DIYWEEK

Media Pack 2024

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 enewsletter.

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

DECEMBER 2023
· DECORATING
· HOUSEWARES
· INTERIOR DESIGN
· REVIEW OF THE YEAR

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WWW.DIYWEEK.NET

DIY WEEK

STICK
WITH US IN
2024!
HAPPY
New Year

OB1
JOB DONE
MULTI-SURFACE
CONSTRUCTION
SEALANT & ADHESIVE
WHITE
15 YEARS

OB1
ob1original.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 over 140 years, DIY Week has been the most authoritative and trusted information source for the home improvement market.

Published 12 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 7,500 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.

DIY WEEK

DIY WEEK AWARDS 2024

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 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!

For more information on how your company can get involved visit www.diyweekawards.co.uk

DIY WEEK

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.

2024

January

Doors & Windows, Flooring & Floor care, Pest Control, Spring Fair Preview, DIY Week Awards preview, Paint & Finishes

February

Cleaning & Laundry, Kitchens & Bathrooms, Safety & Security, Logistics & Supply Chain, DIY Week Awards - Meet the Judges

March

Adhesives & Sealants, Merchandising & POS, Spring Fair Review, Timber & Woodcare, DIY Week Awards - Shortlist

April

Decorating & Wallcoverings, Made in Britain, Omnichannel Retail, Tiles & Tiling, Workwear & PPE

May

Housewares, Lighting & Electrical, Home Office, Outdoor Living

June

Merchandising & POS, Renewables & Sustainability, Safety & Security, Solex show preview, DIY Week Awards Winners Supplement

July

Adhesives & Sealants, Autumn Fair preview, Greenhouses & Outdoor Buildings, Pest Control

August

Garden & Landscaping, Heating & Insulation, Paint & Finishes, Power Tools & Accessories, Landscape Show preview, Glee show preview

September

Autumn & Winter Prep, Flooring & Floor Care, Made in Britain, Tiles & Tiling

October

Hand Tools & Accessories, Kitchens & Bathrooms, Pet Care & Wildlife, Weatherproofing

November

Cleaning & Laundry, Hardware & Plumbing, Lighting & Electrical, Merchandising & POS

December

Decorating & Wallcoverings, Housewares, Interior Design, Year in Review

Advertising rates Cost effective

DIY WEEK

Display rates

Insertions	x 1	x 6	x 24
Double page spread	£5,261	£3,905	£3,455
Full page	£3,300	£2,683	£2,444
Half page	£2,250	£1,100	£950
Quarter page	£922	£795	£761
Front page solus	£1,800		
Loose inserts	From £990		

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

Classified display rates

Supply line listing	£665 for 6 inserts	£1,030 for 12 inserts	£1,230 for 24 inserts
Recruitment full page	£2,444		
Recruitment half page	£1,355		
Recruiment quarter page	£845		
Recruitment eight page	£445		
General classified	£40 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)	£465
Additional product pages	£265
Host your brochure on our site	POA
Video - Will appear on home page, in weekly newsletter, your company listing and archived on site. Also includes press release	POA

BANNERS/SKYSCRAPERS

Duration - invoiced monthly	Home Page Banner	Run of Site Skyscraper	Newspage Banner	MPU - within news pages	Supplier directory category banners
1 month	£530	£545	£545	£545	£390
3 months	£1,085	£1,145	£1,145	£1,145	£865
6 months	£1,700	£1,900	£1,900	£1,900	£1,094
12 months	£2,866	£3,255	£3,255	£3,255	£1,755

NEWSLETTER BANNERS

	1	4	12	24	48 (all)
Banner	£186	£158	£110	£105	£90
Button	£95	£75	£64	£54	£47
Skyscraper	£733	£627	£522	£466	£415

FUN

Quiz sponsorship	£450
Game sponsorship	£450

Copy deadlines

News editorial	16 days before publication date
Advertising	10 days before publication date
Product news	16 days before publication date

Print Dimensions

Horizontal x vertical dimensions in millimetresTrim		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	
Quarter page vertical	50 x 288	
Quarter portrait	105 x 142	
Quater horizontal	217 x 67	
Front page solus	217 x 223	

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

We accept .gif .jpg .png .html
We cannot accept a Flash file, 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

DIY WEEK

www.diyweek.net

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