

**diy**

# MEDIA INFORMATION

**2025**



**Dähne Verlag**

Phone +49/7243/575-145

advertising@daehne.de  
www.daehne.de/media-info

www.diyonline.de

# Media Information

## Publisher information



### In brief

*diy* is the specialist magazine for the home improvement retail sector. It provides an indispensable source of information for home improvement superstores and builders' merchants, specialist stores with home improvement 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 home improvement market. Each issue contains a section specially geared to garden centres and stores with garden sections.

### Membership

VDZ, SZV

### Chief editor

Rainer Strnad

### Editorial team

Lukas Gangl, Michael Greiner, Laura Rinn

### Advertising

Ulrike Hoffstädt-Kohm

### Volume

Volume 48 , 2025

### 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 / 575-145

**E-mail** advertising@daehne.de

**Internet** www.diyonline.de

Photo cover: ra2 studio, Fotolia

### Subscription rates

Annual subscription EU and all other countries

€ 262.- incl. p + p

### Terms of payment

Net payment due within 10 days of date of invoice

### Terms + Conditions

www.daehne.com/media-info

### 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 2023 - June 2024 )

<b>Print figure</b>	4 300
<b>Actual circulation</b>	4 221
Remainder and file copies	79
<b>Paid circulation</b>	2 860
Subscriber copies	2 603
Single copies	105
<b>Free copies</b>	1 361

### Analysis

2023 = 12 issues

<b>Total size</b>	785 pp	= 100.0 %
<b>Editorial</b>	704 pp	= 89.6 %
<b>Advertising</b>	81 pp	= 10.4 %
of which		
Bound-in inserts	0 units = 0.0 %	} of advertising
Loose inserts	13 units = 16.0 %	

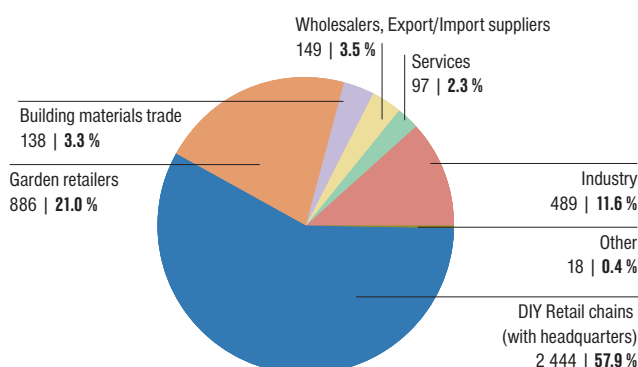
### Analysis of 2023 editorial component

<b>Total</b>	704 pp	= 100.0 %
Trade	131 pp	= 18.6 %
Industry	121 pp	= 17.1 %
Garden	115 pp	= 16.3 %
News	83 pp	= 11.8 %
Statistics	35 pp	= 4.9 %
Trade fairs/events	51 pp	= 7.2 %
New products	62 pp	= 8.8 %
Personal	13 pp	= 1.8 %
Others	95 pp	= 13.5 %

### Geographical analysis of circulation

<b>Actual circulation</b>	100.0 %	4 221
Germany	93.0 %	3 927
Others	7.0 %	294

### 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

### Publication dates

Refer to schedule

### Advertising deadlines

Refer to schedule

Format	Number of columns	Width x Depth in mm	Basic price black/white €	4 colours €
1/1 page	4 columns	210 x 297*	4 660.–	8 380.–
1/2 page	4 columns	187 x 133 horizontal	2 400.–	5 760.–
	2 columns	91 x 270 vertical		
1/3 page	4 columns	187 x 87	1 660.–	4 270.–
1/4 page	4 columns	187 x 64 horizontal	1 290.–	3 150.–
	2 columns	91 x 133 vertical		
	1 columns	43 x 270		
1/8 page	4 columns	187 x 30 horizontal	680.–	2 180.–
	2 columns	91 x 64 vertical		
	1 columns	43 x 133		
back cover	4 columns	210 x 297*	5 600.–	9 320.–
inside front cover	4 columns	210 x 297*	5 180.–	8 900.–
inside back cover	4 columns	210 x 297*	4 940.–	8 660.–

Rate per single-column millimetre: in advertising section € 5.40  
in editorial section € 9.50

\*Bleed ad format plus 3 mm bleed on every edge

## Surcharges and other prices

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

≥ 1/1 page	€ 1 240.–	1/4 page	€ 620.–
1/2 page	€ 1 120.–	1/8 page	€ 500.–
1/3 page	€ 870.–	≤ 1/16 page	€ 380.–

