MEDIA KIT 2022

Price list 11 valid from 01.01.2022
Status: 24.05.2022

selber machen

selber machen Garten

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THE SATISFACTION OF DOING IT YOURSELF

selber machen is the monthly magazine for ambitious do-it-yourselfers and homeowners who enjoy practical and creative DIY projects in their house, property and garden. For 46 years now, **selber machen** has been describing in detail exciting project ideas and providing competent impulses for DIY enthusiasts in all aspects of building and renovation, as well as interior and exterior design.

The editorial focus is on step-by-step instructions, inspiration for do-it-yourselfers, practical tool and material tests, as well as tips and tricks from the workshop. Technical topics like smarthome solutions also address the younger crowd who like to take things in their own hands. Mini-projects with success guarantees and great upcycling ideas will also encourage DIY beginners. And across every channel: as a magazine, on the net and via mobile formats. Our readers not only spend their time with **DIY** – they also enjoy trying out the latest tools and are always valued advisors and opinion leaders.

Copy price:
€ 3.95

12 issues per year

Price 1/1 ad page 4c:
€ 19,590

Sold circulation IVW Ø 4/21-3/22
52,639

Range AWA 2021:
540,000 readers p.a.

EVERYTHING ABOUT GARDEN DESIGN, PLANT BEDS, GARDEN PATHS AND PONDS

We are expert advisors and a source of inspiration for the people who like to get out, and get their hands dirty in the garden. Quality and brand awareness decide on the choice of equipment – after all, the house, workshop and garden are the focus of leisure activities. Here, horticulture lovers will find interesting facts about garden planning and many creative ideas for garden design – including tips on how to create and plan a garden, the latest garden furniture offerings, fences and garden paths, as well as useful plants and ornamental plants. Whether it's barbecue fun or enjoying work in the garden, **selber machen Garten-Extra** the editorial concepts offer you a full range of options to place your products in the perfect advertising environment.

Copy price:
€ 4.95

2 issues per year

Price 1/1 ad page 4c:
€ 9,640

Print run (publisher´s details):
78,000 copies

selber machen

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
02/22	Fri. 07.01.22	Wed. 24.11.21	Fri. 26.11.21	Tue. 07.12.21
03/22	Fri. 04.02.22	Mon. 03.01.22	Wed. 05.01.22	Mon. 17.01.22
04/22	Fri. 04.03.22	Mon. 31.01.22	Wed. 02.02.22	Fri. 11.02.22
05/22	Fri. 08.04.22	Tue. 08.03.22	Thu. 10.03.22	Mon. 21.03.22
06/22	Fri. 06.05.22	Fri. 01.04.22	Tue. 05.04.22	Thu. 14.04.22
07/22	Fri. 03.06.22	Mon. 02.05.22	Wed. 04.05.22	Fri. 13.05.22
08/22	Fri. 08.07.22	Fri. 03.06.22	Wed. 08.06.22	Mon. 20.06.22
09/22	Fri. 05.08.22	Tue. 05.07.22	Thu. 07.07.22	Mon. 18.07.22
10/22	Fri. 02.09.22	Mon. 01.08.22	Wed. 03.08.22	Fri. 12.08.22
11/22	Sat. 01.10.22	Wed. 31.08.22	Fri. 02.09.22	Tue. 13.09.22
12/22	Fri. 04.11.22	Thu. 29.09.22	Tue. 04.10.22	Thu. 13.10.22
01/23	Fri. 02.12.22	Thu. 27.10.22	Mi 02.11.22	Fri. 11.11.22

