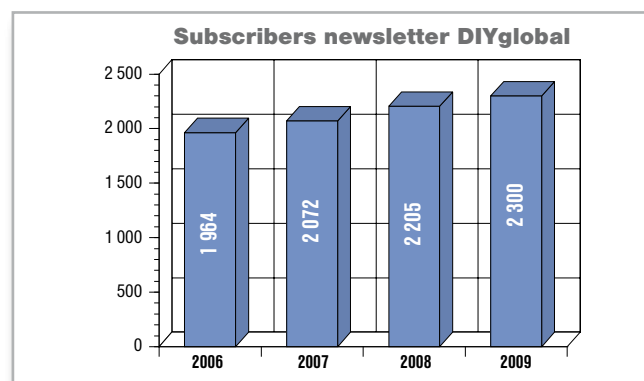
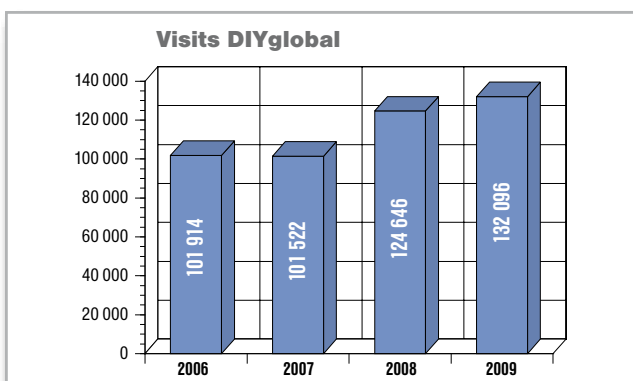
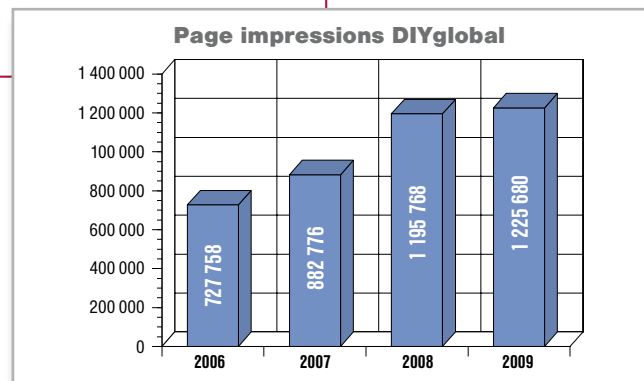
(A) Raiffeisenverband Salzburg  
Nr. 160 178 65 (BLZ 35000)  
BIC: RVSAAT2S  
IBAN: AT84 3500 0000 1601 7865

(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

## Website analysis

**Visits per month: 11 000, Page Impressions per month: 102 000, Subscribers of the newsletter: 2 300 (Status: July 2009)**



2009: Projection based on the statistics from January until July.

# Media Information

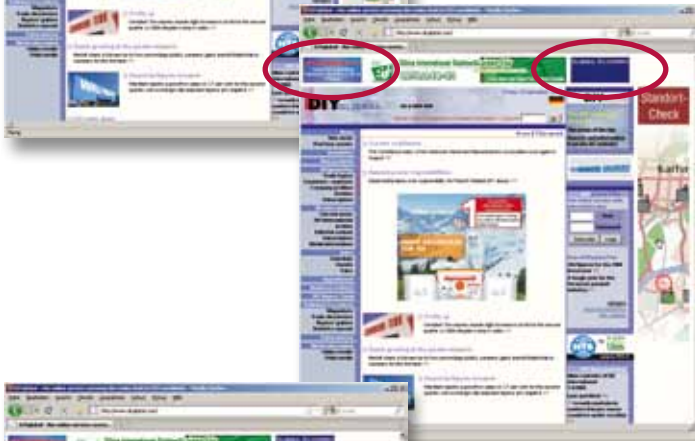
## Banner on the website



### Header banner, large

Size 468 x 60 pixel  
positioned at top centre

€ 473.- per month



### Header banner, small

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

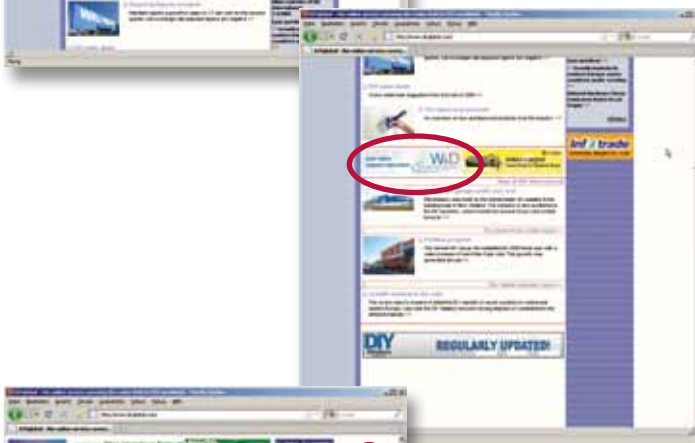
€ 215.- per month



### Menu banner on right

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

€ 189.- 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

50.- € per month



### Skyscraper

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

557.- € 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)
- DIYglobal Plus (all editorial pages, without preview pages)
- DIY International – current issue (all editorial pages, without preview pages)

567.- € per month

### Discounts

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

### Technical specifications:

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

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

File formats for banner in the newsletter: gif jpg

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

## Media Information Advertising in the newsletter

Frequency of the newsletter: minimum 1 x per week.



### Text advertising

Up to 250 characters (incl. spaces)  
€ 61.- per week

Up to 500 characters (incl. spaces)  
€ 122.- per week



### Banner on centre

Size 468 x 60 pixel

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

€ 145.- per week



### Header banner on right

Size 156 x 60 pixel

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

€ 129.- 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



**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**  
**DIYonline**  
**DIYglobal, HOLZonline**  
Manuel Weber  
m.weber@daehne.de  
Phone +49/7243/575-106



**Advertisement sales**  
**PETonline**  
**PETglobal**  
Patricia Bader  
p.bader@daehne.de  
Phone +49/7243/575-104

## 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



**Great Britain/USA/  
Canada/Scandinavia**  
Lothar Wittich  
W & D Vertriebsmanagement  
Phone +49/54 39/8 09 00 16  
Fax +49/54 39/60 97 63  
wittich@w-und-d.com



**France/Italy**  
Gloria Oddone-Ebken  
W & D Vertriebsmanagement  
Phone +49/541/6 00 52 08  
Fax +49/541/6 00 52 09  
oddone-ebken@w-und-d.com



**Israel**  
Les Rose  
Elarco International Ltd.  
P.O.Box 609  
43106 Raanana, Israel  
Phone +972/5 45 74 69 90  
Fax +972/97 43 91 42  
les.rose@elarco-intl.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