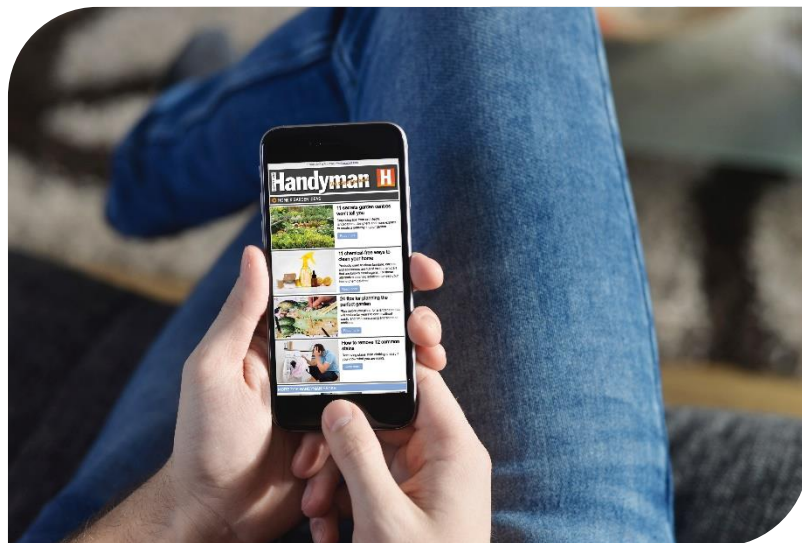




Reach Thousands

*OF HANDYMAN DIY ENTHUSIASTS
THROUGH OUR DIGITAL PROPERTIES*



eDMS + eNEWSLETTER INCLUSIONS



SECTION SPONSORSHIP



TARGETED SOLUS eDMS



SPONSORED/NATIVE CONTENT



SPONSORED SOCIAL MEDIA POSTS



SPONSORED YOUTUBE VIDEOS



COMPETITIONS

2.5 MILLION+
MONTHLY AD IMPRESSIONS
248,000+
AVG MONTHLY
PAGE VIEWS

110,000+
AVG MONTHLY VISITORS
164,000+
ENGAGED DIGITAL
DATABASE CONTACTS



Source: Google Analytics Oct 2019, Pinterest & Twitter 2019

Our Audience *ARE DOERS, NOT DREAMERS*

Willing to invest the time needed to turn their dream home from imagination into a reality. Our audience is looking for knowledge and the confidence to complete their projects. Our digital audience is highly engaged with our content, generating above industry average advertising campaign results.

FEMALE
49%
MALE
51%
AVG AGE
44

55,327
FACEBOOK FANS

1,251,503
YOUTUBE VIDEO VIEWS

447,800
MONTHLY PINTEREST VIEWS

Handyman
DIY: we show you how

AUSTRALIA'S BEST DIY WEBSITE
HANDYMAN.NET.AU

Reach an Audience

WITH AN AVID INTEREST IN DIY
& HOME IMPROVEMENT

Native content and sponsored web articles offer brands a unique opportunity to reach a highly engaged audience and increase brand awareness or educate relevant consumers on product benefits and applications.



2000+
UNIQUE PAGE VIEWS
2min 33sec
AVERAGE TIME ON PAGE



1900+
UNIQUE PAGE VIEWS
1min 23sec
AVERAGE TIME ON PAGE



1850+
UNIQUE PAGE VIEWS
2min 03sec
AVERAGE TIME ON PAGE

Target the Inbox

OF 164,000+ ENGAGED DIY
ENTHUSIASTS EVERY WEEK

The Handyman e-Newsletter provides hints and tricks on everything from building a deck to the best Kmart hacks.



COMMERCIAL OPPORTUNITIES IN THE e-NEWSLETTER INCLUDES:

Targeted Solus eDMs

Reach our database of DIY enthusiasts
once a week.

Product of the Month:

Product of the month is Handyman's top pick and since its inception has delivered a benchmark CTR between **8%-12%** of total clicks, which significantly out-performs standard banner activity.

e-Newsletter Takeover:

This option allows your brand to 'own' the Handyman e-Newsletter, with our editorial team theming the content around your product. Included is a native article link*, all ad units and a competition.