ISSUES	COVER TOPIC	BUILDING & INTERIOR	TECH BUYING GUIDE	GARDENING	SPECIALS
02/22	Floor: laminate - shopping guide, comparison test cordless drill	Storage space at Problem areas	Suction at the crosscut saw	Chicken breeding + coop building	
03/22	Paving like the pros	Renovate balcony Lay WPC planks	Fasteners: Drilling or gluing	Cold frame, grass cuttings Privacy screen	gluing
04/22	Patio solutions	Laying tiles and joints	Cordless screwdriver + impact drill test	Lawn mower comparison test Reseeding lawn	Start of the gardening season
05/22	Raised beds	Garden furniture build it yourself	Tool knowledge, carpenter tricks	Build bee hotel	Downsizing solutions
06/22	Outdoor kitchen	Create pond yourself	Chop & miter saws- Comparison test	Rainwater use properly	Year DVD
07/22	Build pool yourself	Renovate wooden stairs	Chainsaw comparison test	Refurbish awning	Irrigation special
08/22	Build garden fence with gate	Bicycle shed with garbage can hiding place	Electric planer comparison test	Vacation watering	Dowels & Co.
09/22	Build carport	LED wallpaper / Lighting	Hedge Shears Comparison Test	Control pests and use beneficial insects	Drywall special
10/22	Build kitchen yourself	Shutter ABC	Random orbital sander comparison test	Lean pruning Fruit trees	Wall, floor ceiling special
11/22	Projects, interior design Shelves for any room	Saving energy: Insulate properly	Leaf blower comparison test		
12/22	Workshop Set up optimally	Attic insulate	Cordless reciprocating saw comparison test	Houseplants Proper care (AM)	Product Extra
01/23	Ideas for walls	Cover radiator	Frädertest	Christmas tree	

selber machen Garten

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
01/22	Fri. 04.03.22	Mon. 17.01.22	Wed. 19.01.22	Fri. 28.01.22
02/22	Fri. 05.08.22	Tue. 21.06.22	Thu. 23.06.22	Mon. 04.07.22

ISSUES	COVER TOPIC	GARDEN	TECH BUYING GUIDE
01/22	Raised bed	Spring garden preparation	Equipment launch into spring
02/22	Privacy solutions	Garden furniture	Winter preparation garden tools

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SIZE IN PAGES		TYPE AREA		BLEED*		PRICE IN €
		Width mm	Height mm	Width mm	Height mm	multicolour/bw
2/1		396	254	420	280	38,450.–
1/1	4th cover			210	280	21,800.–
1/1	3rd cover			210	280	20,540.–
1/1	2nd cover			210	280	21,580.–
1/1		188	254	210	280	19,590.–
1/2	portrait	92	254	104	280	13,730.–
1/2	landscape	188	124	210	140	13,730.–
1/3	portrait	60	254	72	280	9,870.–
1/3	landscape	188	82	210	98	9,870.–
1/4	2 columns	92	124	104	140	7,270.–
1/4	portrait	45	254	53	280	7,270.–
1/4	landscape	188	60	210	76	7,270.–

SPECIALS ATTACHED TO THE SUPPLEMENT

SIZE IN PAGES		TYPE AREA		BLEED*		PRICE IN €
		Width mm	Height mm	Width mm	Height mm	multicolour/bw
2/1				420	300	6,430.–
1/1		188	258	210	300	4,300.–
1/1	4th cover			210	300	21,800.–
1/1	2nd cover			210	300	21,580.–
1/1				210	300	19,590.–
1/2	portrait			105	300	13,730.–
1/2	landscape			210	150	13,730.–
1/3	portrait			72	300	9,870.–

selber machen Garten

SIZE IN PAGES		TYPE AREA		BLEED*		PRICES IN €
		Width mm	Height mm	Width mm	Height mm	multicolour/bw
1/1	2nd or 4th cover			210	280	10,700.–
1/1		188	254	210	280	9,640.–
1/2	portrait	92	254	104	280	6,810.–
1/2	landscape	188	124	210	140	6,810.–
1/4	portrait	45	254	53	280	3,940.–
1/4	landscape	188	60	210	76	3,940.–

Other formats on request

* For bleed advertisements, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the specified advertisement format.

