

# EasyDIY



TOTAL PRINT RUN  
**10 000**  
EasyDIY

Issue 40  
**Autumn**

Issue 41  
**Winter**

Issue 42  
**Spring**

Issue 43  
**Summer**

ADVERTISING  
AND BOOKING  
INFORMATION

# EasyDIY

PRINT RATES	
Full page	R11 765
Double page spread	R20 535
Half page	R8 800
Third page	R7 200
Quarter page	R4 560
Inserts (full run)	R11 765
<b>Prime Positions + 20%</b>	
Innovative advertisement placements	Rates
Triangle (right or left corner)	R7 700
Island	R8 700
DPS Wrap around border	R11 725

*\*All rates exclude agency commission and exclude vat*

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

■ WORKSHOP ■ UPDATE ■ MAINTAIN ■ LIVING

## INTRODUCTION

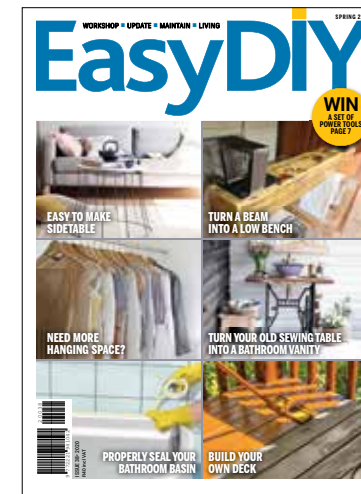
What's great about EasyDIY magazine? Everything. Because when Doing-It-Yourself you make decisions to suit your taste, create a home in your choice of colours, textures and styles, and as we've seen previously, the appeal of being involved and the deep-rooted sense of achievement is what motivates consumers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

### 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 is 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.

## 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.

EasyDIY www.easydiy.co.za

### ADVERTISING CONTACT

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Excellence in niche publishing

**ARENA**  
HOLDINGS