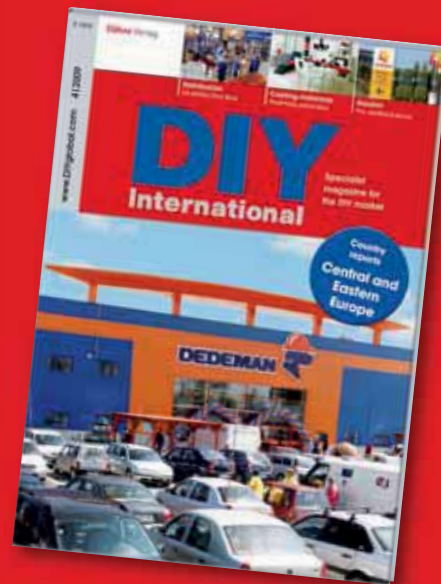


# Media Information

## 2010

# DIY International

Specialist  
magazine for  
the DIY market



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

**Dähne** Verlag

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

# Media Information

## Editorial and publishing analysis



### In brief

DIY International is the specialist magazine for the international do-it-yourself and garden sector. The magazine appears in English and is read by DIY retailers, as well as by suppliers and service providers all over the world. Every issue contains reports on developments in the international DIY trade, current news, previews and reviews of significant trade fairs, detailed country reports complete with statistics and analysis, profiles of manufacturers of DIY and garden products, plus new product announcements. Correspondents on the spot provide their analysis of regional market events. Keynote topics shed light on individual product areas.

### Membership

IVW, VDZ, SZV

### Publisher

Karl-Heinz Dähne

### Chief editor

Dr. Joachim Bengelsdorf

### Editorial

Rainer Strnad (Managing editor),  
Harald Bott

### Advertising

Thomas Heinen, Manuel Weber

### Volume

Volume 22, 2010

### Frequency of publication

4 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.DIYglobal.com

### Subscription rates

Annual subscription € 49.- 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 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

## Circulation | Target groups | Editorial content

### Circulation analysis:

Copies per issue represent an average for  
July 2008 – June 2009

Number of copies (print and e-magazine)	11 200
<b>Actual circulation</b>	11 003
Remainder and file copies	197
<b>Paid circulation</b>	1 396
Subscriber copies	1 284
Single copies	112
<b>Free copies</b>	9 607

### Analysis

2008 = 6 issues

**Total size**  
332 pp = 100.0 %

**Editorial**  
263 pp = 79.0 %

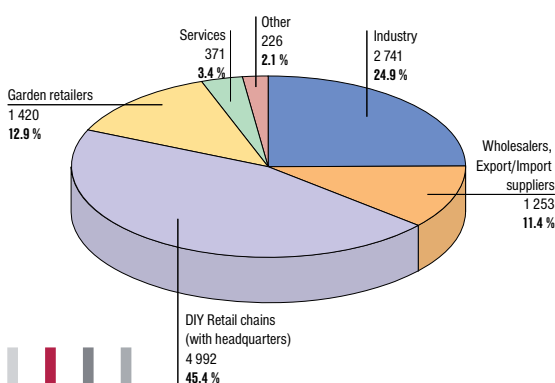
**Advertising**  
70 pp = 21.0 %

of which  
Bound-in inserts 0 units = 0.0 % } of  
Loose inserts 2 units = 2.9 % } advertising

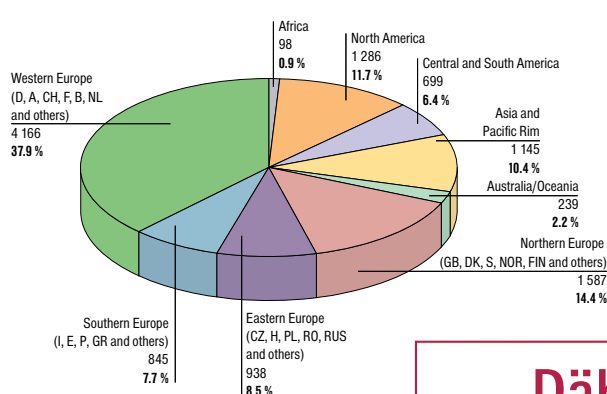
### Analysis of 2008 editorial component

<b>Total</b>	263 pp = 100.0 %
Trade	53 pp = 20.3 %
Industry	20 pp = 7.6 %
Garden	26 pp = 10.1 %
News	36 pp = 13.9 %
Statistics	1 pp = 0.4 %
Trade fairs/congresses	31 pp = 11.7 %
New products	31 pp = 11.7 %
Country reports	47 pp = 17.8 %
Other	17 pp = 6.5 %

