



work+shop

INFORMATION YOU NEED
ON THE PRODUCTS YOU WANT



WORK+SHOP

GENERATE YOUR BEST LEADS FROM OUR 4.7 MILLION DIY ENTHUSIASTS. Extend the impact of your brand ad in the #1 DIY magazine with our Work+Shop in-book and online reader service program.

ADVERTISER BENEFITS

- » **Integrated in-book and online program** for extended reach: reader service listing in *The Family Handyman* and on WorkShop-FreeInfo.com
- » **Online call-out** via listing in “Featured Advertisers” section*
- » **User-friendly format** featuring product categories to help generate more leads
- » **Direct Access** to qualified prospects interested in learning more about your brand

*SUBJECT TO AVAILABILITY
SOURCE: MRI FALL 2016

MATERIAL REQUIREMENTS

LOGO: High resolution (300 dpi or higher) jpg or vector .eps file (CS6 or lower)

COPY: 15-20 words, including URL and/or phone number

WORK+SHOP COMMITMENT FORM

PARTICIPATING PRODUCT

Advertiser brand name _____
 Contact _____
 Title _____
 Company _____
 Address _____
 Phone _____ Fax _____
 Email _____
 Sales rep _____

Leads generated should be sent to:

Name _____
 Email _____

PRODUCT CATEGORY (PLEASE CHECK ONE)

<input type="checkbox"/> Auto/Auto Aftermarket	<input type="checkbox"/> Outdoor/Lawn & Garden
<input type="checkbox"/> Building & Construction Products	<input type="checkbox"/> Paint & Stain
<input type="checkbox"/> Clothing & Apparel	<input type="checkbox"/> Tools
<input type="checkbox"/> Heating & Cooling	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Kitchen & Bath	

MATERIALS NEEDED

- » **LOGO:** High-resolution (300 dpi or higher) CMYK JPG or Illustrator EPS file (CS6 or lower)
- » **COPY:** 15-20 words, including web address and/or 800 #

COMMITMENT FORM & MATERIALS DEADLINE

- » Two (2) weeks prior to participating issue ad close date

RETURN FORM & MATERIALS TO:

Nathan Pearson, Associate Marketing Manager Email: Nathan.Pearson@tmbi.com