

DIY
WEEK



DIY Week is the information source for everyone in the home improvement market: retailers, wholesalers, distributors and manufacturers.

In print

Launched in 1874, DIY Week delivers market information, news analysis, sector-specific features and exclusive trading trend analysis.



Online

DIY Week is the UK's leading information source for the home improvement market. It delivers news as it happens as well as a searchable supplier database, a thriving recruitment section, and a weekly newsletter.



Face to face

DIY Week Awards.

The industry's leading awards event, recognising talent in retailing and rewarding innovative products.



The essential news source for the home improvement industry

23-30 OCTOBER 2015

DIY WEEK

3000 copies of this journal under p14

HARDWARE
Labels Report from our exclusive business-boosting project p11

INSIDE THIS WEEK
MAID IT OVER TO HENKEL
Labels Report from our exclusive business-boosting project p11

NEW STORE TRADITIONAL VALUES
Thompson's Hardware grows into its new premises p16

CHAIN REACTION
Woods Hardware passed for shop number four p17

www.diyweek.net

Argos warns over Christmas as HRG half-year sales dip

A potential repeat of last year's Black Friday mayhem has hung a question mark over the success of Argos' Christmas this year, says Home Retail Group (HRG) last week.

Releasing its results for the half year to August 29 2015, the group, which also includes Homebase, warned that the important Christmas season seems less predictable than the company itself is.

The 26-week period saw group sales down 2% to £2.25bn. At Argos total sales fell from £1.55bn in the same period last year to £1.74bn, and like-for-like sales were down 3.4%.

Homebase also saw a drop in total sales, from £585m to £510m, although like-for-like sales rose 0.7%.

Group benchmark profit before tax fell by 22.2% to 10% to £24.1m. At Homebase it increased by 20.2m, but fell at Argos by £5.6m.

Argos launched its groundbreaking Fast Track service – offering same-day collection or delivery – shortly after the end of last year.

The company said its results statement that it represents for many customers the most significant output of Argos' digital transformation to be and described the media plan for its launch as "lightweight".

Meanwhile, Homebase's store closure programme continued during the period with 25 shut-downs: 271 remain. Another 10 will close in the second half, the retailer notes towards a 25% reduction by 2017.

Commenting on HRG's half-year chief executive John Walker said he looked forward to an improved sales performance for both Argos and the group in the second half. However, trading at Argos during this year's important Christmas period seems less predictable than usual, as both retailers and customers determine whether to repeat last year's unusual Black Friday pattern.

The combination of this trading uncertainty, an increased level of investment in the launch of Fast Track and the underlying profit reduction from Argos' challenging first half, mean that at the stage of the financial year we expect the group's full-year benchmark profit before tax to be slightly below the bottom end of the current range of market expectations of £1.1bn to £1.4bn.

Argos is confident customers will embrace its new service

Weyvale GC hits 150 with Sidmouth Garden Centre acquisition

Weyvale Garden Centres (WGC) has bought Sidmouth Garden Centre, doubling its size and expanding its WGC store the business, with an initial four-acre of 14,000sq ft including an award-winning restaurant of almost 3,000sq ft, offers attractive positioning to Devon and benefits from a strong customer base.

Weyvale's aim to provide an enhanced shopping experience will be further enhanced by Sidmouth Garden Centre, it said in a statement.

The garden centre will complement WGC's existing offer in the region and bring the size of the WGC estate to 150 acres.

WGC chief executive Kevin Quinlan said: "The garden centre has a wonderful reputation for its commitment to exceptional customer service and provides an exceptional variety of plants, alongside garden and gift products to its growing customer base."

"The award-winning garden centre is a welcome addition as it supports our aim to grow our business by acquiring exceptionally high-quality garden centres."

WGC is confident customers will embrace its new service

FILL YOUR BOOTS

Pre-season discounts available on all products in the following categories:

- Value Gardening
- Gold Gardening
- Garden Accessories
- Grow Your Own
- Barbeque
- Garden Lighting
- Country Life
- Platinum Gardening
- Live to Grow
- Outdoor Living
- Leisure
- Fun and Games

For further information and to order please telephone 01835 8113 or contact your Sales Representative. Terms and conditions apply.

