

DIY

2023 ADVERTISING PACKAGES & PUBLISHING SCHEDULE

DIY 2022 highlights



Yard Act: Featured in Class of 2022 edition has had over 6,000 reads of the digital version alone.

- DIY's social media following grew to over 700,000 across our three primary channels (FB 500,000, Twitter 138,000, Instagram 70,000), while DIY's Twitter monthly reach has grown from 3.21m to 4.89m, year on year.
- April 2022 saw the launch of our inaugural festival, DIY Alive.
- Move to video saw biggest production of Reels style content.
- The digital edition of DIY magazine situated on the homepage of the website, and has achieved a readership of 150,000 over 2022.
- Over the year we were supported by over 70 advertisers and sponsors from across a spectrum of businesses, targeting our 1m+ Millennial and Gen Z audience.
- DIY has continued to diversify the artists and genres covered across our various platforms, broadening our musical remit further than any previous year.
- DIY enters the new year with the launch of our DIY Now + Next Tour, 2023 Hello gigs and Class of 2023, with festival stages and partnerships being announced.

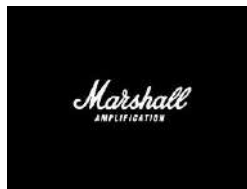


WARNER MUSIC GROUP

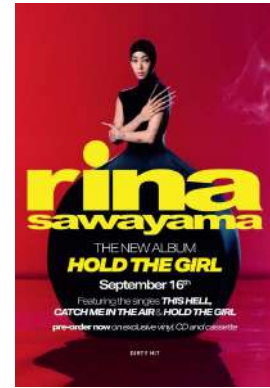
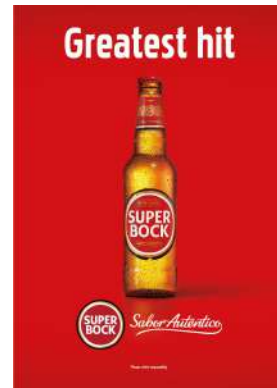
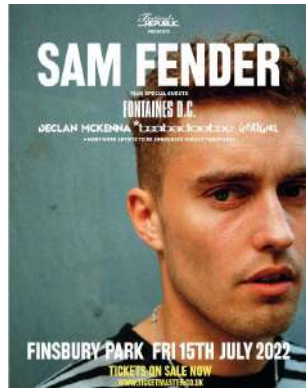
Some of our 2022
Advertisers



Focusrite®



DIY Recent campaigns



DIY Publishing schedule 2023

February 2023

Ad deadline 25/01/23
Final drop 06/02/23

June 2023

Ad deadline 24/05/23
Final drop 05/06/23

October 2023

Ad deadline 27/09/23
Final drop 09/10/23

March 2023

Ad deadline 23/02/23
Final drop 06/03/23

July 2023

Ad deadline 21/06/23
Final drop 03/07/23

November 2023

Ad deadline 25/10/23
Final drop 06/11/23

April 2023

Ad deadline 22/03/23
Final drop 03/04/23

August 2023

Ad deadline 26/07/23
Final drop 07/08/23

December / January 2024

Ad deadline 29/11/23
Final drop 11/12/23

May 2023

Ad deadline 26/04/23
Final drop 08/05/23

September 2023

Ad deadline 23/08/23
Final drop 04/09/23

DIY Rate card 2023



Digital and print packages

A4 Page + 10,000 banners £500

DPS + 20,000 banners £800

OBC + 15,000 banners £700

IFC + 12,000 banners £600

Half page + 5,000 banners £360

Qtr Page + 2,500 banners £180

3 Page Cover Fold Out + 30,000 banners £1200

Digital banners £12 per 000

DIY B2C newsletter ad £150

Discount packages available for 3,6 and annual bookings

Despite a 23% increase in production costs we have held prices at 2022 levels.

DIY Bespoke advertising opportunities

To take full advantage of the advertising potential in DIY's print issues, a number of advertisers took out the new, high impact three page cover fold-out to promote tours and album releases.

The fold-out - alongside 30,000 digital ad impressions and an advertising slot in the DIY B2C newsletter - creates a maximum impact cross-platform campaign.



As well as the high impact fold out, we also offer a special Double Page Spread advert, for those clients who want to make a big impression from within the magazine itself.

Every issue is also extensively marketed across all our social media, email, and online channels to our 1m+ following.





NEWSLETTER

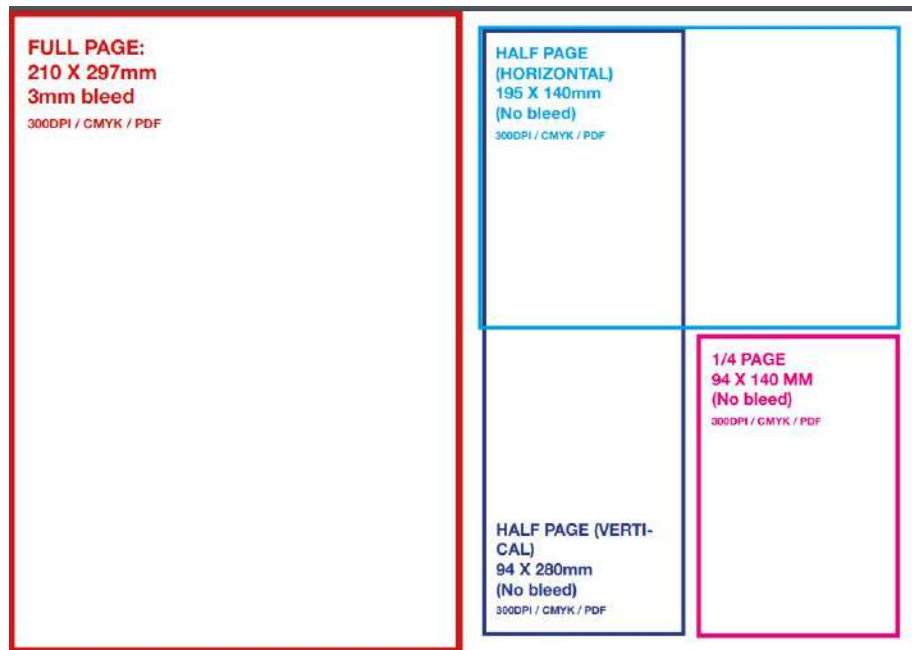
There is now an additional opportunity to advertise in the weekly DIY email, going out to a database of 7,000 passionate music fans for just £150 extra.

