

RATE CARD **2024**

BAUER ADVANCE

NO 51 | VALID FROM 01.01.2024



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Nr. 10 Oktober 2023 Deutschland 3,95 € Österreich 4,50€ - Schweiz 8,10sfr - Belgien 4,70€ - Luxemburg 4,70€ - Italien 5,60€

selbst
ist der Mann
Das Do-it-yourself-Magazin

VPA-GETESTET
12 Cuttermesser

16 SEITEN EXTRA:
HOLIDAY
Neue Produkte für
WAND & BODEN

Naturschutz zu Hause
Winterquartiere für
Gartenbewohner

STARKE
INHALTE
NEU
MODERNE
OPTIK

THEMA DES MONATS
Miniaturn-Tischtennis:
Nicht nur für Kids
Baumstamm-Hocker
Nur für echte
Holzfäller

Stauraum mit
Schiebetüren

Einbauschränk in der Schräge
Rustikale
Nischenlösung

Kleiner Tisch aus Kleiderbügel • Vorgestellt: Türsprechanlagen • Kompost richtig ansetzen • Regenwasser nutzen für WC und Waschmaschine



EDITORIAL CONCEPT

Every month selbst ist der Mann gives its readers impulses for new DIY projects and inspires with creative ideas which are easy to put into practice. No other do-it-yourself magazine shows in so much detail how projects can be realised in a step-by-step approach, with understandable text and clear visuals. selbst ist der Mann acts as a competent and entertaining adviser for the complete spectrum of home improvement activities, from renovation and furniture making to garden projects – both easy and ambitious. The many easy-to-follow instructions are complemented by numerous practical tips as well as objective product and tool tests. This is backed by comprehensive and critical information on new developments in materials, tools, and work techniques. More than 70% of the editorial content is produced exclusively for selbst ist der Mann.

SELBST IST DER MANN – SHOWS HOW IT'S DONE

For further informationen on SELBST IST DER MANN visit:
<https://baueradvance.com/brands/selbst-ist-der-mann/>



PUBLISHER AND GENERAL INFORMATION

PUBLISHER

Heinrich Bauer Verlag KG

MARKETER

Bauer Advance KG

ADDRESS OF ADVERTISING DEPARTMENT

selbst ist der Mann | Burchardstraße 11 | 20095 Hamburg

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FREQUENCY monthly

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VAT ID. DE 118 90 81 49

TERMS OF PAYMENT

Invoices are issued on the first day of sale.

Payment is due within 30 days from invoice date without deduction. 2% discount is granted for prepayment received by the publisher prior to first day on sale, provided no other amounts are outstanding. In case of default in payment or deferment, interest on arrears will be charged at prevailing bank interest rates for current account overdrafts.

TERMS OF BUSINESS

Advertising orders are subject to the "General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines" – see separate rate sheet or visit: <https://baueradvance.com/agb/>

The placement of an advertisement in the print version of a magazine automatically includes, if available, its digital versions (online magazine).

b+p best for
planning.



Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

DISCOUNT COMBINATIONS

BAUER MÄNNER KOMBI



TIP!
Combination saving*
15%

* See combination rate card for details

SAVE 15% WHEN INSERTING IN THE BAUER MÄNNER KOMBI

The combination rate applies when the ad has the same format in all three magazines. The ads can be placed in the three titles within a one month period, with one issue of SELBST IST DER MANN and WELT DER WUNDER combined with a random issue of AUTO ZEITUNG in this month.

SAVING (GROSS) in relation to single title insertion	RATES 1/1 page 4c
1 Frequency	12.310,-
3 Frequencies	36.930,-
6 Frequencies	73.860,-

Rates in € plus VAT if applicable



TECHNICAL SPECIFICATIONS

For our current and binding technical specifications please visit www.duon-portal.de, also available as pdf download.

DATA DELIVERY

All printing material to be submitted electronically to www.duon-portal.de.



