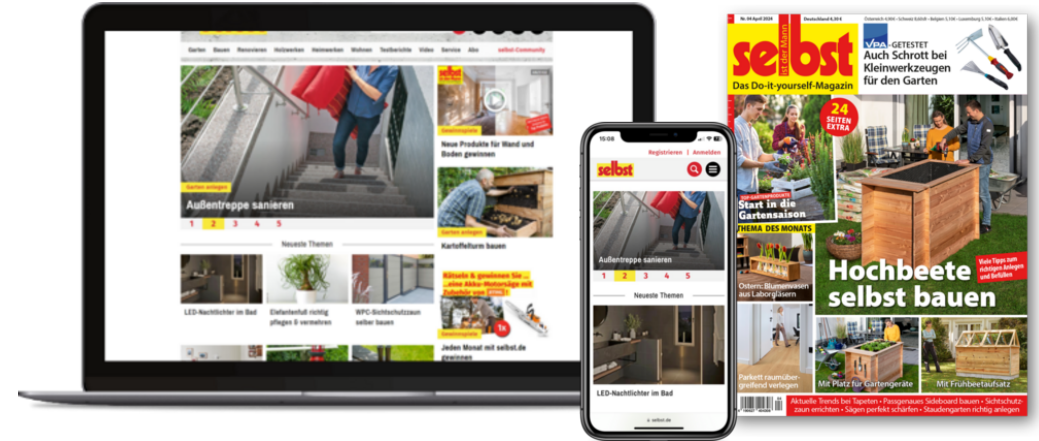


At a glance

SELBST.DE and SELBST IST DER MANN use comprehensible texts and clear imagery to show in detail how a wide range of DIY projects can be realised with your own hands. Users show great trust in the brand - the ideal prerequisite for cross-media branding campaigns that can benefit from a high target group fit.



Print

Coverage	0.43 mill. (ma 2025/I)
Paid Circulation	38,757 (IVW 4/2024)
Frequency	monthly
Basic Rate 2025	EUR 27,420
Copypreis	4.30 EUR



Digital

Unique User	0.79 mill. (AGOF 2023-03)
Visits	0.26 mill. (IVW 2025-02)
Page Impressions	1.57 mill. (IVW 2025-02)