

# the family handyman

BUILD IT. FIX IT. LIVE IT!



## 2018 Media Kit

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### THE FAMILY HANDYMAN

#### IS THE #1 TRUSTED

**SOURCE** for DIY home-improvement information, giving consumers the how-to advice and ideas they need to create the home and lifestyle of their dreams – while also celebrating the pride of a project well done. The brand offers accurate, fully tested content by a staff of experts and former pros. Every issue also features contributions from more than 1,100 reader-volunteer Field Editors.

# Demographic Profile

	AUDIENCE	COMP %
<b>CIRCULATION</b>		
Ratebase	1,200,000	
Frequency	8x/year	

<b>AUDIENCE</b>		
Total	5,136,000	
Men	3,540,000	69.0%
Women	1,596,000	31.0%

<b>AGE</b>		
18-49	1,986,000	39.0%
35-54	1,921,000	37.0%
30+	4,903,000	96.0%
Median Age	55.3	

<b>HOUSEHOLD INCOME</b>		
\$50,000+	3,540,000	69.0%
\$75,000+	2,437,000	47.0%
\$100,000+	1,764,000	34.0%
Median HHI	\$71,906	

	AUDIENCE	COMP %
<b>HOUSEHOLD STATUS</b>		
Married	3,554,000	69.0%
Children in HH	1,577,000	31.0%
Own Home	4,224,000	82.0%
Home Value \$250,000+	1,666,000	32.0%
Median Home Value	\$208,915	

<b>EDUCATION</b>		
Graduated College +	1,454,000	28.0%
Attended/Graduated College +	2,863,000	56.0%

<b>OCCUPATION</b>		
Employed Full Time	2,768,000	54.0%
Professional/Managerial	1,195,000	23.0%
Construction/Trades	853,000	17.0%

<b>ENGAGEMENT</b>	
49 minutes spent reading an issue	
63% read 3 of 4 issues	
34% take action after reading about a product or service advertised in the magazine	

SOURCE: MRI SPRING 2017

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JOHN DYCKMAN, ACCOUNT MANAGER  
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the family  
**handyman**

# Advertising Specs

## Mechanical Specs

	BLEED SIZE	LIVE AREA	TRIM SIZE
SPREAD	15.25 x 10.75	14.5 x 10	15 x 10.5
FULL PAGE	7.75 x 10.75	7 x 10	7.5 x 10.5
1/2 HORIZONTAL	7.75 x 5.375	7 x 4.625	7.5 x 5.125
1/2 VERTICAL	3.875 x 10.75	3.125 x 10	3.625 x 10.5
1/2 ISLAND	–	4.375 x 7.5	4.375 x 7.5
1/3 VERTICAL	2.75 x 10.75	2 x 10	2.5 x 10.5
1/3 SQUARE	–	4.375 x 4.625	4.375 x 4.625
2/3 VERTICAL	5 x 10.75	4.25 x 10	4.75 x 10.5

NOTE: FOR BLEED SIZES, KEEP ALL NON-BLEED MATERIAL 1/4" FROM TRIM

## File Requirements

- › Required file format is PDF/X-1a 2001 (vector) 300 dpi
- › PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Don't apply style attributes to basic fonts
- › For instructions to create a PDF/X-1a go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD then select VIEW FAQs
- › Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

## Ad Portal Information

- › <https://tmbi.sendmyad.com>
  - Create an account or log in if an account is already established
  - Select "Send Files"
  - Select publication (i.e. *The Family Handyman*)
  - Select issue date (i.e. March 2017)
  - Do not use dashes, underscores or apostrophes when typing the name of your ad

## Production Contact

Leslie Kogan, Senior Manager, Production, [leslie.kogan@trustedmediabrands.com](mailto:leslie.kogan@trustedmediabrands.com) or 914 244 5433

# Production Dates & Rates

## Production Schedule

ISSUE	AD CLOSE	MATERIALS DUE	ON-SALE
MARCH	12/13/17	12/15/17	02/20/18
APRIL	01/12/18	01/16/18	03/20/18
MAY	02/14/18	02/16/18	04/24/18
JUNE	03/21/18	03/23/18	05/22/18
JULY/AUGUST	04/18/18	04/20/18	06/19/18
SEPTEMBER	06/20/18	06/22/18	08/21/18
OCTOBER/NOVEMBER	07/25/18	07/27/18	09/25/18
WINTER	09/28/18	10/05/18	11/27/18

## Advertising Rates (Gross)

Rate Base: 1,200,000

	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE
4-COLOR	\$79,018	\$67,331	\$53,700	\$43,100	\$25,472
2-COLOR	\$71,603	\$52,046	\$39,739	\$28,588	\$15,656
B&W	\$61,787	\$46,746	\$37,089	\$25,716	\$13,950

NOTE: 2018 ADVERTISING RATES ARE SUBJECT TO CHANGE

## Covers (4-Color)

Cover 2: \$94,822

Cover 3: \$90,870

Cover 4: \$102,723

## Frequency Discount

3x: 2%

6x: 4%

10x: 7%

15x: 11%

ALL RATES ARE GROSS. **SPLIT RUNS:** CLOSING IS ONE WEEK PRIOR TO NORMAL CLOSE DATES. (ADDITIONAL MECHANICAL CHARGE INCURRED DEPENDING ON SPECIFICATIONS OF THE COPY SPLIT.) AREA COPY SPLITS, COPY TESTS, DEALER LISTINGS AND REGIONAL RATES ARE AVAILABLE UPON REQUEST. **AGENCY COMMISSION:** 15%. NET 30 DAYS. **CHANGES IN RATES:** ANNOUNCEMENT OF ANY CHANGE IN RATES WILL BE MADE AT LEAST 30 DAYS PRIOR TO THE PUBLICATION DATE OF THE FIRST ISSUE TO BE AFFECTED BY SUCH NEW RATES. **GENERAL CONDITIONS:** ALL ORDERS ARE ACCEPTED SUBJECT TO THE PUBLISHER'S GENERAL CONDITIONS. RATES AND DATES SUBJECT TO CHANGE.

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# Digital Opportunities



## Haven Home

*A new haven for home-proud consumers*

**A top-ranked portfolio of premium sites** covering the DIY, home improvement, pro contractor and home design & décor categories.

### Size, Scale, Market Coverage

- › **33.5 million** monthly unique visitors
- › **110+ premium sites**
- › **Covering over 29%** of all home category site visitors monthly

### Unduplicated Reach

- › For the home-proud, hands-on DIY lifestyle compared to other endemic sites

### Customized Options & Flexibility

- › Custom content integration, metrics, audience targeting and high impact ad units that enable you to drill down to your most qualified DIY consumer

SOURCE: COMSCORE, OCTOBER 2017 (MULTI-PLATFORM)

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