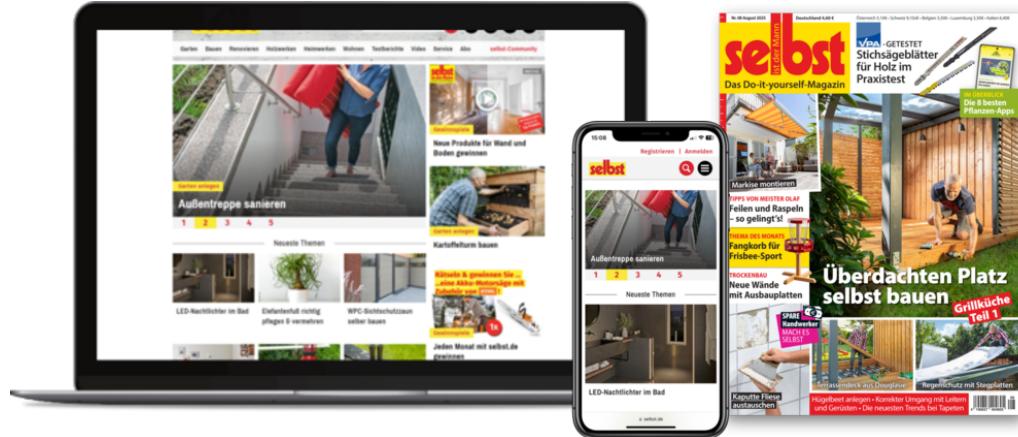


At a glance

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	0.30 mill. (ma 2026/I)
Paid Circulation	33,729 (IVW 4/2025)
Frequency	monthly
Basic Rate 2026	EUR 28,410
Copypreis	4.60 EUR

Digital

Views	3.43 mill. (B4P 2025/II)
Net coverage	0.55 mill. (B4P 2025/II)