Order before 31st December 2015 for delivery between 1st January 2016 and 31st April 2016 and receive 50% discount.

Bonnington Plastics Ltd - Kingfisher House, Glaisdale Parkway, Billingham, Nottingham, Nottingham, NG8 4DP
 Website: www.billinghamplastics.com Email: sales@billinghamplastics.com

Area of Business:

Hardware/DIY/Ironmonger shop	3387
Garden Centre	1431
DIY Superstore	618
Department Store	472
Wholesaler/Cash & Carry	322
Paint & Wallpaper Shop	254
Discount Store	184
Security Retailer	54
Mail Order	41
Supermarket Chain	24

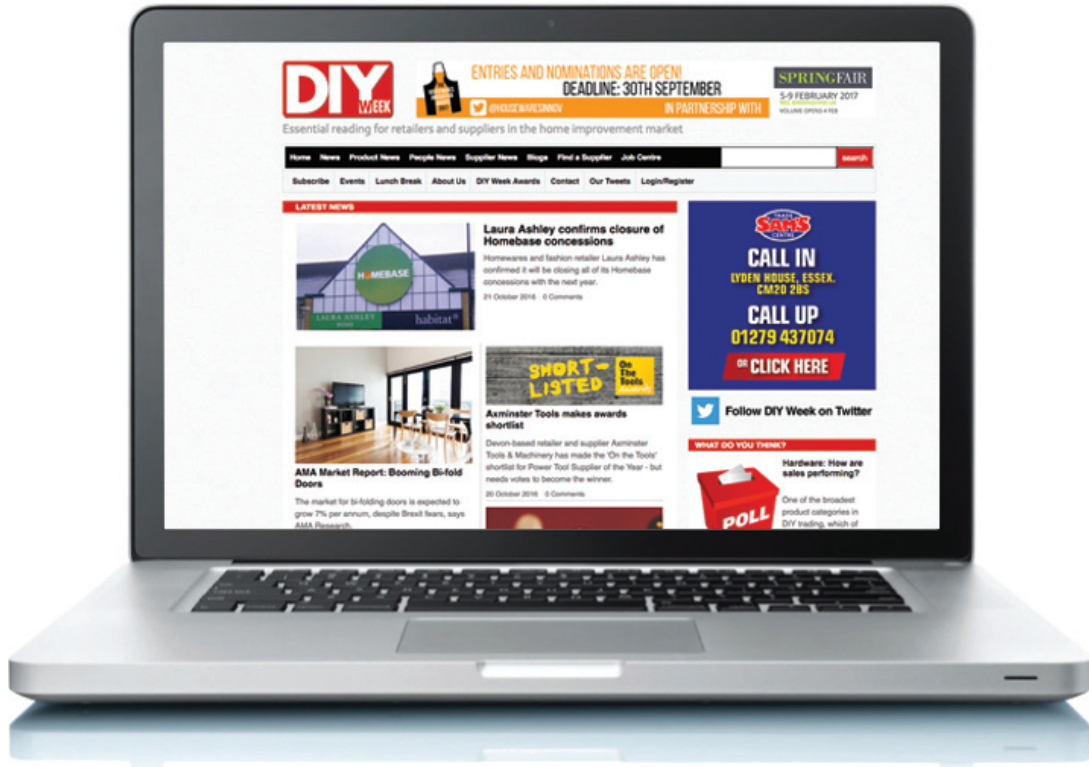
For nearly 140 years, **DIY Week** has been the most authoritative and trusted information source for the home improvement market.

Published 20 times a year, **DIY Week** delivers more market news, product news and news analysis than any other publication in this field. For our retailer readers, **DIY Week** tells them what's happening in their industry.

DIY Week delivers sector-specific features, and range reviews aimed at key market sectors, highlighting sales trends, product development and market opportunities.

DIY Week delivers exclusive trading trend analysis. Our Leaders surveys – DIY Retail Leaders, Garden Retail Leaders and Wholesale Leaders – analyse the company accounts of the leading players in each of these markets, and give our readers an exclusive overview of market trends as well as enabling them to benchmark their own performance against the major players.

