

EasyDIY

WORKSHOP ■ UPDATE ■ MAINTAIN ■ LIVING

RATE CARD 2019

What's great about EasyDIY magazine? Everything. Because when Doing-It-Yourself you make decisions to suit your taste, create a home in your choice of colours, textures and styles, and as we've seen previously, the appeal of being involved and the deep-rooted sense of achievement is what motivates consumers to craft products for their own homes and gardens.

The global movement towards sustainable living has seen a shift towards repurposing and promotes respect for fine craftsmanship. Whether learning new or refining existing skills, the editorial includes **relevant, simple, easy-to-follow projects and ideas** aimed at giving readers confidence. EasyDIY projects range from less complicated jobs like hanging a new shelf to complete room renovations and are presented in an easy-to-follow, step-by-step format. Features share expert advice with solid guidelines on projects and inspiration on how to add value to homes.

Access to specialised tools and information allow amateur DIYers the opportunity to learn new skills and have the confidence to **enjoy their own workshop, maintain their homes effectively, update the aesthetics, all the while improving their homes** - it's no longer just about saving money.

In each issue of the magazine you can expect the following:

- News and savvy shopper – a snippet section for readers to scan news and learn about the various products involved in a category, for example hand held drills, paint brushes or garden equipment.
- Shop talk – an interview with a local craftsman making waves in South Africa.

- Themed features – these are usually linked to the overall magazine theme and the main home improvement techniques covered in various ways. Such as painting, tiling, lighting and gardening projects, as well as bathroom and kitchen renovations.
- Projects – the largest section of the magazine filled with seasonal projects of varied ability levels.
- Gardening – a practical guide to garden projects, inspiration and skills.

We look forward to working together to connect your brand with urban homeowners around South Africa.

Angela Richardson
Editor

WHY EASY DIY?

- Multiple opportunities to see your advertising as the magazine is kept and referred to over and over again.
- Targeted and focused content and readership. Every reader is a potential purchaser of products advertised.
- One of very few consumer publications showing consistent growth in readership.
- Our content is interactive and filled with projects plus useful hints and tips inspiring readers to attempt projects and buy advertised products.

DIY is a growing sector in SA and as the economy tightens so consumers start doing their own renovations. They are looking for new ideas, step by step how to and what products to buy.

Your advertising fits our editorial purpose. Perfectly.



PRINT RATES

	CASUAL	2-4 INSERTS
Full page	R26 500	R23 800
Double page spread	R46 400	R41 700
Half page	R19 900	R17 800
Third page	R16 400	R14 700
Quarter page	R10 400	R9 300
Inserts	Full run R26 500	

PRIME POSITIONS +20%

All rates exclude agency commission and exclude vat

EasyDIY COMBINED RATES

Advertise in our magazine and online site to increase exposure of your brand.

Full page advertisement in EasyDIY plus banner advertisement on home page on easydiy.co.za for 2 months

Rate card	R34 500
Combination package rate	R28 000

Four full page advertisements in EasyDIY plus banner advertisement on home page and sectional page of your choice

Rate card	R138 000
Combination package rate	R99 680

PRINT MATERIAL DEADLINES

ISSUE	AD BOOKING	AD MATERIAL
Autumn	23/01/2019 - Wednesday	31/01/2019 - Thursday
Winter	16/04/2019 - Tuesday	03/05/2019 - Friday
Spring	15/07/2019 - Monday	29/07/2019 - Monday
Summer	15/10/2019 - Tuesday	31/10/2018 - Thursday

PRINT MATERIAL REQUIREMENTS

ADVERT SIZE	TRIMMED (H X W)	TYPE AREA	BLEED
Full page	285 x 210	265 x 190	295 x 220
Double page spread	285 x 420	265 x 400	295 x 450
Half page (v)	285 x 105	265 x 85	295 x 115
Half page (h)	142 x 210	122 x 190	152 x 220
Third page (v)	285 x 70	265 x 55	295 x 80
Third page (h)	95 x 210	75 x 190	105 x 220
Quarter page (v)	140 x 105	120 x 90	150 x 115
Quarter page (h)	70 x 210	55 x 190	80 x 220

All measurements above are measured in millimeters (mm)

GENERAL

- Should any type area run across a DPS, please allow a 10mm gap on either side of the gutter.
- A 5mm bleed is required on all edges.
- The overprint should be removed when sending an advertisement with white overprint/knockout.
- If you are supplying artwork for the IFC and first right hand page (DPS) as well as for the IBC please allow 15mm between the type area and the trim to accommodate the gutter.

PDF

All fonts and high resolution images must be embedded. A minimum resolution of 300dpi is required. Files must be X-1A. Please pre-flight and verify PDF files prior to transmitting them. EasyDIY will not be held responsible for any print errors that might occur following material change requests.

SIZE

285mm x 210mm
Glossy, full colour, perfect bound



tiso blackstar group.

Hill on Empire
16 Empire Road
Johannesburg, 2193

PO Box 1746
Saxonwold, 2132

ADVERTISING SALES

Natalie Sanders
nsdiytrade@gmail.com
082 450 2317

EDITOR

Angela Richardson
angela@seedcreative.co.za
083 377 7723