

WORKSHOP ■ UPDATE ■ MAINTAIN ■ LIVING

EasyDIY

RATES 2023

EASY DIY

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.

PRINT RUN

5 000

EasyDIY is available in retail outlets nationwide.

DIGITAL

EasyDIY e-zine will be available on Business Media MAGS and SA Home Owner websites for 6 months. EasyDIY e-zine will also be promoted across the social media platforms.

CLICK
HERE TO
VIEW THE
PREVIOUS
ISSUE



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.

EDITIONS

ISSUE 48

AUTUMN MARCH 2023

ISSUE 49

WINTER JUNE 2023

ISSUE 50

SPRING SEPTEMBER 2023

ISSUE 51

SUMMER DECEMBER 2023

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.

STATS

Business Media MAGS

www.businessmediamags.co.za

Direct page views **25 021**

Unique website views **20 272**

Facebook

33 219 Likes

33 501 Followers

176 269 Reach

12 872 Engaged

Twitter **1 347** Followers

Instagram **387** Followers

LinkedIn **486** Followers

SA Home Owner

www.sahomeowner.co.za

Users **24, 553**

Pageviews **106, 392**

Unique views **45 723**

Time spent on page **00:00:59**

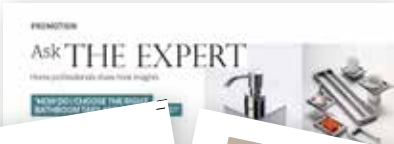
Facebook **400 333**

Twitter **11 892**

EASY DIY digimag is available on:
businessmediamags.co.za and
www.sahomeowner.co.za



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



YOUR ADVERTISING FITS OUR EDITORIAL PURPOSE



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

Prime Positions + 20%

SPECIAL EXECUTIONS

Triangle (right or left corner)	R7 700
Island	R8 700
DPS Wrap around border	11 725

*All rates exclude agency commission and exclude vat

DOUBLE PAGE SPREAD

FULL PAGE

TECHNICAL SPECIFICATIONS

Format	Trim size	Bleed	Type area
Double page	420mm x 285mm	5mm around	20mm from trim (20mm gutter)
Full page	210mm x 285mm	5mm around	20mm from trim
Half page (horiz)	200mm x 210mm	none	none
Half page (vert)	200mm x 95mm	none	none

Publishing details

Published by Picasso Headline
 a proud division of Arena Holdings.
 Hill on Empire, 16 Empire Road (cnr Hillside Road),
 Parktown, Johannesburg, 2193
 Postal Address: PO Box 12500, Mill Street, Cape Town, 8010

Advertising contact details

Sales project manager: Gavin Payne
 c: +27 74 031 9774
 e: gavinp@picasso.co.za

