

Nr. 08 August 2025

Deutschland 4,60 €

Österreich 5,10€ • Schweiz 9,10sfr • Belgien 5,50€ • Luxemburg 5,50€ • Italien 6,40€

**selbst**  
ist der Mann

Das Do-it-yourself-Magazin

**VPA - GETESTET**  
Stichsägeblätter  
für Holz im  
Praxistest

**IM ÜBERBLICK**  
Die 8 besten  
Pflanzen-Apps

**Markise montieren**

**TIPPS VON MEISTER OLAF**  
Feilen und Raspeln  
– so gelingt's!

**THEMA DES MONATS**  
Fangkorb für  
Frisbee-Sport

**TROCKENBAU**  
Neue Wände  
mit Ausbauplatten

**Überdachten Platz  
selbst bauen**

**Grillküche  
Teil 1**

**SPARE  
Handwerker  
MACH ES  
SELBST**

**Kaputte Fliese  
austauschen**

**Terrassendeck aus Douglasie**

**Regenschutz mit Stegplatten**

Hügelbeet anlegen • Korrekter Umgang mit Leitern  
und Gerüsten • Die neuesten Trends bei Tapeten

Prices  
2025



AdAlliance



## Discount combinations

### BAUER MÄNNER KOMBI



#### **You save 15% when you book the BAUER MÄNNER KOMBI**

The combined rate applies when advertising is placed in the three magazines in the same format. The adverts can appear in the three titles with a time delay within a month. In each case, one issue of SELBST IST DER MANN and WELT DER WUNDER must be combined with any issue of AUTO ZEITUNG in that month.

## Formats on single pages

| Format | Format additions | Ad placement       | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------------|----------------------------------------|-------------------|
| 1/1    | normal           | inner              | 210 x 280                              | 27,420            |
| 1/1    | normal           | inside front cover | 210 x 280                              | 29,610            |
| 1/1    | normal           | outside back cover | 210 x 280                              | 30,710            |
| 3/4    | vertical         | inner              | 153 x 280                              | 24,670            |
| 3/4    | horizontal       | inner              | 210 x 205                              | 24,670            |
| 2/3    | vertical         | inner              | 136 x 280                              | 23,210            |
| 2/3    | horizontal       | inner              | 210 x 183                              | 23,210            |
| 1/2    | vertical         | inner              | 103 x 280                              | 18,370            |
| 1/2    | horizontal       | inner              | 210 x 139                              | 18,370            |
| 1/3    | vertical         | inner              | 70 x 280                               | 12,880            |
| 1/3    | horizontal       | inner              | 210 x 94                               | 12,880            |
| 1/4    | vertical         | inner              | 53 x 280                               | 11,790            |
| 1/4    | horizontal       | inner              | 210 x 73                               | 11,790            |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 2/1    | normal           | inner        | 420 x 280                              | 54,840            |

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request.  
Advertising splits on request.

## SMALL ADS

Small Ad Marketplace 1/32 vertical 46x30 282 €  
 Small Ad Marketplace 1/16 vertical 46x63 472 €  
 Small Ad Marketplace 1/16 horizontal 96x30 472 €  
 Small Ad Marketplace 1/8 vertical 46x129 1.220 €  
 Small Ad Marketplace 1/8 horizontal 196x30 1.220 €  
 Small Ad Marketplace 1/8 corner 96x63 1.220 €  
 Small Ad Marketplace 1/4 vertical 46x261 2.468 €  
 Small Ad Marketplace 1/4 horizontal 196x63 2.468 €  
 Small Ad Marketplace 1/4 corner 96x129 2.468 €  
 Small Ad Marketplace Test seal 1/4 corner 93x120 3.000 €

## ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

## CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,500  
 Full page: 2,900  
 1/2 page: 2,200  
 1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions, creation of recipes, text writing etc. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts. We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule. Timing for individual photo productions, creation of recipes, text writing etc. on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

**LOOSE INSERTS****OVERSIZE-INSERTS****Definition**

Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.

Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.

**Rates per 1,000**

| Weights up to    | Total<br>without Subs | Subs within<br>Total |
|------------------|-----------------------|----------------------|
| 20 g             | 133                   | 160                  |
| 30 g             | 138                   | 173                  |
| 40 g             | 143                   | 186                  |
| 50 g             | 148                   | 200                  |
| 60 g             | 158                   | 229                  |
| every addl. 10 g | +10                   | +19                  |

Loose inserts with tip-on elements on request.

| Weights up to    | Total<br>without Subs | Subs within<br>Total |
|------------------|-----------------------|----------------------|
| 20 g             | 166                   | 208                  |
| 30 g             | 196                   | 245                  |
| every addl. 10 g | +10                   | +19                  |

\*Plus 30 EUR per 1,000 postal fees.