HKS, pantone and metallic colour extra surcharge € 620.–

### Special formats/positions

2/1 page	on request
Front cover flap	see extra information

Guaranteed positions	€ 380.–
Print over gutter margin	€ 190.–
Bleed surcharge for adverts < 1/1	10 % of basic rates

### Small advertisement rates

Situations vacant per mm	€ 5.40
Private situations wanted per mm	€ 4.32
Charge for box number	€ 6.–

All employment ads will also appear for one month free of charge on [www.diyonline.de](http://www.diyonline.de)

### Brand directory

Logo, company, internet address, per issue	€ 75.–
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### PR special supplements

1/1 page DIN A5 PR	€ 729.–
2/1 Pages DIN A5 PR	€ 1 259.–

### Discounts

Valid for one year from  
publication date of first  
insertion

### Frequency rates

2 x	2 %
4 x	4 %
6 x	6 %
8 x	8 %
10 x	10 %
11 x	11 %
15 x	15 %

### Volume rates

2 pages	3 %
4 pages	5 %
6 pages	7 %
8 pages	9 %
10 pages	11 %
12 pages	13 %
15 pages	15 %

No discount on loose or bound inserts.

### Bound inserts

2-sided*	4-sided	6-sided	8-sided
€ 5 130.–	€ 10 010.–	€ 14 240.–	€ 17 960.–
* on request			

