TOTAL PRINT RUN
10 000
www.easydiy.co.za
Print Rates
Full page R17 500
Double page spread R30 650
Half page R13 100
Third page R10 800
Quarter page R6 800
Inserts (full run) R17 500
Prime Positions + 20%
Innovative advertisement placements Rates
Triangle (right or left corner) R11 900
Island R12 990
DPS Wrap around border R17 500
*All rates exclude agency commission and exclude vat

Print Material Deadlines

<table>
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<tr>
<th>Issue</th>
<th>Material Deadline</th>
<th>Booking Deadline</th>
<th>Advertising and Booking Information</th>
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<tr>
<td>Autumn</td>
<td>31 January</td>
<td>7 February</td>
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<td>Winter</td>
<td>24 April</td>
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<td>Spring</td>
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<td>Summer</td>
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Advertise in our magazine and online site to increase exposure of your brand.
INTRODUCTION
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 compete 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.

OUR CORE FOCUS AREAS:
- 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

Your advertising fits our editorial purpose.

Perfectly

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.

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