

WORKSHOP ■ UPDATE ■ MAINTAIN ■ LIVING

www.easydiy.co.za

EasyDIY



TOTAL PRINT RUN
10 000
EasyDIY

Issue 35

Summer

(ON SALE DEC 2019, JAN 2020, FEB 2020)

Issue 36

Autumn

(ON SALE MARCH 2020, APRIL 2020, MAY 2020)

Issue 37

Winter

(ON SALE JUNE 2020, JULY 2020, AUG 2020)

Issue 38

Spring

(ON SALE SEPT 2020, OCT 2020, NOV 2020)

2020

ADVERTISING
AND BOOKING
INFORMATION

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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	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn	31 January	7 February
Winter	24 April	4 May
Spring	24 July	31 July
Summer	23 Oct	30 Oct

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

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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 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.

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