Prices plus value added tax

	SUPPLEMENTS				BOUND-IN INSERTS				GLUED-IN INSERTS			
	weight	total print run	partial print run	plus postal charges (only for subscription run)	scope	total print run	partial print run	plus postal charges (only for subscription run)		total print run	partial print run	plus postal charges (only for subscription run)
Price per o/oo in €	up to 20g	118.–	130.–	28.–	up to 4 pages	135.–	145.–	23.–	postcard*	66.–		12.–
	up to 30g	130.–	140.–	33.–	up to 8 pages	140.–	150.–	28.–				
	up to 40g	140.–	150.–	43.–	up to 12 pages	145.–	155.–	33.–				
	higher weights on request				larger volumes, bound-in inserts with glued-on elements on request				other stickers (e.g. coupons) on request * paper = 150 g/qm (postal regulation)			
Discounts	The sales discount takes into account all orders that are published according to the advertisement price list. Postal charges and technical costs are excluded from discounts and commissions.											
Minimum circulation	10,000 copies				25,000 copies				carrier display: 1/1 page in the total circulation plus insert (20,000 copies)			
Minimum format	75 mm x 140 mm				150 mm x 150 mm**				postcard 90 mm x 140 mm product sample 60 mm x 80 mm booklet 60 mm x 80 mm			
Maximum format	200 mm x 270 mm				210 mm x 280 mm** ** please note bleed allowances				postcard 105 mm x 148 mm product sample 105 mm x 148 mm booklet 148 mm x 210 mm			
Subvention*	2%				3%				3%			

BASIS OF CALCULATION:

The basis for calculation is the planned edition or IVW quarterly report available at the time of order confirmation, excluding the e-paper copies.

All tariff ad specials are discountable and discount-forming.

ORDER AND CANCELLATION DATE:

See „Dates and topics print"; for availability reasons, we recommend booking as early as possible.

DELIVERY TIME:

Delivery quantity is the print run according to the order confirmation plus subsidy*. In order to be able to react to fluctuations in circulation at short notice, it is recommended that you consult with the planning department again before printing (see your contact person on the last page).

DELIVERY ADDRESS AND DATE:

Please refer to the respective order confirmation.

TERMS OF DELIVERY:

Ad Specials must be delivered in accordance with the guidelines of the Federal Association for Print and Media and must be clearly marked for object and issue. The delivery must be free to the place of processing

GLUED IN INSERTS:

The basis is a 1/1 carrier display.

SAMPLES:

Additional postal charges apply for samples and items with a thickness of 2.5 mm or more.

SAMPLE:

At least 5 samples must be available by the advertising deadline at the latest. For product samples 50 samples.

Prices plus value added tax

The **selber machen** marketplace is the perfect way to address the DIY target group with its high purchasing power in a cost-effective yet highly attractive manner.

As reader market research confirms time and time again: Cumulative ad formats are perceived as highly welcome reading material.

If you want your advertising budget to achieve maximum impact:

The **selber machen** marketplace provides you with the ideal options!

selber machen

SIZE IN PAGES	TYPE AREA		PRICES IN €
	Width mm	Height mm	multicolour/bw
1/2 portrait	92	254	5,100.–
1/2 landscape	188	124	5,100.–
1/4 corner	92	124	2,620.–
1/4 portrait	45	254	2,620.–
1/4 landscape	188	60	2,620.–
1/8 portrait	45	120	1,320.–
1/8 landscape	90	60	1,320.–
1/16 portrait	45	60	530.–
1/16 landscape	92	30	530.–
Catalogue Shop	44	84	1,030.–

Other formats on request.
Prices plus value added tax.

selber machen advertorials are individually conceived and designed for you. From the initial creative ideas through to implementation you will receive everything from a single source. We would be happy to provide you with an integrated offer for **selbermachen.de**.

DESIGN COSTS

The prices for the advertorials we create comprise the regular advertisement price of the booked advertisement format and the design costs. If text and image material is provided, the design costs include the services for layout, text and reproducible artwork including three correction runs.

In the case that image and text material is not provided, the design costs incurred will be defined individually according to the time and input involved (layout, text, research, photo fees or production, technical costs, processing, etc.).