**Native article is not included within e-Newsletter takeover rates*



BOSCH - SOLUS

e-NEWSLETTER REPORT

SUBJECT LINE:
"YOUR HANDY
GIFT GUIDE FOR
CHRISTMAS"

17/12/19
PERFORMANCE

163,514

DELIVERED

20,551

OPENED

16,345

UNIQUE OPENS

1,410

CLICKED



20 hidden things in your home that may be a fire hazard

Keep your family and property safe by being mindful of these hidden fire dangers.

[Read more >>](#)



Your choice to save: how to stop overpaying for energy in 2019

Residential customers who use this new energy comparison service are saving an average of \$160 every year.

[Read more >>](#)



7 plants you do NOT want in your garden

A step-by-step guide to problem plants and shrubs – and what you should do if they are growing in your garden.

[Read more >>](#)



DIY clever rhubarb paving stones

Create leaf-shaped garden pavers in just a day and use them to lay a stepping stone path in the lawn.

[Read more >>](#)



6 easy DIY bathroom fixes

Regularly maintaining the bathroom by making minor repairs will help you save on plumbing costs, reduce water wastage and prolong the life of your fittings.

[Read more >>](#)

Mrec ON THE WEEKLY e-NEWSLETTER

SUBJECT LINE:
"20 HIDDEN THINGS IN YOUR HOME THAT MAY BE A FIRE HAZARD"

**26/10/19
PERFORMANCE**

164,342

DELIVERED

25,117

OPENED

18,217

UNIQUE OPENS

5,931

CLICKED

Handyman *DIY: we show you how*

HOME & GARDEN IDEAS

20 clever uses for ammonia you'll wish you knew sooner

Ammonia often plays second fiddle to bleach, but it's one of the most powerful cleaning products in your arsenal.

[Read more >>](#)

Product of the Month

Gorilla Glue bonds materials other adhesives simply can't - woods, stone, metal, masonry, foam, glass and much more! Whether you're building, creating or repairing, Gorilla Glue is tough and strong and can help you get the job done right. RRP from \$9.99, available at Bunnings Warehouse.

[Read more >>](#)

Planters inspired by nature

The elegant structures of these Capri Europe pots, inspired by nature, will make a statement in your home.

[Read more >>](#)

MORE GREAT READS

- 32 home improvement tips that only make sense
- 4 reasons why your cat may be chonky
- 22 things to do before you start your new year

COMPETITIONS & GIVEAWAYS

Product of the Month

Blasting to more than 150,000 subscribers each week, we want to ensure our readers are covered with the latest products and handy tools. We focus on one 'Highlighted' Product of the Month, as featured by Handyman. Great opportunity to focus on a new product launch or highlight one of the best sellers in your range.

Handyman *DIY: we show you how*

HOME & GARDEN IDEAS

CLEANING EVERY NOOK+CRANNY

Don't have every corner of your home spotless again in no time!

FEATURES

DIY WAYS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

BLOGS

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

DIY TIPS TO SAVE ON YOUR HOME RENOVATION

Header Slider

Prime position at the top of the Handyman home page, only 4 slides in rotation sit in this large eye-catching position. Get noticed immediately as readers land on the Handyman website. There is no better space.

Handyman *DIY: we show you how*

HOME & GARDEN IDEAS

19 things your landscaper won't tell you

Add as much as 15% to your Home's value with these expert landscaping tips.

[Read more >>](#)

Items feng shui experts want you to throw away

Does your home have a positive energy flow that promotes happiness? If you're making any of the following mistakes, the answer could be a firm no.

[Read more >>](#)

Want more affordable life insurance?

We help make affordable life insurance a reality for Australians, allowing them to compare policies from 9 of Australia's leading insurers.

[Learn more >>](#)

A simple guide to window cleaning

Follow these easy steps to cleaning windows using a spray bottle for sparkling glass every time.

[Read more >>](#)

Sponsored Posts

Thousands of consumers visit the Handyman website to learn about DIY techniques. Your article can be placed right next to our articles, giving you instant exposure to consumers who are coming to our website. This is an excellent way to increase your brand awareness in the DIY target market. Want to upload videos as well? No problem!

