# SELBST

## Germany's largest DYI portal with tips, tricks and ideas for home and garden

The largest and most comprehensive German-speaking DIY portal covers the entire spectrum of do-it-yourself activities: From home to garden, from crafting to building. On SELBST.de, DIY enthusiasts will find many creative ideas for their next project and suitable step-by-step instructions. Whether they want to build a carport, create a raised bed, or set up the workshop functionally: The over 3,000 instructions, 2,000 informative articles, and various tool tests make important purchase decisions easier for users every month.

SELBST.DE users are affluent and tech-savvy, quality-conscious and interested in a variety of things.

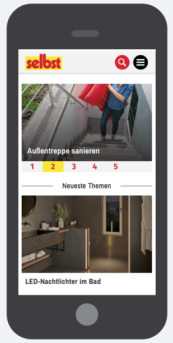
### Print

| | |
|---|---|
| Coverage[1] | 311,514 |
| Paid Circulation[2] | 30,174 |
| Frequency | monthly |
| Basic Rate 2027 | EUR 28,410 |

### In-Stream & Display

| | |
|---|---|
| Views[3] | 960,819 |
| Net coverage[3] | 169,073 |









[1]B4P 2026, [2]IVW 3/2026, [3]AGF 2026-09. SELBST is published in Germany.