PROCESSING AND LABELLING

The advertising deadline and lead time for material delivery and creation of advertorials should be three weeks before the normal advertising deadline. The layout is created in close coordination with the customer or the agency responsible. Advertorials are marked with the word ANZEIGE.

SIZE IN PAGES	selber machen PRICES IN €	selber machen Garten PRICES IN €
	multicolour/bw	multicolour/bw
1/1	19,590.–	9,640.–
1/2 landscape	13,730.–	6,810.–
1/4 2 columns	7,270.–	3,940.–

Prices plus value added tax.

PROMOTIONAL SUPPORT FROM THE CLIENT

1. ANNOUNCEMENT

Exclusive and cross-media editorial announcement (scope and placement is the responsibility of the editors)

Whether prototypes or series products: Take advantage of the competence of our readers as opinion leaders in their peer group by way of our reader tests. With cross-media announcements, test reports and follow-up coverage, you will not only be present in several issues, but also receive first-hand information about your products and a reader test seal, which can be used as a highlight on your product packaging, for example. Market research at a modest price – thanks to our reader tests.

2. TEST

A test of a product you provide accompanied by our editorial staff

3. FOLLOW-UP REPORT

Detailed editorial reporting with selected comments of the testers (solely the responsibility of the editorial staff)

4. TEST LOGO

Logo use for your communication

MEDIA COSTS ACCORDING TO VOLUME	**FROM € 15,175.–**
DURATION	**3 ISSUES**
CREATION (DESIGN, TEXT, GRAPHICS)	**AT COST**

Prices plus value added tax.

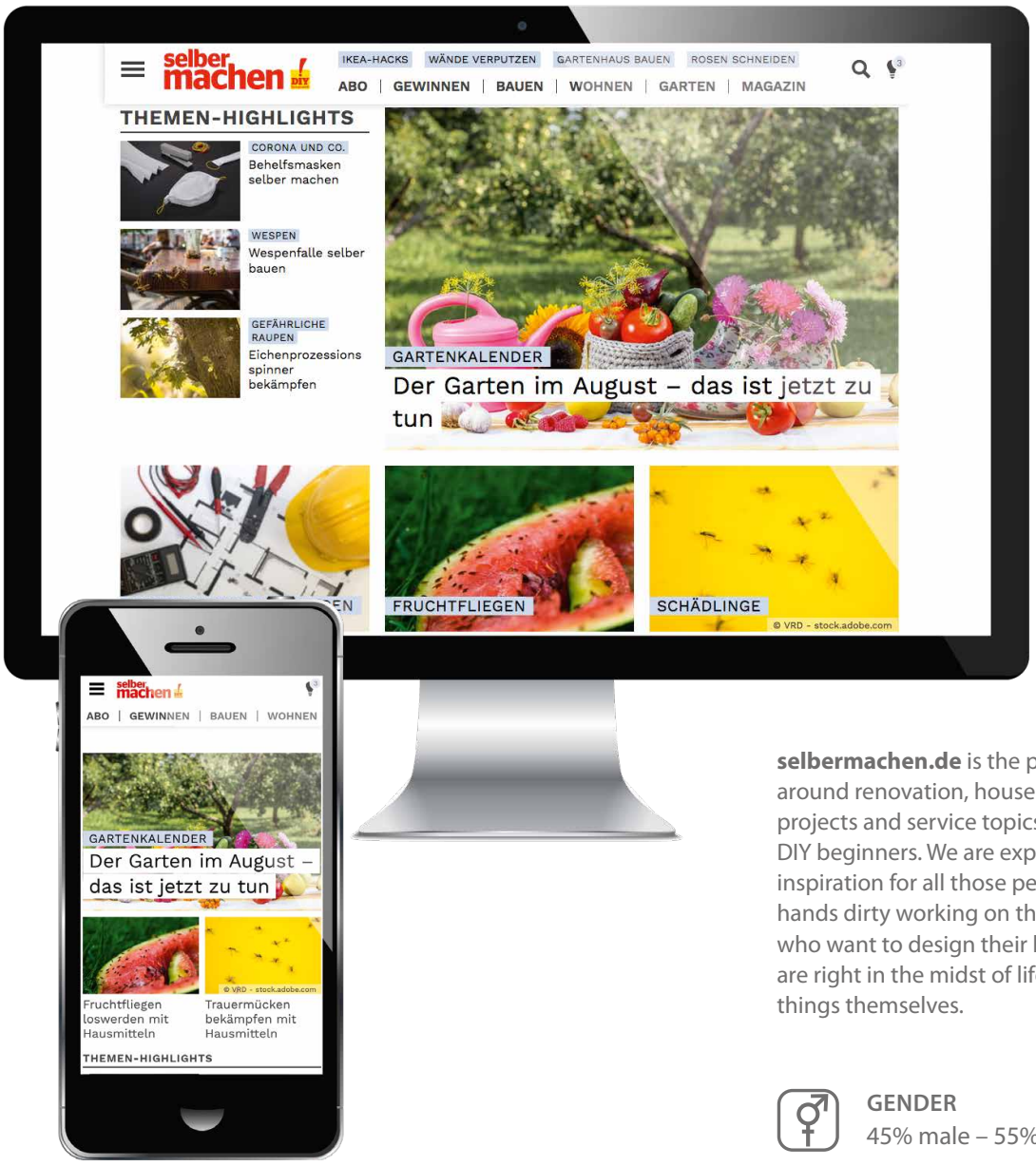
On a **double-sided poster in A2 format selber machen** explains everything **do-it-yourselfers** need to know about your products and their applications – in the accustomed top quality. Every DIYer will want to hang this smart poster up in their workshop: step-by-step instructions combined with useful material or tool knowledge.