DIY Week delivers the highest quality audience in the home improvement and garden markets. The circulation of 7,000 copies is sent, by request, only to readers who meet our strict criteria! They have to be the decision-makers our advertisers want to reach. And we know exactly who our readers are: we know what jobs they do, what type of business they work in, and their purchasing responsibility.



News as it happens

DIY Week delivers the largest online audience to the DIY sector, over 30,000 visits per month. The bulk of this traffic comes direct from our weekly online newsletter, sent direct to the inboxes of more than 14,000 registered recipients every Thursday.

DIY Week's website is the only online news source in the UK exclusively for the home improvement industry. Its news content is up to the minute and when major news stories break its traffic figures rocket.

But it's not just about news: when buyers look for new products and suppliers, they look online. DIYWeek.net is the only website which gives retailers a searchable database of suppliers. Users can browse by product category, or check out the latest products in our product showcase section. They can contact suppliers instantly. Advertisers can log in at any time to monitor site traffic, see exactly how their company listing is performing, and check how much traffic DIYWeek.net is driving to their website.

The main logo for the DIY Week Awards 2017. It features a stylized red star icon on the left, followed by the text 'DIY WEEK' in a large, bold, black font. Below this, the word 'AWARDS' is written in a large, bold, red font, and '2017' is written in a smaller, bold, red font to its right.

Building relationships

The **DIY Week Awards** is the UK's main event for retailers and suppliers in hardware, housewares, garden, décor, tools and diy.

They attract entries and sponsorship from many of the market's blue-chip names, and on the night it's a veritable who's who of the DIY sector.

The **DIY Week Awards** categories are:

- Décor Product of the Year
- Décor Retailer of the Year
- DIY Product of the Year
- DIY Store Manager of the Year
- Garden Tool of the Year
- Garden Fertiliser/Chemical of the Year
- Garden Accessory of the Year
- Garden Retailer of the Year
- Hardware Product of the Year
- Hardware Retailer of the Year
- Hand Tool of the Year
- Power Tool of the Year
- Tool Retailer of the Year
- Security Product of the Year
- Security Retailer of the Year

The **DIY Week Awards** will bring together the very best retailers, suppliers and products for a night of celebration and networking – an unmissable event for anyone in the DIY market!

Close focus on key market sector

Throughout the year **DIY Week**'s regular range reviews are geared towards helping retail buyers to locate new products and new suppliers in specific categories.

2017	
Monday 16 January 2017	Flooring & Floorcare, Spring Fair Preview
Friday 03 February 2017	Totally DIY Preview
Friday 24 February 2017	Made in Britain
Friday 10 March 2017	Pest Control and Totally DIY Review
Friday 24 March 2017	Adhesives & Sealants
Friday 07 April 2017	Cleaning & Laundry and Merchandising & POS
Friday 28 April 2017	Garden & Woodcare
Friday 12 May 2017	Decorating
Friday 26 May 2017	Tools
Friday 16 June 2017	Tiles & Tiling
Friday 30 June 2017	Housewares & Solex
Friday 21 July 2017	Outdoor Living
Friday 04 August 2017	Merchandising & POS
Friday 25 August 2017	GLEE Preview
Friday 08 September 2017	Autumn & Winter Prep
Friday 29 September 2017	Security & Safety
Friday 13 October 2017	Pet & Birdcare and GLEE Review
Friday 27 October 2017	Christmas
Friday 10 November 2017	Hardware
Friday 24 November 2017	Lighting & Electrical
Friday 15 December 2017	Year in Review

Leaders Supplements

The Leaders supplement series include detailed analysis of the financial performance of Britain's top retailers, garden centres and wholesalers: sales densities, staff productivity, margins, stock turn and long term trends. Much of this financial data is unavailable from any other single source. And that's why wherever you go in the DIY & Garden market; you will find retailers and suppliers alike referring to DIY Week's Leaders supplements.

