

# The Home HANDYMAN



SA's  
Original  
D.I.Y.  
Magazine



*Delivering DIY projects, home improvement tips  
and advice to readers for 26 years*



**2020 Media Kit**

# Reasons to advertise within The Home Handyman magazine:

1. **The only bi-monthly dedicated DIY magazine**, the *Home Handyman* magazine is catering for the spectrum of home improvers, DIY enthusiasts, wood and metalworkers, hobbyists, craftsmen, small building contractors and tradesmen in southern Africa.
2. **A specialist team is equipped to deliver a quality publication.**
3. **The loyal readership base** is reflected by the high percentage of subscribers and continuous flow of reader projects submitted to the magazine for publication.
4. **A panel of experts** exist to answer readers' queries. Historically this interaction section has had high response to competitions and give-aways reflecting the passionate interest shown by readers in the magazine.
5. **A reference source.** Research shows that each issue is kept in the special Home Handyman binders which many readers purchase, thereby giving lasting exposure to advertiser's products.
6. **Readership** is estimated at 3.5 per issue or 22 750. Geographically, our distribution is split as follows:
  - Gauteng 35.8%
  - Western Cape 15.4%
  - KwaZulu-Natal 12.7%
  - Mpumalanga 6.2%
  - North West Province 6.2%
  - Eastern Cape 6.9%
  - Limpopo 3.2%
  - Free State 2.6%
  - Northern Cape 3.3%
  - Foreign 7.7%
7. **Numerous promotional and value add-on editorial opportunities** are offered to advertisers through inserts, prizes, give-aways, competitions and joint promotions in the magazine and its website or specialised DIY and home improvement exhibitions around the country.
8. **The home improvement market** is worth over R10.5 billion. With the current economic climate, many homeowners are choosing to stay in their homes and renovate or purchase a property with renovation potential. *The Home Handyman* magazine is your most successful tool for reaching these DIY consumers.
9. **Monthly Home Handyman electronic newsletters** are e-mailed to its entire subscriber base as well as advertisers. It highlights main articles and projects of that month and keeps subscribers updated about industry news and competitions. *The Home Handyman* newsletter is the perfect platform for advertisers to showcase their products and services. Recent statistics newsletter reveal that 34% of the total number of newsletters sent out were opened, which, according to MailChimp, is way above the industry average of just 19%.

**The magazine is  
also available in  
digital format**



*The Home Handyman* magazine was launched in November 1993 as a specialist DIY magazine. Published bi-monthly, *The Home Handyman* magazine equips its ever-growing readership with relevant DIY information, knowledge and skills. There are 6 issues per annum as we are bi-monthly.

## Distribution & readership

The magazine has a print order of 6,500 copies which are distributed nationally and sold through chain stores, hardware centres, CNA, garage shops and selected retailers. The magazine is available in both hard copy and digital subscription and has a substantial subscriber database. Online subscriptions are available for download on [www.mysubs.co.za](http://www.mysubs.co.za).

The Home Handyman magazine caters for readers in the LSM 6, 7, 8, 9 and 10 market by providing information for keen do-it-yourselfers and home improvers across southern Africa.

## Website

The new Home Handyman magazine website was launched in August 2013. During the six months ended November 2015, the website had an average of 2685 unique visitors per month and shows above average growth each month. Of the total amount of visitors, 84.2% were new visitors and an average of 5688 pages were viewed monthly. The site continues to generate traffic.

## Editorial

Editorial includes new products for DIY'ers, along with projects, home improvement ideas and expert advice. Features include woodworking projects and innovative ideas for home maintenance, decor and renovation.

Expert advice from various fields (such as adhesives, abrasives, power tools, building, welding, plumbing, paint, lighting, dampproofing, insulation, solar energy, wood and metalworking), provides readers with simple, cost effective solutions and methods in a series of practical, step-by-step features that are comprehensively illustrated. All projects feature local products and metric measurements, making the ideas easy to implement.



# Magazine advertising rates 2020

## Full colour ads

<b>Size</b>	
DPS	R19 995
Full Page	R13 295
2/3 Page	R10 095
1/2 Page	R9 195
1/3 Page	R7 995
Guaranteed positions	+10%

## Special positions

COVERS (on Annual Contract)	
Gatefold	Subject to quote
Inside front	R15 695
Inside back	R14 295
Outside back	R16 595
Ear space	R2 995
	(inside right top corner)
Belly band	R8 695
Front cover strip	R5 295

The rates exclude VAT and include agency commission. Quarter page ads are only accepted in the Market Place section.

## Home Handyman Market Place

Half Page:	R5 995 + VAT each
Quarter Page:	R3 095 + VAT each
1/8 Page ad:	R1 695 + VAT each

(Minimum of 3 insertions) **Excludes agency com**

## Inserts

Loose inserts:	R1 779 per 1,000
Bound inserts:	Details on request

## Strip ads

Sponsor an article with 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	R1 995
1/6th DPS strip	R7 295

Prices exclude VAT and Agency commission.

## Off the Shelf Advertorial

Quarter page editorial write up and pack-shot:  
R1 295 + VAT Excludes agency commission  
(Exempt for contract advertisers)

## "Ask for it by Name"

A block advertisement strategically placed within relevant editorial – so your product gets credibility and will be associated with the job at hand, making it an obvious choice for the reader.