### Circulation by target groups



### Geographical analysis of circulation



### 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:

Four times a year

#### 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	2 247.-	2 757.-	3 267.-	3 777.-
1 / 2 page	4 columns 2 columns	187 x 133 horizontal 91 x 270 vertical	1 150.-	1 610.-	2 070.-	2 530.-
1 / 3 page	4 columns	187 x 87	780.-	1 140.-	1 500.-	1 860.-
1 / 4 page	4 columns 2 columns 1 columns	187 x 64 horizontal 91 x 133 vertical 43 x 270	590.-	850.-	1 110.-	1 370.-
1 / 8 page	4 columns 2 columns 1 columns	187 x 30 horizontal 91 x 64 vertical 43 x 133	300.-	510.-	720.-	930.-
1 / 16 page	2 columns 1 columns	91 x 30 horizontal 43 x 64 vertical	160.-	320.-	480.-	640.-
back cover	4 columns	187 x 270	2 810.-	3 320.-	3 830.-	4 340.-
inside front cover	4 columns	187 x 270	2 600.-	3 110.-	3 620.-	4 130.-
inside back cover	4 columns	187 x 270	2 410.-	2 920.-	3 430.-	3 940.-

Rate per single-column millimetre: € 2.70 in advertising section, € 4.60 in editorial section

### Surcharges and other prices

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

≥ 1/1 page	€ 510.-	1/4 page	€ 260.-
1/2 page	€ 460.-	1/8 page	€ 210.-
1/3 page	€ 360.-	≤ 1/16 page	€ 160.-

HKS, pantone and metallic colour extra surcharge € 260.-

#### Special formats/positions

2/1 page	on request
Front cover flap	see extra information
Guaranteed positions	€ 230.-
Print over gutter margin	€ 115.-
Bleed additional 3 mm	10 % of basic rates

#### Small advertisement rates

Situations vacant per mm	€ 2.70
Private situations wanted per mm	€ 2.16
Charge for box number	€ 12.-

All employment ads will also appear for one month free of charge on www.DIYglobal.com

#### 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.DIYglobal.com)	€ 115.-
Minimum period of 6 issues	

#### Discounts

Valid for one year  
from publication  
date of first insertion

#### Frequency rates

2 x 2 %	2 pages 5 %
4 x 5 %	4 pages 10 %
8 x 10 %	8 pages 15 %

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

#### Bound inserts

4-sided	6-sided	8-sided
€ 4 500.-	€ 6 300.-	€ 7 880.-

#### Loose inserts

Maximum size 205 x 292 mm	
Up to 25 g %	€ 236.-
Up to 50 g %	€ 360.-

#### Adhesive postcard

% € 148.-

#### Delivery address for inserts

Kraft Druck GmbH  
Betr.: DIY International 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		Keynote topics
<b>1/ 2010</b>	Publication date 28.01.2010 Advertising deadline 08.01.2010 Copy deadline 12.01.2010 Editorial deadline 21.12.2009	<b>Fair previews:</b> Cologne International Hardware Fair, 28 Feb. – 3 March Totally DIY / Totally Tools / Totally Secure, Birmingham, 7 – 9 February <b>Themed issue:</b> Sustainability <b>Regional report:</b> Southern Europe
<b>2/ 2010</b>	Publication date 15.04.2010 Advertising deadline 18.03.2010 Copy deadline 25.03.2010 Editorial deadline 19.03.2010	<b>Statistics supplement:</b> DIY International Retrospective 2009 <b>Fair previews:</b> National Hardware Show, Las Vegas, 4 – 6 May Garden Expo, Stoneleigh Park, 29 – 30 June <b>Themed issue:</b> The international consumer <b>Regional report:</b> North and South America
<b>DIY- Buyers' Guide 2010</b>	Publication date 24.06.2010 Advertising deadline 03.05.2010 Copy deadline 06.05.2010	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>3/ 2010 + Statistics</b>	Publication date 29.07.2010 Advertising deadline 08.07.2010 Copy deadline 12.07.2010 Editorial deadline 28.06.2010	<b>Fair previews:</b> spoga+gafa, Cologne, 5 – 7 Sept. Glee, Birmingham DIY, Kortrijk China Int. Hardware Show, Shanghai Taipei Hardware Show <b>Themed issue:</b> Worldwide trends <b>Regional report:</b> The Big Three: Germany, France, United Kingdom
<b>4/ 2010</b>	Publication date 28.10.2010 Advertising deadline 07.10.2010 Copy deadline 11.10.2010 Editorial deadline 28.09.2010	<b>Fair Previews:</b> Domotex, Hannover Bau Munich, 17 – 22 January <b>Themed issue:</b> Cross-border logistics and procurement <b>Regional report:</b> Asia
<b>DIY + Garden Show Guide 2011</b>	Publication date Nov./Dec. 2010 Advertising deadline 22.09.2010 Copy deadline 24.09.2010	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>1/ 2011</b>	Publication date 27.01.2011 Advertising deadline 07.01.2011 Copy deadline 11.01.2011 Editorial deadline 20.12.2010	<b>Fair previews:</b> Totally DIY / Totally Tools / Totally Secure, Birmingham, February Ferroforma, Bilbao, March <b>Themed issue:</b> Developing new markets <b>Regional report:</b> Northern Europe

