

TM

KODU & EHITUS

MAGAZINE FOR ALL YOUR DIY NEEDS

TM Kodu & Ehitus is the biggest and most practical home-building, remodeling and Do It Yourself magazine in Estonia since 2001. We offer exciting comparisons and tests, give expert advice for renovation, introduce new building materials, give inspiration and instructions for home decor and garden projects.

In addition to 11 main issues, there are 3 special issues: smart and economical homes in April - TM Säätlik Kodu; gardens and kitchens in July - TM Aed & Köök; all about energy in October - TM Kodu & Energia. TM Kodu & Ehitus is for all of your DIY needs: building, remodeling, renovation, restoration and gardening.



TM KODU & EHITUS MAIN TOPICS 2018

MONTH AND TOPICS

- January** Frozen pipes. Renovating wooden floors. Joints and tiles.
- February** Slippery control and de-icing. Dripping roofs. Bathrooms. Door fixing.
- March** Repairing plasterboard. Spring works in the garden. Renovating furniture.
- April** Upholstery fabrics. Lawn. / Special issue: **Thrifty Home** Energy. Heating etc.
- May** Summer home. Waterholes. Renovating old house. House painting.
- June** Trimmers, lawnmowers. Outdoor kitchens. Care of lawn furniture. Bathroom.
- July** Wallcovering. / Special issue: **Garden & Kitchen** Yards. Kitchen countertops.
- September** Smart and strong stairs. Emergency insulation. Foundation works
- October** Fire safety. Furnaces. / Special issue: **Home & Energy** Energy saving etc.
- November** Ventilation and heating. Bedrooms and wardrobes. Wet facilities.
- December** Work wear. Handyman's workroom. Pouring of concrete floors. Sauna.

- 75% readers are male and 25% female.
- 70% readers earn 500-1600 € a month.
- 60% readers own a house.
- More than 90% readers have higher education.

Circulation: 13 000
Readers: 54 000
Subscribers: 9000

ADVERTISING RATE CARD (+ 20% VAT)

SIZE	DIMENSIONS (mm)	PRICE (euros)
2/1 double	2x217x280	1900
2/1 page 2-3	2x217x280	2200
1 page	217x280	1250
Front inside cover	217x280	1470
Back inside cover	217x280	1470
Back cover	217x280	1700
1/2 horizontal/ vertical	217 x 137/106x280	750
1/3 horizontal/ vertical	217x90/ 68x280	500
1/4 horizontal/ vertical/square	217x70/56x280/106x137	400
Commercial product message (100 characters+photo)		225

The dimensions are given for **WIDTH x HEIGHT!**
 For ads that extend over the edge of a page, add **5 mm of BLEED** to each edge.

Cover: ISOcoated_v2_eci.icc (FOGRA 39)
 Total ink limit 330%, Max black 95%
Content: PSO_LWC_Improved_eci.icc (FOGRA 45)
 Total ink limit 300%, Max black 98%

FTP: ftp://pulitzer.ajakirjad.ee
 Folder: incoming/TM_Kodu&Ehitus

Contact: Airi Altnurme
 airi.altnurme@ajakirjad.ee. Phone +372 552 2280

Editor-in-Chief Kristjan Arunurm
 kristjan.arunurm@ajakirjad.ee