SUPPORT

For support please email: support@duonportal.de

or call: **+49 40 37 41 17 50**

ONLINE BOOKING

Ad bookings can also be submitted via the online booking system (OBS): www.obs-portal.de



FORMATS AND RATES

FORMATS ON SINGLE PAGES			
Format	Type page (mm) Width x Height	Trim size ¹ (mm) Width x Height	Rates all colours in €
1/1	196 x 261	210 x 280	26.440,-
3/4 vertical	146 x 261	153 x 280	23.790,-
3/4 horizontal	196 x 195	210 x 205	
2/3 vertical	129 x 261	136 x 280	22.380,-
2/3 horizontal	196 x 173	210 x 183	
1/2 vertical	96 x 261	103 x 280	17.710,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	12.420,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	11.370,-
1/4 two column	96 x 129	103 x 139	
1/4 horizontal	196 x 63	210 x 73	
Special positions ²			
Back cover page			29.080,-
Inside front cover			29.080,-
SPREAD FORMATS			
2/1	406 x 261	420 x 280	52.880,-

¹ Bleed plus 5 mm top, bottom and outside
² Discounts and commission apply

Rates in €
 plus VAT if applicable

FURTHER INFORMATION

- » Other formats on request
 - » Magazine format: 210 x 280 mm
 - » Promotion ads, ad splits, special colours, scented coating, special ad formats and foldouts on request
- Please call Tel: +49 40 30 19 30 15 or e-mail: zsolt.kovats@bauermedia.com

DEADLINES 2024

SELBST IST DER MANN

	On sale* Friday	Calendar week	Ad closing date	Delivery date digital data
02	05.01.2024	01	28.11.2023	05.12.2023
03	02.02.2024	05	28.12.2023	05.01.2024
04	08.03.2024	10	02.02.2024	09.02.2024
05	05.04.2024	14	28.02.2024	06.03.2024
06	03.05.2024	18	26.03.2024	04.04.2024
07	07.06.2024	23	26.04.2024	06.05.2024
08	05.07.2024	27	31.05.2024	07.06.2024
09	02.08.2024	31	27.06.2024	04.07.2024
10	06.09.2024	36	02.08.2024	09.08.2024
11	04.10.2024	40	29.08.2024	05.09.2024
12	08.11.2024	45	30.09.2024	08.10.2024
01	06.12.2024	49	30.10.2024	08.11.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadlines Ad Specials see **13**

* Deadline for payment if claiming discount according to rate card

CONTENT COMPASS

**CONTENT
COMPASS**

BAUER ADVANCE



[baueradvance.com/
content-compass](https://baueradvance.com/content-compass)

LOOKING FOR SUITABLE ENVIRONMENTS AND SEGMENTS FOR YOUR CAMPAIGN?

Our new "CONTENT COMPASS" tool gives you a comprehensive overview of planned editorial topic environments in our print and digital brands.

NOW YOU'VE FOUND THE PERFECT TOPIC ENVIRONMENT FOR YOUR COMMUNICATION, PLEASE PAY ATTENTION TO THE FOLLOWING:

- » Final confirmation of environment can only be given on the respective issue's ad closing date.
- » Editorial decisions may cause topics to change.
- » There is no competitor exclusion in the topic spread.
- » Please indicate your desired placement when booking.

TOPICS

ISSUE 02

Cover topic:	Drywalling
Furniture projects:	Topic of the month: Crazy picture frames; Cubus storage rack; Child bench with storage
Building & Renovating	Electric heating Part 2: Storage heating; Oil tank/pellet storage; wallpaper paste
Knowledge & Tech:	VPA-Test: Allen key sets; Tool sharpening Part 1: Chisels/workshop; Repair series Part 1: Changing motor brushes
Garden & Leisure	Animal-friendly garden; Smart gadgets for household plants; Bottle garden

