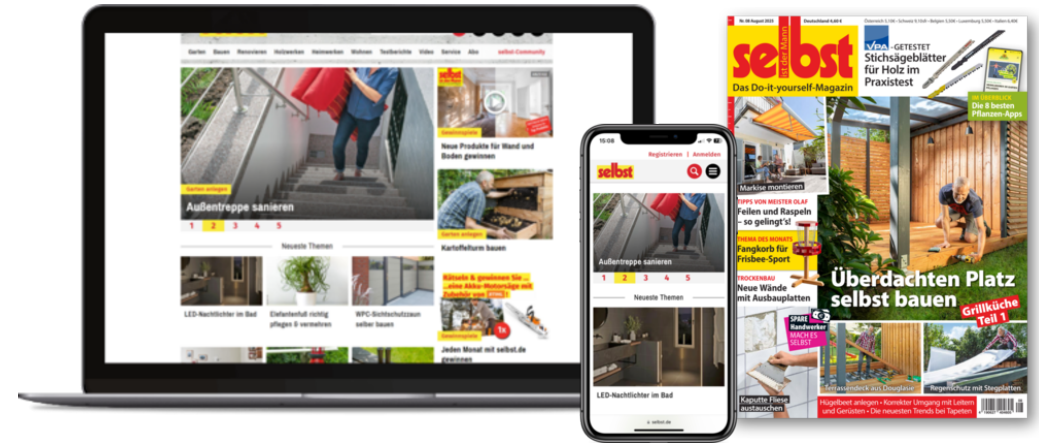


At a glance

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	34,749 (IVW 1/2026)
Frequency	monthly
Basic Rate 2026	EUR 28,410
Copypreis	4.60 EUR



Digital

Views	1.39 mill. (AGF 2026-03)
Net coverage	0.33 mill. (AGF 2026-03)