**Circulation**

Minimum circulation: domestic circulation

Minimum circulation: domestic circulation

**GLUED INSERTS****BOUND INSERTS****Definition**

Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.

Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.

**Rates per 1,000**

| Special ad<br>format     | Weights up to | Total<br>without Subs | Subs within<br>Total |
|--------------------------|---------------|-----------------------|----------------------|
| Booklet                  | 10 g          | 73                    | 88                   |
| Booklet                  | 20 g          | 77                    | 100                  |
| every addl. 10<br>g      |               | +12                   | +15                  |
| Product<br>sample        | 10 g          | 76                    | 95                   |
| Product<br>sample        | 20 g          | 86                    | 112                  |
| Flat spray /<br>Teabags* |               | 126                   | 158                  |

\*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products.  
Other tip-ons on request.

| Pages               | Total<br>without Subs | Subs within<br>Total |
|---------------------|-----------------------|----------------------|
| 4                   | 148                   | 185                  |
| 8                   | 153                   | 191                  |
| 12                  | 158                   | 205                  |
| 16                  | 160                   | 216                  |
| every addl. 4 pages | +12                   | +15                  |

Bound inserts with tip-on elements on request.

**Circulation**

Minimum circulation: domestic circulation  
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: domestic circulation

**Price Quotes**

Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.

**Circulation**

For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.

**Technical  
Information and  
Delivery**

Binding technical information, deadlines, samples, as well as delivery can be downloaded from [www.adspecial-portal.de](http://www.adspecial-portal.de). An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.

**Print Service**

On request, the special ad formats can be produced by the publisher. Prices on request.

The total prices also apply when booking the domestic circulation.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date | Special Ad Formats Closing &<br>Cancellation Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|-----------------------------------------|---------------------------------------------------|----------------------------------|
| 2/2025    | 03/01/2025   | 01            | 22/11/2024                              | 22/11/2024                                        | 03/12/2024                       |
| 3/2025    | 07/02/2025   | 06            | 02/01/2025                              | 02/01/2025                                        | 14/01/2025                       |
| 4/2025    | 07/03/2025   | 10            | 31/01/2025                              | 31/01/2025                                        | 11/02/2025                       |
| 5/2025    | 04/04/2025   | 14            | 28/02/2025                              | 28/02/2025                                        | 11/03/2025                       |
| 6/2025    | 02/05/2025   | 18            | 25/03/2025                              | 25/03/2025                                        | 03/04/2025                       |
| 7/2025    | 06/06/2025   | 23            | 29/04/2025                              | 29/04/2025                                        | 12/05/2025                       |
| 8/2025    | 04/07/2025   | 27            | 28/05/2025                              | 28/05/2025                                        | 09/06/2025                       |
| 9/2025    | 08/08/2025   | 32            | 04/07/2025                              | 04/07/2025                                        | 15/07/2025                       |
| 10/2025   | 05/09/2025   | 36            | 01/08/2025                              | 01/08/2025                                        | 12/08/2025                       |
| 11/2025   | 02/10/2025   | 40            | 28/08/2025                              | 28/08/2025                                        | 08/09/2025                       |
| 12/2025   | 07/11/2025   | 45            | 30/09/2025                              | 30/09/2025                                        | 10/10/2025                       |
| 1/2026    | 05/12/2025   | 49            | 29/10/2025                              | 29/10/2025                                        | 10/11/2025                       |

DO IT YOURSELF shows how you can creatively design your home without much prior knowledge or tools. With basics, step-by-step instructions, product tests and decoration tips, we offer ideas for conversions, repairs, upcycling and renovations. Sustainability and healthy living are important to us.

COVER PRICE 2.95 EUR



### Formats on single pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 1/1    | normal           | inner        | 210 x 280                              | 13,620            |
| 3/4    | vertical         | inner        | 153 x 280                              | 12,010            |
| 3/4    | horizontal       | inner        | 210 x 205                              | 12,010            |
| 2/3    | vertical         | inner        | 136 x 280                              | 9,750             |
| 2/3    | horizontal       | inner        | 210 x 183                              | 9,750             |
| 1/2    | vertical         | inner        | 103 x 280                              | 8,540             |
| 1/2    | horizontal       | inner        | 210 x 139                              | 8,540             |
| 1/3    | vertical         | inner        | 70 x 280                               | 5,690             |
| 1/3    | horizontal       | inner        | 210 x 94                               | 5,690             |
| 1/4    | vertical         | inner        | 53 x 280                               | 5,070             |
| 1/4    | horizontal       | inner        | 210 x 73                               | 5,070             |
| 1/4    | corner           | inner        | 103 x 139                              | 5,070             |

### Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 2/1    | normal           | inner        | 420 x 280                              | 27,230            |

### Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date | Special Ad Formats Closing & Cancellation<br>Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|-----------------------------------------|---------------------------------------------------|----------------------------------|
| 1/2025    | 04/04/2025   | 14            | 28/02/2025                              | 28/02/2025                                        | 11/03/2025                       |
| 2/2025    | 10/10/2025   | 41            | 04/09/2025                              | 04/09/2025                                        | 15/09/2025                       |

The garden special edition of SELBST IST DER MANN addresses all those who want to make more out of their garden, providing detailed instructions, professional know-how and top information. Like the main issue, the two garden supplements are primarily focused on practical advice and guidance. The thematic areas of garden design, gardening practices, equipment, technology, and decoration form the content framework of DO IT YOURSELF IN THE GARDEN

**COVER PRICE** 5.40 EUR

**CIRCULATION** 42,000 printed circulation (publisher's figure)



### Formats on single pages

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|--------|------------------|--------------|----------------------------------------|-------------------|
| 1/1    | normal           | inner        | 210 x 280                              | 13,620            |
| 3/4    | vertical         | inner        | 153 x 280                              | 12,010            |
| 3/4    | horizontal       | inner        | 210 x 205                              | 12,010            |
| 2/3    | vertical         | inner        | 136 x 280                              | 9,750             |
| 2/3    | horizontal       | inner        | 210 x 183                              | 9,750             |
| 1/2    | vertical         | inner        | 103 x 280                              | 8,540             |
| 1/2    | horizontal       | inner        | 210 x 139                              | 8,540             |
| 1/3    | vertical         | inner        | 70 x 280                               | 5,690             |
| 1/3    | horizontal       | inner        | 210 x 94                               | 5,690             |
| 1/4    | vertical         | inner        | 53 x 280                               | 5,070             |
| 1/4    | horizontal       | inner        | 210 x 73                               | 5,070             |
| 1/4    | normal           | inner        | 103 x 139                              | 5,070             |

### Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 2/1    | normal           | inner        | 420 x 280                              | 27,230            |

### Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date | Special Ad Formats Closing & Cancellation<br>Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|-----------------------------------------|---------------------------------------------------|----------------------------------|
| 1/2025    | 11/04/2025   | 15            | 28/02/2025                              | 28/02/2025                                        | 21/03/2025                       |



# GENERAL INFORMATION



## PUBLISHER

Heinrich Bauer Verlag KG

## MARKETERS

RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg,  
www.rtl-adalliance.com

## ORDER PROCESSING

E-Mail: [print-order@ad-alliance.de](mailto:print-order@ad-alliance.de)

## AD MANAGEMENT

E-Mail: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)  
Phone: +49 (0) 40 / 286686-4833

## SPECIAL AD FORMATS

Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)  
Phone: (+49-40) 286686-4347

## COPY MATERIAL



Mohn Media Mohndruck GmbH – Anzeigen MAT  
Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)  
Phone: (+49-5241) 80 - 897 00  
Technical Specifications: Current and binding  
English-language information is available under:  
[www.duon-portal.de](http://www.duon-portal.de)  
Delivery of Copy Material: The centralized delivery  
address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto:support@duon-portal.de)  
Telephone hotline: (+49-40) 37 41 - 17 50



Binding technical specifications for special ad formats are available online at [www.adspecial-portal.de](http://www.adspecial-portal.de)

## FREQUENCY

monthly

## ON SALE DATE

Friday

## COVER PRICE

4.60 EUR

## PZN

SELBST IST DER MANN 508190

## CONDITIONS OF PAYMENT

Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.

## CONDITIONS OF BUSINESS

The distribution area of the booked print magazine(s) is worldwide. Ad Alliance GmbH reserves the right to restrict or exclude the distribution of advertisements/ad specials in foreign distribution areas in accordance with standardised, objectively justified principles. Ad Alliance GmbH will inform the client of this in advance. All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under [www.internationalmediasales.net/cob](http://www.internationalmediasales.net/cob). Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER [WWW.INTERNATIONALMEDIASALES.NET](http://WWW.INTERNATIONALMEDIASALES.NET). THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.



Member of  
Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)



## SALES OFFICES

**Luxembourg (Headquarters)**

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**

RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Austria**

RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

**Belgium**

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

**Finland**

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

**France**

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

**Germany**

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

**Italy**

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

**Netherlands**

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

**Norway**

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

**Sweden**

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

**Switzerland**

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

**United Kingdom**

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

**USA - Los Angeles**

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

**USA - New York**

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Carsten Schwecke, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



The General Terms and Conditions of Ad Alliance GmbH apply,  
available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:  
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.  
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,  
available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.