ISSUE 03 raised beds

Cover topic:	Garden
Furniture projects:	Topic of the month: Shelf/display case; Construction plan: Armchair/swing chair/bench (garden furniture); Easter deco
Building & Renovating:	Electric heating Part 3: Fan/radiant heaters; Laminate (new products); Wallpapering
Knowledge & Tech:	TÜV Test: Cordless lawnmowers (45cm); Tool sharpening Part 2: Garden tools; Handy helpers for the DIYer
Garden & Leisure	Making old soil fertile again; Drip rail installation; Shrews (fencing and traps)
Extra:	16 page Green DIY: Saving energy and healthy living

ISSUE 04

Cover topic:	The best ideas for raised beds
Furniture projects:	Topic of the month: Indirect light; Latest wallpapers: Mini table tennis game
Building & Renovating:	Electric heating Part 4; Sanitary installations
Knowledge & Tech:	VPA-Test: Small garden appliances; Advice: Which saw for what purpose?: Smarthome news (indoor)
Garden & Leisure	Green DIY Part 1: Climate change in the garden Part 1: Lawns; Nesting boxes with camera; Roof greeninig
Extra:	Starting the gardening season

ISSUE 05

Cover topic:	WPC patio
Furniture projects:	Topic of the month: Cutlery and garden trug from old tin cans; Father's Day (9.5); hand cart/wagon; Advice: Types of wood
Building & Renovating:	Renovation errors Part 1: Roll-on plaster (planning); Side doors
Knowledge & Tech:	TÜV-Test: Cordless trimmers (36V); Garden deco welding; Garden irrigation maintenance
Garden & Leisure	Climate change in the garden Part 2: Plants; Grill systems compared; Wood protection

TOPICS

ISSUE 06

Cover topic:	Kitchen garden with roof
Furniture projects:	Topic of the month: Hanging table; Construction plan: Bird witch house
Building & Renovating:	Renovation errors part 2: Plastering; Cellar painting; Roof windows (new products)
Knowledge & Tech:	VPA-Test: Garden shears; Usage manuals (with TÜV); Repair series Part 2
Garden & Leisure	Climate change in the garden Part 3: Trees; Balcony enhancement; Floor coverings and blinds; Plant protection

ISSUE 07

Cover topic:	Pool
Furniture projects:	Topic of the month: DIY for Fifa Euros (couch bar); Connecting wood using plugs; Lamellos and dominos; Coffee table from old slatted frame
Building & Renovating:	Renovation errors Part 3: Wallpapering; Aircon/ventilation appliances; Sunblinds
Knowledge & Tech:	TÜV-Test: Cordless garden shears; New smart home products (outdoor); Mobile solar technology Part 1
Garden & Leisure	Insect deterrents; Big garden games: Sun protection for gardening
Extra:	Summer garden products

ISSUE 08

Cover topic:	Wooden patio
Furniture projects:	Topic of the month: Disc golf basket and game; Suitcase commode; Mobile sawmill
Building & Renovating:	Renovation errors Part 4: Painting; Aircon/climate appliances; Sun protection
Knowledge & Tech:	VPA-Test: Garden hose nozzles/adapters; Mobile solar technology Part 2; Garden irrigation maintenance
Garden & Leisure	Sowing lawn; Build a well/raised bed irrigation

ISSUE 09

Cover topic:	Carport and drive
Furniture projects:	Topic of the month: Concrete bottle cooler; Construction plan: Panel saw; Narrow shelves for the bathroom
Building & Renovating:	Renovation errors Part 5: Tiles; Insulation materials; Laying vinyl
Knowledge & Tech:	TÜV-Test: Quiet shredders; Wheelchanging tools; Gadgets for tool batteries
Garden & Leisure	Shrub bed preparation (vines): Raised bed from pallets

