

# The Home **HANDYMAN** ANNUAL DIY HANDBOOK

3<sup>rd</sup>  
Edition



*Combining  
over 22 years  
of DIY projects,  
tips and advice  
in an easily  
referenced,  
practical guide*



**2019 Edition Media Kit**  
Published mid Nov 2019

# The Home HANDYMAN ANNUAL DIY HANDBOOK

## About The Home Handyman Annual DIY Handbook

The Home Handyman magazine plans its third comprehensive Home Handyman Annual DIY Handbook to be published towards the end of 2019. Over the years many articles have been published on home maintenance, from floors to roofs and everything in between. This information is being refreshed and updated to form part of the annual. The initial print order is 6,000 which will be distributed by Republican News Agency to retailers in southern and east Africa.

**The Home Handyman Annual DIY Handbook** will contain 150 to 200 pages of in depth and step by step guides to home maintenance, with pictures and product suggestions. Book your space in this stand alone DIY handbook and make sure your product gets the exposure it deserves.

Publishing date: November 2019 • Shelf life: 3 Months (Dec 2019 – Feb 2020)

## Advertising rates

### Full colour

<b>Size:</b>	
DPS	R 29 985
Full Page	R 19 895
2/3 Page	R 15 895
Half Page	R 13 895
1/3 Page	R 11 895
Guaranteed positions	+10%

### Special positions

<b>COVERS</b>	
Gatefold	Subject to quote
Inside front	R24 985
Inside back	R21 985
Outside back	R25 985

### Strip ads

Place a strip ad alongside a relevant generic article. It can be a vertical single page strip ad down the right hand side or a DPS strip along the bottom of an article.

1/6th Vertical strip	R6 785*
1/6th DPS strip	R12 785*

Rates exclude VAT and **include** agency commission.

\*Prices **exclude** VAT and agency commission.

## Technical data

Advertising material can be designed and produced on request and will be quoted and charged for separately.

### Specifications

**Note: The Home Handyman Annual DIY Handbook differs from the magazine size and is standard A4 size (297mm x 210mm)**

Advertisement	Bleed (height x width)	Trim	Type area
Double page spread	307mm x 430mm	297mm x 420mm	277mm x 390mm (NB: centre gutter!)
Full page	307mm x 220mm	297mm x 210mm	277mm x 190mm
Half page horizontal	145mm x 220mm	148mm x 210mm	125mm x 185mm
Half page vertical	307mm x 110mm	297mm 100mm	280mm x 85mm
Third page horizontal	105mm x 220mm	95mm x 210mm	80mm x 195mm
Third page vertical	307mm x 75mm	297mm x 65mm	282mm x 50mm
Two thirds page horizontal	205mm x 220mm	195mm x 210mm	175mm x 195mm
Two thirds page vertical	307mm x 143mm	297mm x 133mm	282mm 113mm
1/6th page strip vertical	307mm x 45mm	297mm x 35mm	277mm x 21mm
1/6th page strip horizontal	58mm x 220mm	48mm x 210mm	38mm x 195mm
1/6th page strip DPS	58mm x 430mm	48mm x 420mm	38mm x 390mm

### Printing Process / Material

The Home Handyman Annual is standard A4 size (297mm x 210mm) and is printed on 90gsm gloss art with a 200gsm varnished cover and perfect bound. Press Optimised CMYK PDF files or High Resolution JPEG files which must be at least 300dpi. Material to be supplied via Adsend or e-mailed directly to us.

### Deadlines

The Home Handyman 2020 Annual will be published in November 2019 and will have a 3 month shelf life.

Booking deadline: 23 September 2019  
Material deadline: 04 October 2019

### Cancellations

Advertisements may be cancelled in writing 10 days prior to booking deadline. The Home Handyman reserves the right to charge for space if bookings are not cancelled timeously or if copy deadlines are overlooked. No responsibility will be taken for non-inclusion due to late submission of advertising material.