Please note that only one ad spot is available per email, and only static images can be used.

Please supply the following the assets: 2:1 for newsletter image Ideally 600x300, as the newsletter is 600px wide + title, link and text.

DIY Specifications

PRINT SPEC



Full page: 210mm W x 297mm H (3mm bleed)

Half Page (horizontal): 195mm W x 140mm H (no bleed)

Half page (vertical): 94mm W x 280mm H (no bleed)

Quarter page: 94mm W x 140mm H (no bleed)

Double Page Spread: 297mm H x 426 mm W (3mm bleed)

Supply at 300 DPI, CMYK, in PDF

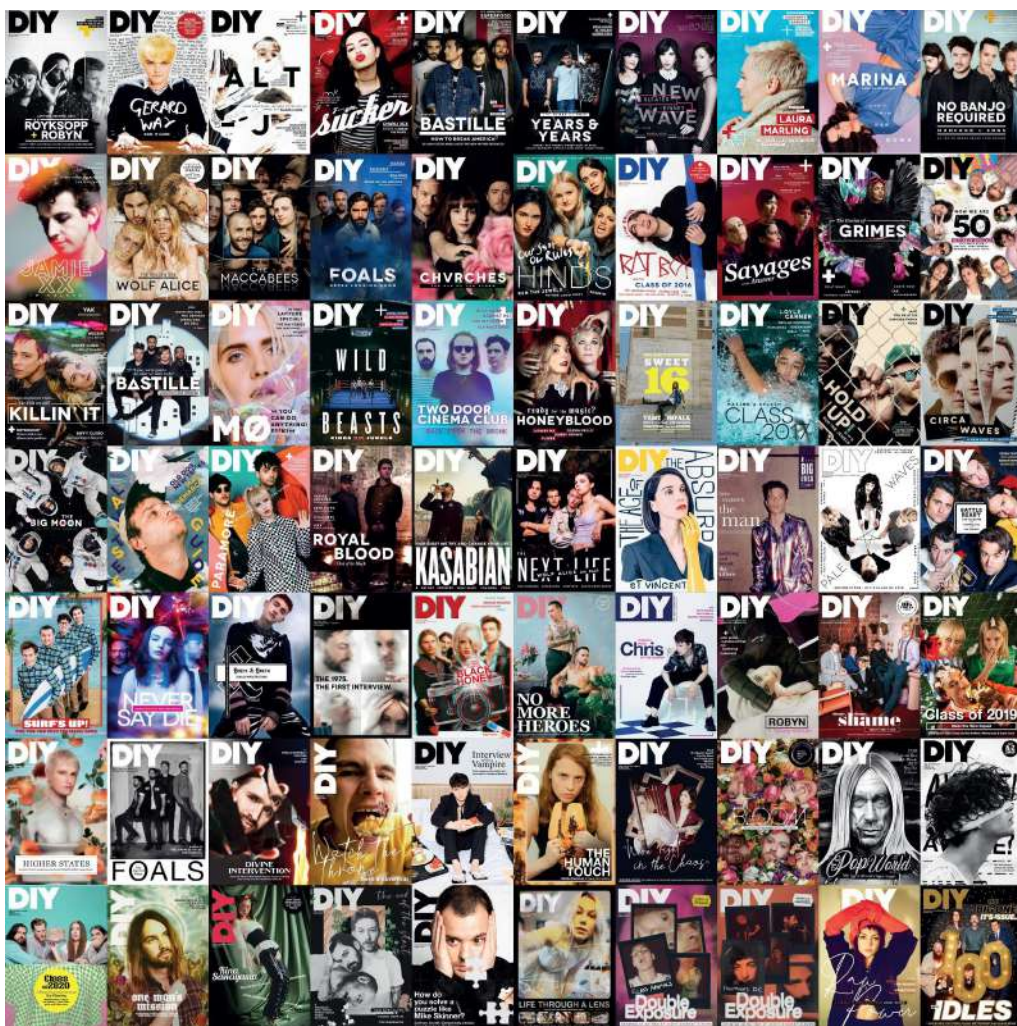
+ click through URL for digital version of the magazine

DIGITAL SPEC

Digital build is 970x250, 300x600, 300x250, 320x50
gif/jpeg 80k file size

+ click through URL.

These can run any time to suit your campaign and targeted to your target country markets.



GET IN TOUCH

To take advantage of our advertising packages or if you would like more information on partnerships, please contact:

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