### Loose inserts

Maximum size 205 x 292 mm

Up to 25 g	€ 1 935.–
Up to 50 g	€ 2 520.–

### Adhesive postcard

on request

### Delivery address for inserts

Stober Medien GmbH  
Betr.: diy No. ...  
Industriestraße 12  
76344 Eggenstein, 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	Main topics and fair reports
<b>1/2</b> January/ February	Publication date Advertising deadline Copy deadline Editorial deadline	21.01.2025 21.11.2024 21.11.2024 13.11.2024 <b>Energy refurbishment, building and renovation</b> (All products and ranges from the building materials, construction chemistry, insulation, heating systems, dry construction and tiling segments as well as building elements including doors and windows) <b>Garden with fair report IPM, Essen (28 – 31 Jan)</b> <b>Fair report Home of Consumer Goods: ambiente   christmasworld   creativeworld, Frankfurt (7 – 11 Feb)</b> <b>Lichtwoche Sauerland (16 – 21 Feb)</b> <b>EuroCIS, Duesseldorf, (18 – 20 Feb)</b> <b>IAW, CologneSc, March</b>
<b>3</b> March	Publication date Advertising deadline Copy deadline Editorial deadline	04.03.2025 03.02.2025 03.02.2025 27.01.2025 <b>SPECIAL TOPIC: Working in the DIY and garden industry</b> (Employee recruitment, measures to combat skills shortages, importance of work-life balance, new work concepts for the industry, new technologies in everyday working life in retail) <b>Workwear, work safety and workshop equipment for do-it-yourselfers and professionals</b> (work and protective clothing, helmets, shoes, masks, safety ladders, scaffolding and all aids for safe working in the home and garden, workbenches, filing systems, toolboxes, workshop shelves, vices, hand and power tools) <b>Special supplement garden: "Start to the garden season" with PR presentations of producers</b> <b>Garden with retrospective IPM</b> <b>Fair report ISH, Frankfurt (17 – 21 March)</b>
<b>4</b> April	Publication date Advertising deadline Copy deadline Editorial deadline	01.04.2025 03.03.2025 03.03.2025 24.02.2025 <b>Living and design trends</b> (latest collections of paint, wallpaper and fabrics plus trend and decorative items for the home, garden and balcony) <b>On the move – bicycles and cars</b> (bicycles, e-bikes and accessories, wheel maintenance and repair products – car parts and accessories, car care and paint repair products, oils and additives) <b>Special supplement "Sales promotions and POS" with PR presentations of producers</b> (Everything about secondary placement, sales promotions, packaging design and POS)
<b>5</b> May	Publication date Advertising deadline Copy deadline Editorial deadline	29.04.2025 26.03.2025 26.03.2025 19.03.2025 <b>Regenerative energies and saving water</b> (solar systems, heat pumps, water-saving systems, products for rainwater utilisation) <b>Bathroom trends and senior-friendly bathroom equipment</b> (bathroom furniture, textiles and bathroom accessories, bathtubs and showers, entry aids, fittings, bathroom ceramics, installation requirements, wellness products)
<b>6</b> June	Publication date Advertising deadline Copy deadline Editorial deadline	27.05.2025 22.04.2025 22.04.2025 10.04.2025 <b>Coatings and decorators' supplies</b> (paint, varnish, glazes, spray paint, painters' tools and accessories) <b>Fair report spoga+gafa, Cologne (24 – 26 June)</b> <b>Special supplement garden: "Fresh ideas for the garden" with PR presentations of producers</b> <b>Congress report Global DIY-Summit 2025, Lisbon (11 – 13 June)</b>
<b>DIY Buyers' Guide 2025/26</b>	Publication date Advertising deadline Copy deadline	23.07.2025 02.07.2025 02.07.2025 The <b>DIY Buyers' Guide</b> is the indispensable helper for the home improvement trade and all trading companies with home improvement assortments. Categorized according to product ranges, it offers a quick overview of the leading international suppliers and wholesalers in the DIY sector. You'll find all information about this in our media information at <a href="http://www.diy-buyersguide.com">www.diy-buyersguide.com</a>
<b>7</b> July	Publication date Advertising deadline Copy deadline Editorial deadline	24.06.2025 19.05.2025 19.05.2025 12.05.2025 <b>Tools and hardware</b> (power tools with battery or cable - hand tools: hammers, screwdrivers, handsaws, spanners and pliers through to measuring tools - hardware: Dowels, nails, screws, wheels, castors, locks, fittings, ropes and chains) <b>Cordless tools and equipment for home and garden</b> <b>Light, electrical installation and smart home</b> (indoor and outdoor lighting, construction spotlights and work lights, LEDs, torches, products and systems for home and garden automation, batteries, rechargeable batteries and chargers, switches, sockets, cables and installation materials, measuring devices and smart power and lighting controls)
<b>8</b> August	Publication date Advertising deadline Copy deadline Editorial deadline	05.08.2025 01.07.2025 01.07.2025 23.06.2025 <b>SPECIAL TOPIC: DIY Market Europe</b> <b>Garden with retrospective spoga+gafa</b>
<b>9</b> September	Publication date Advertising deadline Copy deadline Editorial deadline	02.09.2025 29.07.2025 29.07.2025 21.07.2025 <b>Sustainable concepts and certified products</b> (in all product ranges)
<b>10</b> October	Publication date Advertising deadline Copy deadline Editorial deadline	30.09.2025 26.08.2025 26.08.2025 18.08.2025 <b>Walls-Flooring-Ceiling – everything for interior design</b> (paints, wallpaper, borders, interior plastering, wall tattoos, parquet, laminate, vinyl/cork flooring and carpets, footfall sound insulation, panelling, mouldings, ceiling panels, decorative profiles, roses and accessories for finishing and design)
<b>11</b> November	Publication date Advertising deadline Copy deadline Editorial deadline	04.11.2025 30.09.2025 30.09.2025 22.09.2025 <b>Homewares, living and home office</b> (cleaning equipment, cleaning products, tidying and storage systems, waste collection systems, clothes drying racks, ironing stations, household goods of all kinds, glass, porcelain, kitchen accessories, moving aids, small furniture, office supplies, desk tops and legs, houseplants) <b>Creative work: Upcycling, crafting and repairing</b> (products and concepts for creative projects) <b>Special supplement garden: "Garden trends 2026" with PR presentations of producers</b> <b>Conference report: BHB Conference, Nov.</b>
<b>12</b> December	Publication date Advertising deadline Copy deadline Editorial deadline	02.12.2025 28.10.2025 28.10.2025 20.10.2025 <b>Logistics, transport and merchandise management</b> : Which concepts ensure successful cooperation between trade and industry? <b>Special supplement "Products of the year 2025/2026": PR-Presentation of New Products of the Year with the vote for the Best New Product</b> <b>Fair report Heimtextil, Frankfurt; Domotex, Hannover (January 2026)</b>
<b>1/2</b> January/ February 2026	Publication date Advertising deadline Copy deadline Editorial deadline	13.01.2026 24.11.2025 24.11.2025 17.11.2025 <b>Fair report IPM, Essen (January 2026)</b>



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 € 13 490.–

**diy Pocket XL** (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 17 350.–

**diy Pocket XXL** (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 21 203.–

The pocket is glued onto an editorial “carrier page”, which also features content on the client’s company.

**Additional services:** Publication on [www.diyonline.de](http://www.diyonline.de), 100 specimen copies, higher circulation for an additional charge.



## 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

€ 2 375.–

**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)

€ 2 880.–

**Basic terms:**

The sponsor provides prizes to the value of at least € 250.00.

