

**2011**

# DIY Buyers' Guide

Knowing the global market

**International**



## Media Information

# 2010 DIY Buyers' Guide

(smaller than  
actual size)

**Give purchasing managers a clear and concise description of what you can offer them.**

**We will publish your basic entry free of charge.  
Each subsequent address entry costs € 29.-**

€ 29.-

#### **PADO ITALY SRL**

Via Don Guanella 276  
21020 Cadrezzate – Varese (Italy)  
Telefon +39/03 31/95 33 24  
Telefax +39/03 31/95 35 04  
E-Mail [info@padoitaly.com](mailto:info@padoitaly.com)  
Internet [www.padoitaly.com](http://www.padoitaly.com)

**An address entry with supplementary lines will  
indicate to buying directors which products you can  
offer them. Per supplementary published line:**

€ 32.-

#### **Ridder GmbH**

Postfach 12 47  
56372 Singhofen (Germany)  
Telefon +49/26 04/95 41-0  
Telefax +49/26 04/7 05 20-51  
E-Mail [info@ridder-online.de](mailto:info@ridder-online.de)  
Internet [www.ridder-online.de](http://www.ridder-online.de)  
*Badteppiche, Duschvorhänge und  
Zubehör, Sicherheitsanlagen  
Artikel für Sicherheit &  
Komfort im Bad und Accessoires*

**Your address entry in the DIY Buyers' Guide will be  
still more effective in combination with a company  
logo. Per company logo published:**

€ 98.-



#### **Alli Industries, Inc. Corporate Office**

747 East Xenia Drive  
Fairborn OH 45324 (United States)  
Telefon +1/937/878-39 46  
Telefax +1/937/878-32 74  
E-Mail [info@gatorgrit.com](mailto:info@gatorgrit.com)  
Internet [www.gatorgrit.com](http://www.gatorgrit.com)

**A photo will allow you to take advantage of yet  
another possibility for drawing attention to your  
company and your products in our DIY Buyers' Guide:  
Per photo published:**

€ 98.-

#### **Rainbow Play Systems Int.**

25840 IH-10 West, Suite 1  
Boerne, TX 78006  
(United States)  
Telefon +1/210/764-13 75  
Telefax +1/210/698-38 43  
E-Mail [alberto@rps-international.com](mailto:alberto@rps-international.com)  
Internet [www.rainbowplay.com](http://www.rainbowplay.com)



*Flatpack, residential, commercial*

## Media-Informationen Buyers' Guide online!

#### **Buyers' Guide online!**

You can also present your company in the Online Buyers' Guide with your free address entry and all the **extras** for which there is a charge (incl. additional lines, logos and photos), plus a **link** to your homepage.

You can find the Online Buyers' Guide at  
[www.DIYglobal.com](http://www.DIYglobal.com) and [www.DIYonline.de](http://www.DIYonline.de)

All your entries in the e-magazine version will also be simultaneously linked to your website. The e-magazine version will be sent to some 3 200 recipients by e-mail. The one-off cost for this service is

€ 60.-

**DIY**  
ONLINE  
**DIY**  
GLOBAL

**Dähne** Verlag

# Media Information

## Key to product categories

### 1. Wood

- 1.1 Construction timber
- 1.2 Sheet materials
- 1.3 Planed timber, laminated softwood, mouldings
- 1.4 Wholesale and import

### 2. Building materials

- 2.1 Core materials
- 2.2 Insulation
- 2.3 Roofing and exteriors
- 2.4 Ceramic tiles, marble, glass bricks and equipment
- 2.5 Structural components
- 2.6 Chemical products and sealants
- 2.7 Doors, windows and stairs
- 2.8 Wholesale and import

### 3. Plumbing and heating

- 3.1 Ceramic sanitaryware and attachments
- 3.2 Fittings and accessories
- 3.3 Water engineering, installation pipes and accessories
- 3.4 Bathroom furniture and accessories
- 3.5 Heating, ventilation, fireplaces, stoves and saunas
- 3.6 Wholesale and import

### 4. Tools and hardware

- 4.1 Power tools and attachments
- 4.2 Construction equipment, ladders and scaffolding, workshop fittings
- 4.3 Hand tools and accessories
- 4.4 Hardware
- 4.5 Furniture fittings and accessories
- 4.6 Builders' hardware, locks and security devices
- 4.7 Housewares and cleaning products
- 4.8 Health and safety
- 4.9 Wholesale and import

### 5. Interiors and decoration

- 5.1 Paint, woodcare products and accessories
- 5.2 Painting and wallpapering equipment
- 5.3 Walls, ceilings and accessories
- 5.4 Flooring and accessories
- 5.5 Home enhancement
- 5.6 Wholesale and import

### 6. Electrical

- 6.1 Installation materials
- 6.2 Lighting and lamps
- 6.3 Security systems and telecommunications
- 6.4 Solar technology, electrical appliances and miscellaneous
- 6.5 Wholesale and import