TOPICS

ISSUE 10

Cover topic:	Storage space (incl. dremmel shelves in sliding-door cupboard)
Furniture projects:	Topic of the month: Foldable mini table tennis table; Garden lighting
Building & Renovating:	Renovation errors Part 6: Laying parquet flooring; Measuring devices; Build a rainwater management system
Knowledge & Tech:	VPA-Test: Vices; Which hedge trimmer?; Reusable battery data: More volt or Ah
Garden & Leisure	Mushrooms (outdoor); Make your own germination station
Extra:	Walls and floors

ISSUE 11

Cover topic:	Cellar conversion
Furniture projects:	Topic of the month: Bottle light; Advent calendar/decoration; Chaos in a frame shelf; Advice: Wood stainers (water and oil-based)
Building & Renovating:	Renovation errors Part 7: Drilling; Rubble disposal; New parquet/vinyl products
Knowledge & Tech:	TÜV-Test: Cordless chainsaws (semi pro); Table circular saws; Car paintwork repairs
Garden & Leisure	Growing winter veg; Outdoor lighting overview
Extra:	(16-page) Green DIY: Energy saving and healthy living

ISSUE 12

Cover topic:	Saving energy
Furniture projects:	Topic of the month: Ikea hack: Upcycling Billy; Construction plan: Crib; Christmas special: Making Christmas deco; Advice: Gluing wood
Building & Renovating:	Renovation errors Part 8: Furniture assembly; Burglar protection; Heating systems
Knowledge & Tech:	VPA-Test: Axes; Sanding; CNC for DIYers
Garden & Leisure	Preparing balcony/patio for winter; Deco with fir branches; Household plants
Extra:	Gifts for DIYers

ISSUE 01/24

Cover topic:	Healthy building and living
Furniture projects:	Modern cuckoo clock; Advice: Door hinges; Wheelbarrow as armchair
Building & Renovating:	Staircase renovation; Window systems; compulsory insulation measures
Knowledge & Tech:	TÜV-Test: Cordless jack planes; Tool advice: Sanders; Work safety
Garden & Leisure	Building indoor flower pots; Table fire lamps

SMALL ADS

FORMATS AND RATES

FORMATS ON SINGLE PAGES				
Format	Type page (mm) Width x Height	Trim size (mm) Width x Height	Rates 4c	Rates b/w
1/4 vertical	46 x 261	53 x 280	2.380,-	1.152,-
1/4 two-column	96 x 129	103 x 139		
1/4 horizontal	196 x 63	210 x 73		
1/8 vertical	46 x 129		1.177,-	582,-
1/8 two-column	96 x 63			
1/8 horizontal	196 x 30			
1/16 vertical	46 x 30		456,-	228,-
1/16 horizontal	96 x 30			
1/32	46 x 30		272,-	125,-

¹ Bleed plus 5 mm top, bottom and outside

Rates in €
plus VAT if applicable

FURTHER INFORMATION

» Magazine format 210 x 280 mm

MARKET PLACE

» SERVICE

MARKTPLATZ

WEB-ADRESSEN

FILTER-SYSTEME

www.fallrohrfilter.de

FRÄSEN · SÄGEN · BOHREN

www.sautershop.de

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www.bauer-tore.de

MÖBELZUBEHÖR

www.wagner-webshop.com

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www.feld-eitorf.de



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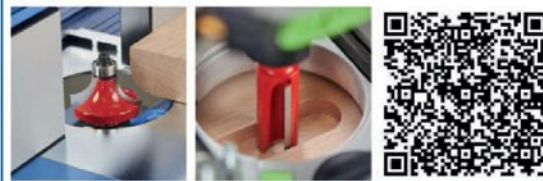
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SPECIAL ISSUES

GARDEN

With detailed instructions, professional know-how and top information, the **selbst ist der Mann garden specials** address those who want to get the very best out of their gardens.

