



## SELBER MACHEN

SELBER MACHEN – Europe’s largest DIY magazine – is the authoritative guide for anyone actively engaged in DIY around home and garden.

Containing an intelligent combination of basic knowledge, creative ideas and easy-to-follow instructions, the magazine guides its readers through the areas of living, technology & tests, home & garden.

Monothematic extras, published along with the regular edition, complete the diverse DIY-offering.

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



### SELBER MACHEN Garten

The successful series for active garden friends

Frequency: 4 times p. year  
Print run: 90,000  
Rate 1/1 4c: 8,900 Euro

Frequency: monthly  
Paid circulation: 81,659 (IVW III/11)  
Rate 1/1 4c: 17,500 EURO  
Copy price: 3.20 EURO

### READERS

According to MA SELBER MACHEN reaches 0.88 million readers in Germany.

	% breakdown
<b>Total</b>	100
Men	75
Women	25
<b>Age</b>	
14–29 years	8
30–39 years	17
40–49 years	23
50–59 years	24
60 years or more	28
<b>Net household income (Calendar month/EURO)</b>	
up to 2,000	34
2,000 – 2,500	22
2,500 – 3,000	15
3,000 – 3,500	12
3,500 and more	18

Source: MA 2011 II

### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	17,500.-
1/1 page IFC / OBC	19,500.-
2/3 page	14,000.-
1/2 page	12,250.-
1/3 page	8,750.-
1/4 page*	6,200.-
2/1 page	35,000.-
2/1 page IFC + page 3	38,000.-

\*Placement within classifieds

### DISCOUNTS

#### Frequency discounts

from 3 insertions – 3 %  
from 6 insertions – 5 %  
from 12 insertions – 10 %

#### Turnover scale (gross)

(incl. Garden, Extras, special editions)

from € 35.000,-	3 %	from € 140.000,-	13 %
from € 70.000,-	6 %	from € 175.000,-	17 %
from € 105.000,-	10 %	from € 210.000,-	20 %

### CIRCULATION

Circulation, IVW-audited, 3rd quarter 2011

Print run	133,542
Paid circulation	81,659
Distributed circulation	84,254

## SELBER MACHEN / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline	EXTRAS
1 / 2012	16. 12. 2011	15. 11. 2011	18. 11. 2011	DIY Award 2011
2 / 2012	13. 01. 2012	12. 12. 2011	15. 12. 2011	Annual-DVD
3 / 2012	17. 02. 2012	17. 01. 2012	20. 01. 2012	
4 / 2012	16. 03. 2012	14. 02. 2012	17. 02. 2012	
5 / 2012	20. 04. 2012	16. 03. 2012	21. 03. 2012	Lawn- and garden watering
6 / 2012	18. 05. 2012	13. 04. 2012	18. 04. 2012	Water in the garden
7 / 2012	22. 06. 2012	18. 05. 2012	23. 05. 2012	
8 / 2012	20. 07. 2012	19. 06. 2012	22. 06. 2012	
9 / 2012	17. 08. 2012	17. 07. 2012	20. 07. 2012	
10 / 2012	14. 09. 2012	14. 08. 2012	17. 08. 2012	
11 / 2012	19. 10. 2012	17. 09. 2012	20. 09. 2012	
12 / 2012	16. 11. 2012	12. 10. 2012	17. 10. 2012	
1 / 2013	14. 12. 2012	13. 11. 2012	16. 11. 2012	DIY Award 2012

## SELBER MACHEN Garten / SCHEDULE

1 / 2012	09. 03. 2012	07. 02. 2012	10. 02. 2012
2 / 2012	04. 05. 2012	29. 03. 2012	03. 04. 2012
3 / 2012	06. 07. 2012	04. 06. 2012	08. 06. 2012
4 / 2012	07. 09. 2012	07. 08. 2012	10. 08. 2012

## TECHNICAL DATA

Magazine format: 213 x 285 mm + 4 mm trim-reserve  
Type area: 187 x 253 mm

Printing process: Offset  
Artwork: Please deliver a print-PDF with 300 dpi resolution  
Color-Management: CMYK



### Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: [www.duon-portal.de](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50

Kindly note our general terms and conditions of business for advertisements:  
[http://www.jalag.de/uploads/tx\\_DownloadTabelle/Anzeigen\\_AGBs\\_en.pdf](http://www.jalag.de/uploads/tx_DownloadTabelle/Anzeigen_AGBs_en.pdf)

## YOUR CONTACTS

### France + Belgium

Adnative sarl  
26, Avenue Victor Hugo  
75116 Paris  
phone +33/1/53 64 88 90/91  
fax +33/1/45 00 25 81  
e-mail: paris@adnative.net

### Great Britain

Publicitas Ltd  
Gordon House  
10 Greencoat Place  
London SW 1P 1PH  
phone +44/20/75 92 83 06  
fax +44/20/75 92 83 01  
e-mail: jeremy.butchers@publicitas.com

### Italy

Media & Service International Srl  
Piazza Wagner, 5  
20145 Milano  
phone +39/02/ 48 00 61 93  
fax +39/02/ 48 19 32 74  
e-mail: info@it-mediaservice.com

### Austria

Publicitas GmbH  
Nordbahnstrasse 36/0.3  
1020 Vienna  
phone +43/1/211 53 42  
fax +43/1/212 16 02  
e-mail: andrea.kuefstein@publicitas.com

### Switzerland

Publicitas International AG  
Magazines  
Kornhausgasse 5/7  
4002 Basel  
phone +41/61/275 46 09  
fax +41/61/275 47 30  
e-mail: basel-international-  
magazines@publicitas.com

### Spain

Alcalá Media, S.L.  
International Media Representations  
C/Arzobispo Cos,15 (1-A)  
28027 Madrid  
phone +34/91/3 26 91 06  
fax +34/91/3 26 91 07  
e-mail: m.vandereb@alcalamedia.com



### Netherlands

Publicitas BV  
Herikerbergweg 175, Building Mercurius  
1101 CN Amsterdam-Zuidoost  
phone +31/20/311 9710  
fax +31/20/311 9712  
e-mail: francisca.hoogveen@publicitas.com

### Scandinavia

International Media Sales  
P.O. Box 6095  
5892 Bergen  
phone +47/55/ 92 51 92  
fax +47/55/ 92 51 90  
e-mail: fgisdahl@mediasales.no

**Head Office:** Jahreszeiten Verlag GmbH

Poßmoorweg 2, 22301 Hamburg  
phone +49 /40 2717 2095, fax +49/40 2717 2065  
e-mail: doris.bielstein@jalag.de