### 7. Garden and pet

- 7.1 Garden tools and equipment
- 7.2 Structural components, fencing and associated products
- 7.3 Outdoor furniture, camping and leisure
- 7.4 Garden ceramics, ornaments and planters
- 7.5 Lighting and water technology
- 7.6 Seeds, fertilizers and pesticides
- 7.7 Live plants
- 7.8 Aquariums and accessories
- 7.9 Pet products and accessories
- 7.10 Pet food
- 7.11 Wholesale and import

### 8. Flat-pack furniture

- 8.1 Shelving systems
- 8.2 Self-assembly and occasional furniture
- 8.3 Kitchen furniture, built-in kitchens
- 8.4 Wholesale and import

### 9. Cars and bikes

- 9.1 Maintenance products and paint
- 9.2 Automotive and cycle accessories, spare parts
- 9.3 Wholesale and import

### 10. Craft supplies and miscellaneous

- 10.1 Handicrafts, hobbies, model-making
- 10.2 Seasonal articles and sundries
- 10.3 Wholesale and import

### 11. Shopfittings and equipment

- 11.1 Shopfitting components
- 11.2 Retail electronics
- 11.3 Shopping trolleys and handling equipment
- 11.4 Packaging, labelling and advertising
- 11.5 Customer service equipment
- 11.6 Surveillance and sound systems
- 11.7 Decoration and office supplies
- 11.8 Outdoor facilities

### 12. Services

- 12.1 Trade journals and specialist literature
- 12.2 Trade associations and organisations
- 12.3 Exhibition organisers
- 12.4 Management consultants and service providers
- 12.5 Internet sites



# Media Information

## Examples of entries and advertisements

### 4.1

**Rainbow Play Systems Int.**  
25840 IH-10 West, Suite 1  
Boerne, TX 78006  
(United States)  
Telefon +1/210/764-13 75  
Telefax +1/210/698-38 43  
E-Mail alberto@rps-international.com  
Internet www.rainbowplay.com



Flatpack, residential, commercial



**Rheinbraun Brennstoff GmbH**  
Ludwigstraße  
50226 Frechen (Germany)  
Telefon +49/2 21/480-0  
Telefax +49/2 21/480-14 29  
E-Mail gabriele.luecke@rve.com  
Internet www.heizprofi.com

See advertisement on page 2

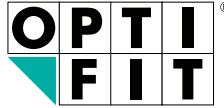
**AGMA AB**  
Götgatan 6 B  
90327 Umeå (Sweden)  
Telefon +46/901/38 65-0  
Telefax +46/901/38 65-1  
E-Mail smart@agma.com  
Internet www.agma.com



**Ali Industries, Inc. Corporate Office**  
747 East Xenia Drive  
Fairborn OH 45324 (United States)  
Telefon +1/937/878-39 46  
Telefax +1/937/878-32 74  
E-Mail info@gatorgrit.com  
Internet www.gatorgrit.com

**BESSEY Tool GmbH & Co. KG**  
Mühlwiesenstraße 40  
74321 Bietigheim-Bissingen (Germany)  
Telefon +49/71 42/401-213  
Telefax +49/71 42/401-451  
E-Mail info@bessey.de  
Internet www.bessey.de

**Kapro Industries Ltd.**  
20117 Kadarim (Israel)  
Telefon +9 72/4/69 86-204  
Telefax +9 72/4/69 87-228  
E-Mail quality@kapro.com  
Internet www.kapro.com



**OPTIFIT 501641 Jaka-Möbel GmbH**  
Postfach 30 08  
32344 Sternweide-Wehden (Germany)  
Telefon +49/57 73/88-0  
Telefax +49/57 73/88-144  
E-Mail info@optifit.de  
Internet www.optifit.de  
*Badmöbel, Spiegelschränke*

**PADO ITALY SRL**  
Via Don Guanello 276  
21020 Cadrezzate – Varese (Italy)  
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Telefax +39/03 31/95 35 04  
E-Mail info@padoitaly.com  
Internet www.padoitaly.com

**Ridder GmbH**  
Postfach 12 47  
56372 Singhofen (Germany)  
Telefon +49/26 04/95 41-0  
Telefax +49/26 04/7 05 20-51  
E-Mail info@ridder-online.de  
Internet www.ridder-online.de  
*Badteppiche, Duschvorhänge und Zubehör, Sicherheitsanlagen Artikel für Sicherheit & Komfort im Bad und Accessoires*

**Address entry plus company logo and/or photo**

This version makes full use of all the best opportunities for drawing attention to both company and products.

Each photo or logo € 98.-

**Address entry**

Our offer: one address entry included free of charge.

Each additional address entry: € 29.-

**Address entry plus additional lines**

This version allows you to show buyers which special products you are offering.

Each additional line € 32.-

### DER TYP 25. Die Besinnung auf das Wesentliche



25/04-LA  
Weiß



25/01  
Weiß

25/01-LA  
Weiß

25/04  
Weiß

25/04-LA  
Weiß

Eckige Rahmen, die ein scharfes Formenbild zeichnen. Geradlinige Ausrichtung, die eine gezielte Wirkung erzeugt. Zeitloser Stil, der für eine stetige Modernität sorgt. In der Schlichtheit liegt die besondere Ästhetik der Tür Typ 25. Hier schafft bewusster Verzicht eine starke Identität.