Like the main magazine, the gardening special also focuses on providing first-class practical advice. Garden design, practical gardening, equipment, techniques and decoration are the leading subjects of **Do-it-yourself in the Garden**



DEADLINES

Issue	On sale* Friday	Calendar week	Ad closing date	Delivery date digital data
01	19.04.2024	16	06.03.2024	22.03.2024

FURTHER INFORMATION

» Final cancellation by ad closing date

* Deadline for payment if claiming discount according to rate card

GARDEN TOPICS

ISSUE 01/24

Cover topic	Garden huts
Practical gardening	Plant protection; Soils and fertilizers (sustainability); Wood and metal; Growing pumpkins; Bees
Equipment	Robomower installation; solar technology; hose reel test; Wooden chair repair;
Features	Bird house with copper roof; Sunlounger; Chicken shack; Croquet game; Mini fountain; Growing house; Fireplace; Boat bed
Decoration:	New products

SPECIAL ISSUES

DO IT YOURSELF

Mach es selbst shows how anyone can design their home exactly as they wish with creative ideas and good advice. We provide precise step-by-step instructions for both novices and the more proficient, plus numerous tests, featured products and more sophisticated deco tips: for remodels, repairs, upcycling or renovations, to make one's own four walls a really comfortable place to live.

Mach es selbst presents inspiring basics without the need for any special skills or tools. Sustainability and a healthy environment play a major role in every issue.

Mach es selbst addresses DIYers and gardening enthusiasts of both sexes between the ages 25 and 49 years, as well as young families settling into their first homes. As in the main magazine "**Selbst ist der Mann**" the topics are practical and advisory.



DEADLINES

Issue	On sale* Friday	Calendar week	Ad closing date	Delivery date digital data
01	12.04.2024	15	06.03.2024	13.03.2024
02	21.06.2024	25	15.05.2024	23.05.2024
03	11.10.2024	41	05.09.2024	12.09.2024

FURTHER INFORMATION

» Final cancellation by ad closing date

* Deadline for payment if claiming discount according to rate card

MACH ES SELBST CONTENTS

ISSUE 01/24

Cover topic: Stone raised bed
 Renovating: WC installation; Wooden flooring; Interior doors
 Know-How: Balcony solar power; Painting tools, Circular saws
 Living: Made-to-measure storage space; Angled shelves, New wall paints
 Outdoor: Growing cucumbers; Lawn care and reconstruction; Wood protectors

ISSUE 02/24

Cover topic: Perfect irrigation; Using rainwater
 Renovating: Laminate; Sun protection; Walk-in shower
 Know-How: Connection fittings; Smooth planing; Working with cordless impact screwdrivers
 Living: Made-to-measure storage space; Kicker wardrobe; Restoration part 1 (series)
 Outdoor: Planting pumpkin; Rabbit hutch; Plant protection; Build your own growing house

ISSUE 03/24

Cover topic: New ideas for fresh walls
 Renovating: Elastic floor coverings; Smart home for the apartment; Repairing cracks
 Know-How: Adjusting windows; Construction adhesives; Working with cordless sanders
 Living: Small colourful stools; Upcycling, Restoration part 2 (series)
 Outdoor: Breeding plants, Winter protection

SPECIAL ISSUES

FORMATS AND RATES

FORMATS ON SINGLE PAGES			
Format	Type page (mm) Width x Height	Trim size ¹ (mm) Width x Height	Rates all colours in €
1/1	196 x 261	210 x 280	13.130,-
3/4 vertical	146 x 261	153 x 280	11.580,-
3/4 horizontal	196 x 195	210 x 205	
2/3 vertical	129 x 261	136 x 280	9.400,-
2/3 horizontal	196 x 173	210 x 183	
1/2 vertical	96 x 261	103 x 280	8.230,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	5.490,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	4.890,-
1/4 two-column	96 x 129	103 x 139	
1/4 horizontal	196 x 63	210 x 73	
SPREAD FORMATS			
2/1	406 x 261	420 x 280	26.260,-

¹ Bleed plus 5 mm top, bottom and outside

Rates in €
plus VAT if applicable

PROMOTIONS

THEMED EXTRA AS MEGA INSERT

selbst ist der Mann appears four times a year with a useful, high-selling oversize insert which is prolonged with an attractive competition on selbst.de.