May	DIY Retail Leaders
September	Garden Retail Leaders
November	Wholesale Leaders

Display rates

Insertions	1x	4x	8x
Double page spread	£5,020	£4,580	£4,252
Full page	£2,625	£2,395	£2,220
Half page	£1,460	£1,355	£1,269
Quarter page	£945	£882	£835
Front page solus	£980		
Loose inserts	£1,250 full run, targeted on request		

Extra postage costs will apply for inserts weighing more than 10g

Classified display rates

Supply line listing	£570 for 6 inserts	£900 for 12 inserts	£1,080 for 24 inserts
Recruitment full page	£2,200		
Recruitment half page	£1,200		
Recruitment quarter page	£760		
Recruitment eight page	£400		
General classified	£30 per single column centimetre		

Website Rates

COMPANY LISTING

Basic listing with searchable supplier database. Go to www.diyweek.net to add your company	FREE
Upgrade (includes link to website, editable product page, priority within category listings, access to performance stats)	£450
Additional product pages	£175
Top 1 in category (be seen ahead of your competitors and appear top of our supplier listing)	£395
Top 5 (guarantee of positions 2 -5)	£295
Top 15 (guaranteed to appear on 1st page of search results)	£125
Video - Will appear on home page, in weekly newsletter, your company listing and archived on site. Also includes press release	£175

BANNERS/SKYSCRAPERS

Duration - invoiced monthly	Home Page Banner	Run of Site Skyscraper	Newspage Banner	MPU - within news pages	Supplier directory category banners
1 month	£295	£310	£310	£310	£170
3 months	£795	£850	£850	£850	£465
6 months	£1,350	£1,530	£1,530	£1,530	£805
12 months	£2,400	£2,750	£2,750	£2,750	£1,400

NEWSLETTER BANNERS

	1	4	12	24	48 (all)
Banner	£150	£125	£90	£75	£60
Button	£65	£50	£40	£30	£25
Skyscraper	£480	£385	£290	£240	£190

FUN

Quiz sponsorship	£450
Game sponsorship	£450

Copy deadlines

Editorial	16 days before publication date
Advertising	10 days before publication date

Print Dimensions

Horizontal x vertical dimensions in millimetres	Trim	Bleed
Double page spread	458 x 306	464 x 312
Full page	229 x 306	235 x 312
Half page vertical	105 x 288	
Half page horizontal	217 x 142	
Quater page vertical	50 x 288	
Quater portrait	105 x 142	
Quater horizontal	217 x 67	
Front page solus	217 x 67	

Adobe Acrobat PDF Version 1.3

Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).

Files must be PDF version 1.3 or later.

All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher).

Where necessary a bleed area of 3mm must be contained within the file.

Files must contain crop marks.

All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.

All fonts must be embedded.

Any trapping requirements should be applied by the file creator.

No trapping will be applied by the printer.

Combined colour ink density must not exceed 300%.

Files must be submitted as single pages.

QuarkXPress, Adobe Illustrator, Adobe Photoshop Images

All images in the file must be high resolution (300 dpi).

Colour images must be saved in CMYK mode as TIFF or EPS format.

Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format.

If you have to send JPEG images you must inform us.

Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.

Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, the PDF must be flattened in the program it was produced in to avoid layer and transparency problems, or we suggest these formats are made and supplied as Tiff or EPS files. Otherwise we do not accept any responsibility for errors occurring in the final print run.

Online specifications

File types - We accept .gif and .swf file types

We cannot accept Word, PowerPoint or Publisher documents

Typefaces - All typefaces must be rasterised

Files to be 72dpi at 100% (actual size for ad)

File size should not exceed 300kb

Colour must be RGB

No CMYK colours

No spot colours

No embedded ICC profiles

No Pantone colours



www.diyweek.net

Your DIY Week contacts

For all editorial enquiries please contact:

Jenny Wonnacott

Acting Editor

Email: jwonnacott@datateam.co.uk

Twitter: @DIYJenny

Joanne Bamber

Publication Manager

Email: jbamber@datateam.co.uk

Direct Dial: 01253 870780

Fiona Garcia

Editor

Email: fgarcia@datateam.co.uk

Twitter: @DIYFiona

Margaret Poole

Product News & Classified co-ordinator

On maternity leave until early 2018

Sarah Duncan

Senior Sales Executive

Email: sduncan@datateam.co.uk

Direct Dial: 01622 699136

datateam

Business Media

Datateam Business Media Ltd

London Road,
Maidstone, Kent
ME16 8LY

t 01622 687031

f 01622 757646