FORMAT	608 x 500 mm	€ 15,175,–
CREATION (design, text, graphics) /page		€ 1,515.– (basic price)

PLUS ENLARGEMENT ON REQUEST

Overhang / digital extension / double-sided printing / continuous printing

Prices plus value added tax.



selbermachen.de is the portal for DIY topics revolving around renovation, house and garden with great DIY projects and service topics for DIY professionals and DIY beginners. We are expert advisors and a source of inspiration for all those people who like to get their hands dirty working on their house and garden – and who want to design their home individually. Our users are right in the midst of life and just love tackling things themselves.

GENDER
45% male – 55% female

AGE
47% are 25 – 44 years

TECHNOLOGY
75% mobile – 25% desktop

Visits Ø 10–12/2021	327,546
Page impressions	418,896
Newsletter	16,100
Facebook	10,030
Pinterest	10 million monthly viewers

Source: Publisher information, January 2022

You can find further information at media.verlagshaus.de/marke/selbermachen-online

DUON-Portal

TECHNICAL SPECIFICATIONS AND DELIVERY OF THE PRINTED DOCUMENTS

The current and binding technical specifications can be found at www.duon-portal. de. All print documents are to be delivered in electronic formats via www.duon-portal.de.

You can request support under support@duon-portal.de or phone 040/374117-50

Please always indicate our six-digit order number with the issue number and year of issue in the comments field, e.g. 123456_012020

TERMS AND CONDITIONS

The general terms of payment and business for advertisements and third-party inserts in newspapers and magazines, as well as the publisher's additional terms of business, shall apply. These can be obtained from the publisher or viewed online at media.verlagshaus.de/agb.

Due to tax regulations we would like to request you to kindly indicate the tax number and/or the sales tax ID when placing the order.

BANK DETAILS

Selber Machen Media GmbH
Deutsche Bank
Account 755 088 200
SORT CODE 700 700 10
IBAN DE95700700100755088200 00
BIC/Swift-Code DEUTDEMMXXX

TERMS OF PAYMENT

Immediately after invoicing without discount. 2% discount until payment on the first day of sale, provided older invoices are not overdue.

GERANOVA BRUCKMANN VERLAGSHAUS

GERANOVA BRUCKMANN VERLAGSHAUS GMBH

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