### Big Size - Double column block:

84mm deep x 120mm wide R3 495

### Small Size - Single column block:

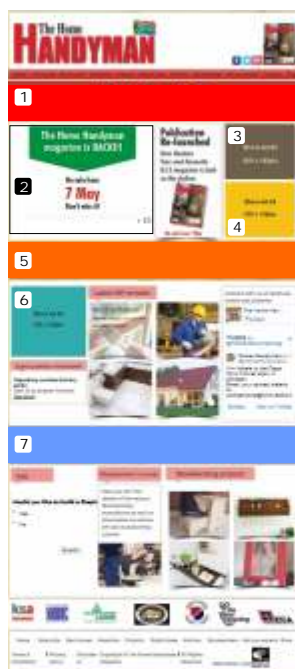
84mm deep by 58mm wide R2 395

Prices exclude VAT and Agency commission.

## Supplements

From time to time **Home Handyman** publishes stitched-in supplements on various topics such as woodworking, projects, kitchens and bathrooms etc. Contact us for details.

# Website advertising rates 2020



**1: Below header banner**  
980 pixels x 125 pixels  
R 1 835 per month

**2: Slide Deck Gallery**  
475 pixels x 380 pixels  
R 1 835 per month

**3 & 4: Block ads (static)**  
235 pixels x 185 pixels  
R 525 per month (each)

**5: Central banner (static)**  
980 pixels x 125 pixels  
R 1 255 per month

**6: Block ad (static)**  
250 pixels x 235 pixels  
R 525 per month

**7: Lower banner ad (static)**  
980 pixels x 125 pixels  
R 1 045 per month

Website prices exclude VAT and exclude agency commission.

# Monthly digital newsletter advertising rates 2020

The Home Handyman monthly newsletter goes out to the entire subscriber database as well as advertisers. It highlights news, articles and projects of that month and keeps subscribers updated about industry news and competitions.

Newsletter banner ad rates  
R575 for the top banner  
R365 for the middle banner  
Banner size: 800px wide x 186px height

# The Home Handyman Annual DIY Handbook

The Home Handyman publishes a stand-alone Annual in November which is a comprehensive DIY Handbook. Distributed by RNA to retailers in southern and east Africa. Contact us for rates and further information.



# Technical data

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

## Specifications

**Main body ads** Note: Home Handyman is American A4 size (273mm x 210mm)

Advertisement	Bleed (height x width)	Trim	Type area
Double page spread	283mm x 430mm	273mm x 420mm	250mm x 390mm (NB: centre gutter!)
Full page	283mm x 220mm	273mm x 210mm	250mm x 190mm
Half page horizontal	140mm x 220mm	130mm x 210mm	110mm x 190mm
Half page vertical	283mm x 110mm	273mm 100mm	250mm x 85mm
Third page horizontal	100mm x 220mm	90mm x 210mm	75mm x 195mm
Third page vertical	283mm x 75mm	273mm x 65mm	258mm x 50mm
Two thirds page horizontal	100mm x 220mm	90mm x 210mm	75mm x 195mm
Two thirds page vertical	283mm x 143mm	273mm x 133mm	253mm 113mm
1/6th page strip vertical	283mm x 45mm	273mm x 35mm	258mm x 21mm
1/6th page strip DPS	55mm x 430mm	45mm x 420mm	31mm x 390mm
Belly band	60H x 282W	50H x 272W	Ask for specs to include glued overlap
Ear space (triangle top right)	90H x 90W triangle	80H x 80W triangle	72H x 72W triangle for top right corner

## Market Place ads

Advertisement	Trim (height x width)
Half page horizontal	112mm x 192mm
Quarter page	112mm x 95 mm
Eighth page	55mm x 95mm

## Website and Newsletter ad specifications

Material to be supplied as jpegs or animated gif in above pixel sizes. Contact us if you would like us to design your website ad. All ads can include a click-through to your website.

## Printing specifications and material

The Home Handyman is American A4 size (273mm x 210mm) and is printed on 90gsm gloss art with a 150gsm varnished cover. Press Optimised CMYK PDF fles or High Resolution JPEG fles which must be at least 300dpi. Material to be supplied via Adsend or emailed directly to us to studio@homehandyman.co.za / CorelDraw, Powerpoint, Word and Publisher documents are not accepted!

## Deadlines

The Home Handyman is published bi-monthly on the last Monday of the month prior to the dateline. Editorial deadline is eight weeks prior to publication date and advertising booking deadline is six weeks prior to that date.

Editions - 2020	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec	Jan/Feb
<b>Advert bookings</b>	25-Nov	27-Jan	30-Mar	01-Jun	27-Jul	21-Sep	16-Nov
<b>Material deadline</b>	02-Dec	03-Feb	06-Apr	08-Jun	03-Aug	28-Sep	23-Nov
<b>Loose inserts</b>	09-Dec	10-Feb	13-Apr	15-Jun	10-Aug	05-Oct	30-Nov
<b>On Sale</b>	<b>16-Dec-19</b>	<b>17-Feb-20</b>	<b>20-Apr-20</b>	<b>22-Jun-20</b>	<b>17-Aug-20</b>	<b>12-Oct-20</b>	<b>7-Dec-20</b>

## 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. Contract advertising for special positions is not subject to cancellation in any circumstances. Please adhere strictly to the above deadlines. No responsibility will be taken for non-inclusion due to late submission of either advertising, or editorial copy.