Own the Handyman Channel

FOR ONE MONTH

SOLE ADVERTISER ON THE e-NEWSLETTER, WEBSITE, SLIDER AND FACEBOOK FOR ONE MONTH FOR **ONLY \$5000**

RATE CARD VALUE **\$30,800**

MEDIA OFFERING ALL TO BE USED IN ONE MONTH

SPONSORED ARTICLE

PRODUCT OF THE MONTH

MREC

SLIDER

- 4 x MREC in the weekly newsletter, one each week, sole advertiser to 164,000 subscribers.
- 4 x Product of the Month.
- 2 x Native or sponsored articles to run on the Handyman website.
- 2 x amplified Facebook posts to direct traffic to your two articles on the website.
- 1 x slider slot. You will exclusively feature in the top slider of the Handyman homepage for four weeks. The only advertiser.
- 20,000 ROS impression on Handyman website.

*excludes digital programmatic advertising

ONLY \$5000

84% DISCOUNT ON OUR RATE CARD

This is a *new initiative* and
spaces are limited as we only have
12 advertising spots in the year.

Book now to guarantee your spot to advertise your brand
to our loyal readers.

DON'T DELAY - BOOK TODAY

Any questions, please do not hesitate to contact your sales
representative.



Handyman
DIY: we show you how

DIGITAL ADVERTISING OFFER
HANDYMAN.NET.AU

DISPLAY BANNERS		
MREC	Run of Site	\$10 CPM
Leaderboard	Run of Site	\$15 CPM
Home page takeover	Branding for 1 week	\$5,000
Channel Page Takeover	Branding for 1 week	\$3,000
CONTENT		
Sponsored Article with video within relevant section on website (Build, Renovate, Decorate, Outdoor, Garden, DIY Videos)	Sponsored article with video appearing next to editorial articles	\$3,500
Video on Handyman YouTube page	Video hosted on the YouTube page	\$2,500
eDM'S AND e-NEWSLETTERS		
Solus EDM	Cost per 1000 emails blasted	\$100 CPM
e-Newsletter MREC/LB	MREC/Leaderboard display on our e-Newsletter to 150k+ names	\$2,000
e-Newsletter full sponsorship	90k+ names, includes all advertising slots incl. LB. & MRECs & tailored content	\$7,500
Contest e-Newsletter – MREC	Include an MREC on our largest e-Newsletter – 150k names	\$3,000
Product of the Week	20-50 word product description, hi-res product image/lifestyle shot plus URL	\$3,000
SOCIAL MEDIA		
Facebook Post	Expose your brand to over 50,000 followers on Facebook	\$1,800



eDM BLASTS

All material must be submitted a minimum of 2 weeks before the actual blast date. Content must be supplied in HTML.

Client to supply:

- HTML file with all images and URLs OR
- Copy, images, URLs and a rough mock up (RD Creative Services will produce content)

Handyman will insert your content into the Handyman header/ footer EDM template. Only one round of changes can be made once the header and footer

has been attached. If there are any issues with the test blast, EDM blast will be delayed accordingly based on how long it takes to fix the EDM blast.

Once the test blast is approved (after being delayed), it will be scheduled to blast on the next available time slot.



BANNER ADVERTISING

e.g. (Leaderboards, MREC, etc)

All material must be submitted a minimum of 2 weeks before the actual live date.

If there are any issues with the material, the Leaderboard live date will be delayed accordingly.



ONLINE ARTICLES

All material must be submitted 2 weeks before the actual live date.

If there are any issues with the material, online article live date will be delayed accordingly.



FACEBOOK AND TWITTER POST

All material must be submitted 2 weeks before the actual live date.

If there are any issues with the material, the post will be delayed accordingly.

EXECUTION	TYPE AREA (in pixels)
EDM	600 x 1000 px (1000 px is the maximum length)
SUPER LEADERBOARD	970 x 90 px
LEADERBOARD	728 x 90 px
MREC	300 x 250 px
DOUBLE MREC / HALF PAGE	600 x 250 px

Contact Us Today

TO BOOK YOUR ADVERTISING



GROUP ADVERTISING DIRECTOR

Sheron White

Mobile: 0421 897 140

Email: Sheron.White@readersdigest.com.au

Handyman
DIY: we show you how

ADVERTISING CONTACT
HANDYMAN.NET.AU