*diy-Fachmagazin* and [diyonline.de](http://diyonline.de) 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.



## 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

## Media Information

### Cover flap advertisements

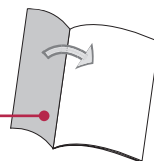


Cover flap advertisements are placed on additional fold-out pages on the cover:

#### Cover 1

½ page inside left cover flap (1/2 cover)

€ 7 480.-

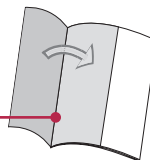


Cover 1

#### Cover 2

1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover

€ 10 648.-

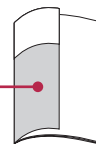


Cover 2

#### Cover Spezial

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

€ 12 485.-



Cover Spezial

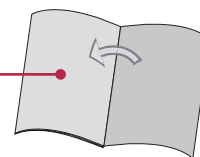


#### Cover XXL

The complete cover flaps to the right  
Inside is a 2/1 page ad over gutter margin

€ 19 796.-

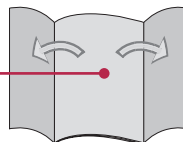
Cover XXL



#### 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

€ 19 465.-



Cover Gate

## Media Information

### Procedures and specifications for the supply of advertising material

**All data must be supplied as print quality PDF/X-1a, PDF/X-3 or PDF/X-4. 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 with profile ISOcoated v2 for sheed offset (maximum application of colours: 300 %). By no means may "indexed" colours, RGB or other modes or profiles be used. Image format either JPG, PNG or TIFF.

#### Data transfer by E-mail

Such files should not exceed 20 MB in size. E-mail: [copy@daehne.de](mailto:copy@daehne.de)

#### Big size data files

Use the service [www.wetransfer.com](http://www.wetransfer.com) for data files with more than 20 MB. The service is free of charge.

**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;  
pet = pet-Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;  
Car = Caridina

**You'll find information on add sizes and technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at [www.daehne.com/media-info](http://www.daehne.com/media-info)**

Format	Size in pixel (w x h)	Size of data in kb max.	Placement	TCP price €
Super Banner	728 x 90	120	Top	32.–
Medium Rectangle	300 x 250	120	Top	32.–
			Basic	18.–
Wide Skyscraper	200 x 600	120	Top	32.–
			Basic	18.–
Video	max. 3 minutes		Top	31.–
			Basic	19.–
Mobil banner	320 x 150	50	Between article blocks	22.–

Prices per 1,000 views

#### Volume discount website

from 30,000 views – 5 % discount  
from 60,000 views – 10 % discount  
from 120,000 views – 15 % discount

#### Combination formats in campaign

For the website up to 3 banner formats of the same price group can be combined in one campaign. For campaigns with different formats, the number of views is booked for the campaign. The formats are delivered by our ad server after optimal utilization. Up to 3 different motives per format can be delivered for one campaign.

#### Minimum order quantity website Limitation

5,000 views

A limitation on the maximum number of views in a certain period is possible.

#### Advertorials | Content Marketing

We offer individual solutions for native advertising forms on the web. Get in touch with our sales team.

Format	Size in pixel (w x h)	Size of data in kb max.	Place-ment head	Placement priority 1 €	Placement priority 2 €	Placement priority 3 €
Top Banner	580 x 90	100	560.–			
Text ad with picture	Picture 220 x 145; 40 letters headline; 300 letters text	100		530.–	420.–	350.–

Prices per week

Newsletter frequency min. 4/week

#### Volume discount newsletter

from 6 weeks - 3 % discount  
from 12 weeks - 5 % discount  
from 24 weeks - 10 % discount

All prices plus 19% VAT.

## Media Information

## Traffic | Placement | Technical specifications

### Traffic

On average, the website generates **29 920** page impressions with **21 630** visits per month (average 1/7 – 31/12/2023 incl. mobile use according to Google Analytics). Banners for the mobile version must be booked separately.

The newsletter currently has around **2 960** subscribers (status as of 12/8/2024)

#### Placement website

**Basic** – bottom half of the website

**Top** – top half of the website

In order to guarantee a varied allocation of advertising spaces and thus arouse user awareness, the placement on the website will not be exclusively allocated.

#### Possible file types for banners (display ads)

**Website:** jpg, gif, html5\* – animated and static

**Newsletter:** jpg, png – statisch

html5 – Conditions for the creation of html5 materials you can find online

<https://support.adspirit.de/hc/en-us/articles/360002773031-HT-ML5-advertising-material>

Integration over external ad servers is possible. Please supply the integration code as a pdf file.