Alle vier Modelle erhältlich in Weiß, Ahorn und Buche Dekor sowie Kiefer und Fichte lackiert.



www.kilsgaard.de

**Optimum publicity in the PET Buyers' Guide...**

for your company's products and services can be achieved by the addition of a suitable advertisement to your Guide entry, positioned within the product categories that are important to you. Regard our current media information on the next page of this information.



**Online entry**

For a flat fee of € 60 your entries will appear in the DIY Buyers' Guide database at DIYonline and DIYglobal with all logos, photos and additional lines. Your entries will also be linked to your website home page in the databases and e-magazine version.

# Media Information

## Advertising rates

### Kurzcharakteristik

In brief: **The DIY Buyers' Guide** is a buyers' guide comprising a comprehensive directory of manufacturers and service providers for the DIY and garden market. Divided into twelve product categories, the DIY Buyers' Guide contains addresses of international manufacturers of DIY products, suppliers of shop fittings, service providers, associations and fair organisers, plus significant additional data. The information contained in the DIY Buyers' Guide can also be accessed on the internet at [www.DIYonline.de](http://www.DIYonline.de), [www.DIYglobal.de](http://www.DIYglobal.de) or [www.DIYglobal.com](http://www.DIYglobal.com). The product category, the product itself, the company name or the location can be used as the search criterion for selecting the companies included in the directory. The DIY Buyers' Guide is published annually in English/German. The guide now also appears as an e-magazine in addition to the print version.

### Product categories:

1. Wood 3 pages
2. Building materials 5 pages
3. Plumbing and heating 4 pages
4. Tools and hardware 7 pages
5. Interiors and decoration 6 pages
6. Electrical 4 pages
7. Garden 8 pages
8. Flat-pack furniture 2 pages
9. Cars and bikes 3 pages
10. Craft supplies and miscellaneous 3 pages
11. Shopfittings and equipment 5 pages
12. Services 12 pages

### Circulation analysis

Print figure	5,000
<b>Actual circulation (Print)</b>	4,790
Specimen and file copies	523
Remainder	210
<b>e-magazin</b>	9,600*

\* 3 times a year

### Copy price

€ 32.- plus postage and sales tax

### Postal address

P.O. Box 10 02 50, 76256 Ettlingen, Germany

### Delivery address

Am Erlengraben 8, 76275 Ettlingen, Germany

**Telephone** + 49 (0) 72 43 / 575-103

**Fax** + 49 (0) 72 43 / 575-100

**E-mail** [advertising@daehne.com](mailto:advertising@daehne.com)

**Internet** [www.DIYglobal.com](http://www.DIYglobal.com)

### Terms of payment

Net payment due within 20 days of date of invoice

### Accounts

- (D) Deutsche Bank; Kaiserstr. 90  
D-76133 Karlsruhe, Nr. 714 600 00  
(BLZ 660 700 04)  
BIC: DEUTDESM660  
IBAN: DE68 6607 0004 0071 4600 00
- (A) Raiffeisenverband Salzburg  
Nr. 160 178 65 (BLZ 35000)  
BIC: RVSAAT2S  
IBAN: AT84 3500 0000 1601 7865
- (CH) Coop Bank Basel  
Nr. 481116.290000-8  
Clear. Nr. 8440, PC-Kto 40-8888-1  
BIC: COOPCHBB  
IBAN: CH84 0844 0481 1162 9000 0

All subscribers to **diy** Fachmagazin and **DIY International** will receive a free copy. Further copies will be circulated worldwide at fairs and conventions and as e-magazine.

# Media-Informationen

## Advertisement format and rates

### Format

297 mm depth x 210 mm width

### Type area

270 mm depth x 187 mm width

### Printing and binding processes

offset printing and adhesive binding

### Copy

Copy up to 70 lines per cm/300 dpi.

### Publication date

June 2011

### Advertising deadline

2 May 2011

### Copy deadline

4 May 2011

Format	Number of columns	Width x Depth in mm	Basic price black/white €	4-colours €
1 / 1 page	4-columns	210 x 297*	1,985,-	3,695,-
1 / 2 page	4-columns 2-columns	187 x 133 horizontal 91 x 270 vertical	1,020,-	2,580,-
1 / 3 page	4-columns	187 x 87	700,-	1,900,-
1 / 4 page	4-columns 2-columns 1-columns	187 x 64 horizontal 91 x 133 vertical 43 x 270	540,-	1,410,-
1 / 8 page	4-columns 2-columns 1-columns	187 x 30 horizontal 91 x 64 vertical 43 x 133	290,-	980,-
1 / 16 page	2-columns 1-columns	91 x 30 horizontal 43 x 64 vertical	150,-	690,-
inside front cover	4-columns	210 x 297*	2,390,-	4,100,-
inside back cover	4-columns	210 x 297*	2,190,-	3,900,-
back cover	4-columns	210 x 297*	2,090,-	3,800,-
product category cover page	4-columns	184 x 200	2,010,-	3,720,-

Rate per single-column millimetre: € 2.50 (black/white) \*plus 3 mm additional bleed