Aside from the media performance we also provide design of the promotion and competition.

For an unbeatable price.

Format	Page rate
1/1 page + online competition	7.565,- (plus 400,- design costs)
2/1 page + online competition	11.765,- (plus 800,- design costs)

Commission on media rates, no discounts
No discount or commission on design costs

Rates in €
plus VAT if applicable

DEADLINES

Issue	On sale	Topics	Ad closing	Digital data by
04	08.03.2024	Start of the gardening season	22.01.2024	19.01.2024
07	07.06.2024	Summertime in the garden	05.04.2024	12.04.2024
10	06.09.2024	Walls & floors	12.07.2024	19.07.2024
12	08.11.2024	Christmas gifts for DIYers	13.09.2024	20.09.2024



AD SPECIALS

LOOSE INSERTS

	Courier deliveries	Postal deliveries
max 20 g	128,-	154,-
max 30 g	133,-	166,-
max 40 g	138,-	179,-
max 50 g	143,-	193,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum 30.000 copies
- » No partial booking of postal deliveries
- » See notes on Postal deliveries/Partial circulation

SURCHARGES

Total postal subscription

15,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » No subscription surcharge if minimum quantity courier deliveries and same magazine issue additionally booked.

OVERSIZE INSERTS

	Courier deliveries
max 30 g	160,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum 30.000 copies
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

AD SPECIALS

TIP-INS

	Courier deliveries	Postal deliveries
Postcards/Coupons *	67,-	77,-
Booklet max 20 g	73,-	88,-
Product samples max 20 g	75,-	94,-

*Size and weight acc. to Deutsche Post AG

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Other tip-ins and higher weights on request
- » Minimum order: National printed circulation

BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	143,-	179,-
more than 12 pages	153,-	207,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Other tip-ins and higher weights on request
- » Minimum order: National printed circulation

AD SPECIALS

PRICES

Prices for Ad Specials may rise if they inconvenience processing. Ad Specials combined with other titles are possible by arrangement. Weight-related postal charges levied on subscription circulation are included in these prices. Additional postal charges are applied to product samples and objects with thickness more than 2,5 mm.

CIRCULATION

Calculation and delivery of Ad Specials are based on print circulation figures at order confirmation.

COURIER DELIVERIES

The courier delivered circulation is title-dependent and comprises print circulation for the distribution channels retail, reader circles, airport copies and others, excl. E-Paper.

POSTAL DELIVERIES

Sole booking of postal deliveries (subscription only) is possible for inserts and tip-ins on request.

PARTIAL CIRCULATION

The publisher reserves the right to defer orders for partial circulation to a subsequent issue. If minimum order quantity is not reached, the rate is calculated on basis of minimum order quantity.

CIRCULATION CHECK

Sales and distribution logistics may cause slight deviations from agreed coverage areas. Circulation booked for Ad Specials is subject to fluctuation, therefore exact quantity required must be verified on booking.

SPLIT

Splits are possible for a surcharge and in consideration of minimum order quantities. Splits can only be considered if announced in advance up to 4 weeks before booking deadline.

Further information:

www.baueradvance.com • www.bauer-extras.de

Or on request:

adspecials@baueradvance.com

TECHNICAL PROCEDURE AND DELIVERY

Delivery address and deadlines are indicated in the respective order confirmation. No checks are conducted at printer. Advance notice of delivery must be given in good time by email. Binding technical information, deadlines and delivery requirements can be downloaded from:

www.adspecial-portal.de



PRINT SERVICE

If required the publisher will handle production of Ad Specials. Prices on request.