#### Placement newsletter

**Head** – First place above the newsletter header

**Priority 1** – Top position in the news (usually after the 2nd or 3rd announcement)

**Priority 2** – Medium placement in the news (usually after the 5th or 6th message)

**Priority 3** – Lower placement in news (usually after the 7th or 8th message)

#### Video on website

Max. 3 minutes

Data form mpeg, mp4

#### Text ad in Newsletter

Headline (max. 40 characters incl. spaces)

Text (max. 300 characters incl. spaces)

Photo (jpg 220 x 145 pixels)

Please supply text in txt file

# Media Informationen Online

## Example website and newsletter

(not in original size)

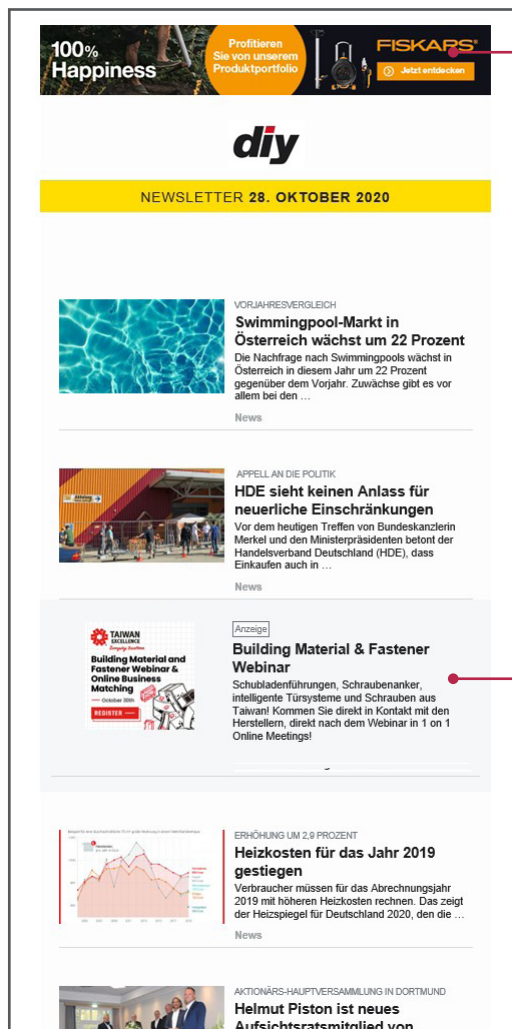
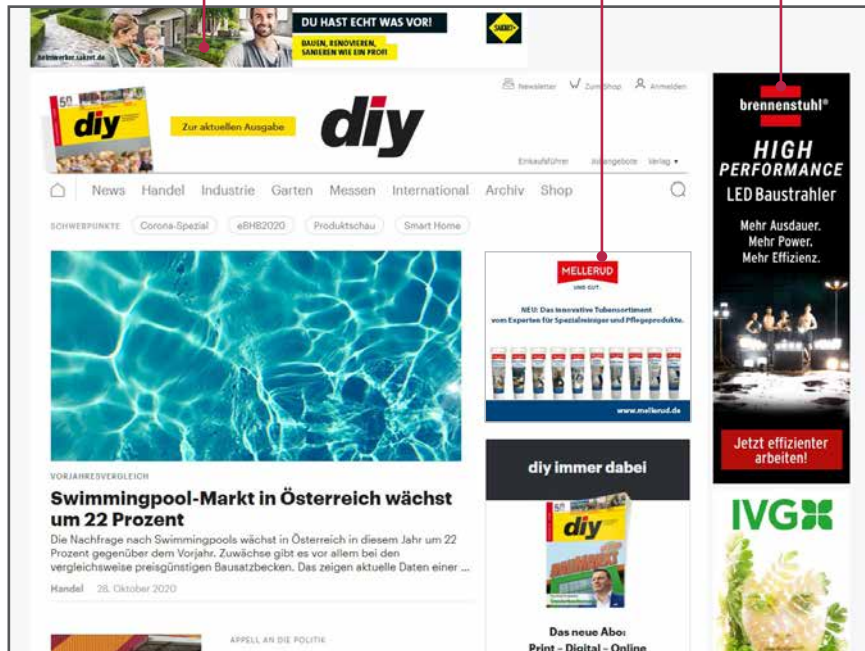


Super-Banner

Medium-Rectangle

Skyscraper

Mobil-Banner



Top-Banner

Text/Bild-Ad



# Your Dähne advertising team



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## The advertising agent for your country:



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