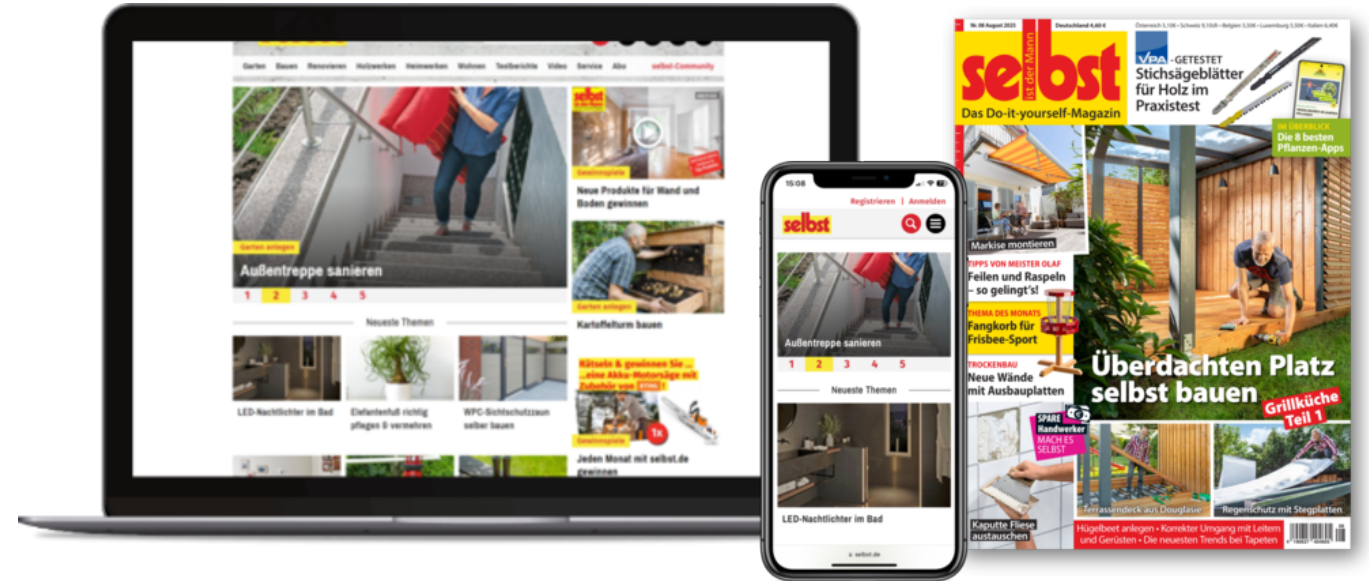




# SELBST

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	0.30 mill. <sup>1</sup>
Paid Circulation	34,749 <sup>2</sup>
Frequency	monthly
Basic Rate 2026	EUR 28,410
Copypreis	4.60 EUR

## In-Stream & Display

Views	1.35 mill. <sup>3</sup>
Net coverage	0.25 mill. <sup>3</sup>

<sup>1</sup>ma 2026/I <sup>2</sup>IVW 1/2026 <sup>3</sup>AGF 2026-05