Visit our homepage for more information on our extended services:

<https://baueradvance.com/solutions-cases/>

AD SPECIALS 2024 DEADLINES

SELBST IST DER MANN

Issue	On sale* Friday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	05.01.2024	01	28.11.2023	07.12.2023
03	02.02.2024	05	28.12.2023	09.01.2024
04	08.03.2024	10	02.02.2024	13.02.2024
05	05.04.2024	14	28.02.2024	08.03.2024
06	03.05.2024	18	26.03.2024	08.04.2024
07	07.06.2024	23	26.04.2024	10.05.2024
08	05.07.2024	27	31.05.2024	11.06.2024
09	02.08.2024	31	27.06.2024	09.07.2024
10	06.09.2024	36	02.08.2024	13.08.2024
11	04.10.2024	40	29.08.2024	09.09.2024
12	08.11.2024	45	30.09.2024	10.10.2024
01	06.12.2024	49	30.10.2024	12.11.2024

FURTHER INFORMATION

» Final cancellation by ad closing date

* Deadline for payment if claiming discount according to rate card

DIGITAL

SELBST.DE - IMPULSE FOR NEW PROJECTS SINCE 1996

SELBST.DE, has been available since 1996 live as the website for our DIY magazine SELBST IST DER MANN. The biggest and most comprehensive German language DIY portal covers the entire spectrum of DIY activities from home & garden to building & crafting. Each month the editorial team informs comprehensively and critically far more than one million readers on tried and trusted DIY classics and new products for the house and garden. On SELBST.DE DIY persons find creative ideas for the next project and appropriate step-by-step instructions. Whether they are building a carport, a vertical growing bed or want to bring more functionality to their workshops: The more than 2.700 instructions show how it's done picture by picture. More than 1.700 informal articles and over 125 objective tool tests with two independent testing authorities (TÜV & VPA) make it easier every month for the reader to purchase the right product. And with its simple crafting and deco ideas SELBST.DE also thrills DIY newcomers taking their first steps.

PINTEREST, FACEBOOK & INSTAGRAM - SOCIAL MEDIA POWER

Handypersons love Pinterest (pinterest.de/selbstmagazin) and Facebook (de-de.facebook.com/selbst) as sources for inspiration. Our communities are amongst the most interesting and popular places readers visit.

DIGITAL AND CROSSMEDIA COMMUNICATION POSSIBILITIES

The seamless interlocking of print, online, mobile, newsletter and social media make SELBST.DE the ideal partner for crossmedia concepts with SELBST IST DER MANN. Our portfolio ranges from classic topic sponsoring and test winner advertorials to creative storytelling, native premium products with view guarantee and social media and influencer integrations. Working closely with our clients we develop tailored integrated media solutions and create premium placements in first-class DIY environments. Whether desktop, mobile or social media, we mobilise your clients where it counts. Contact us for a customised offer.

Convince yourself with a visit to:

www.selbst.de | facebook.com/selbst | pinterest.de/selbstmagazin | instagram.com/selbst.de/?hl=de

For further information on selbst.de please visit:

<https://baueradvance.com/brands/selbst-de/>

Display rate list for selbst.de:

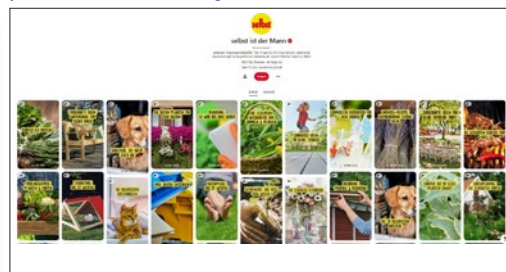
Preise - Ad Alliance (ad-alliance.de) *

* valid for campaigns from 01.01.2024

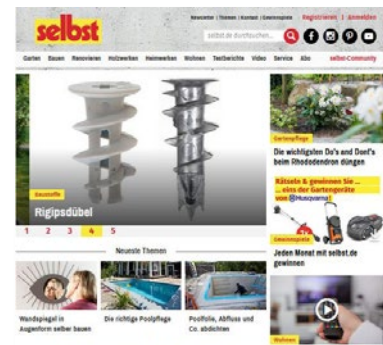
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