# Media Information

## Special forms of advertising: Pocket



The 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 International. The editorial team produces the contents in collaboration with the client.

The layout is the "DIY International Layout", which gives the product a high degree of credibility. Depending on the issue, this presentation option is offered exclusively to just one company.

### Pocket standard (20 pages in total)

1 title page, 18 pages of content, 1 full-page advert 4c € 7 350.-

### Pocket XL (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 9 450.-

### Pocket XXL (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 11 550.-

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

## PR-adverts

PR adverts are the special form of advertising for everyone who has more to say.

Introduce your company, present your products or inform readers about your activities.

### ¼ page 4c

1 photo, 20-character heading and 450 characters of text € 325.-

### ½ page 4c

1 photo, 30-character heading and 1200 characters of text € 600.-

### 1/1 page 4c

2 to 3 photos, 30-character heading and 2500 characters of text € 1 100.-



# 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.

**Sales down at Romis**

For the first quarter the Canadian Home Group has experienced a sales decline of 7.2 per cent to € 2.6 billion, a decline of 8.1 per cent in reported net sales to € 2.3 billion. The group reported sales of € 2.6 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase. The decline is attributed to the fact that the company has not yet started its new product line.

**Downward slide**

Sales in the Netherlands fell 10.1 per cent to € 2.2 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase. The decline is attributed to the fact that the company has not yet started its new product line.

**In the fast lane**

The DIY market is on the rise. In the first quarter of 2008, sales in the Netherlands rose 10.1 per cent to € 2.2 billion, a decline of 10.1 per cent in reported net sales to € 2.0 billion. The group reported sales of € 2.2 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase.

**Double-digit rates of decline**

In the first quarter of 2008, sales in the Netherlands fell 10.1 per cent to € 2.2 billion, a decline of 10.1 per cent in reported net sales to € 2.0 billion. The group reported sales of € 2.2 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase.

**Canacast: growth of DIY business**

The company reports that sales in the first quarter of 2008 rose 10.1 per cent to € 2.2 billion, a decline of 10.1 per cent in reported net sales to € 2.0 billion. The group reported sales of € 2.2 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase.

**Furniture from DIY stores**

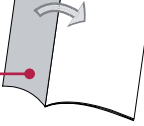
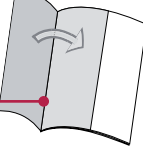
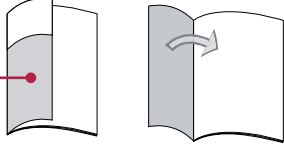
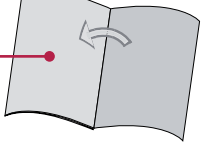

The furniture market is on the rise. In the first quarter of 2008, sales in the Netherlands rose 10.1 per cent to € 2.2 billion, a decline of 10.1 per cent in reported net sales to € 2.0 billion. The group reported sales of € 2.2 billion in the quarter of 2008 compared to the same period last year, an 8.1 per cent increase.

Example: L-advert across spine

## Media Information

### Cover flap advertisements

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

<p><b>Cover 1</b> ½ page inside left cover flap (1/2 cover)</p>	€ 4 545.-		<b>Cover 1</b>
<p><b>Cover 2</b> 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover</p>	€ 5 838.-		<b>Cover 2</b>
<p><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</p>	€ 6 525.-		<b>Cover Special</b>
<p><b>Cover XXL</b> The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin</p>	€ 10 302.-		<b>Cover XXL</b>
<p><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</p>	€ 10 090.-		<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.: DIN2-10Miller.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)

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



**Advertisement sales**  
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**PET worldwide**  
Patricia Bader  
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Phone +49/7243/575-104



**Advertisement sales**  
**Aquaristik, Caridina, Gartenteich**  
Angelika Müller  
a.mueller@daehne.de  
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## The advertising agent for your country:



**Advertisement administration**  
Christa Mantel  
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**Advertisement administration**  
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service@trade-eye.com