



2017 MEDIA KIT

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.

BUILD IT. FIX IT. LIVE IT!

RUSS ELLIS, VP, GROUP PUBLISHER
646.518.4207
RUSS.ELLIS@TMBI.COM

the family
handyman

2017 ADVERTISING DEMOGRAPHIC PROFILE



	AUDIENCE	COMP %
CIRCULATION		
Ratebase	1,135,000	
Frequency	8x/year	

AUDIENCE		
Total	4,761,000	
Men	3,281,000	69.0%
Women	1,480,000	31.0%

AGE		
18-49	1,948,000	41.0%
35-54	2,025,000	43.0%
30+	4,548,000	96.0%
Median Age	53.1	

HOUSEHOLD INCOME		
\$50,000+	3,031,000	64.0%
\$75,000+	2,180,000	46.0%
\$100,000+	1,573,000	33.0%
Median HHI	\$69,139	

	AUDIENCE	COMP %
HOUSEHOLD STATUS		
Married	3,201,000	67.0%
Children in HH	1,632,000	34.0%
Own Home	3,772,000	79.0%
Home Value \$250,000+	1,544,000	32.0%
Median Home Value	\$208,577	

EDUCATION		
Graduated College +	1,454,000	30.4%
Attended/Graduated College +	2,765,000	58.0%

OCCUPATION		
Employed Full Time	3,035,000	63.7%
Professional/Managerial	1,331,000	28.0%
Construction/Trades	374,000	7.9%

ENGAGEMENT	
43 minutes spent reading an issue	
55% read 3 of 4 issues	
36% take action after reading about a product or service advertised in the magazine	

SOURCE: MRI FALL 2016

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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. Do not 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 Production Manager, leslie.kogan@tmbi.com or 914 244 5433



PRODUCTION SCHEDULE

ISSUE	AD CLOSE	MATERIALS DUE	ON-SALE
MARCH	12 / 20 / 16	12 / 27 / 16	02 / 14 / 17
APRIL	01 / 19 / 17	01 / 26 / 17	03 / 14 / 17
MAY	02 / 23 / 17	03 / 02 / 17	04 / 18 / 17
JUNE	03 / 23 / 17	03 / 30 / 17	05 / 16 / 17
JULY / AUGUST	04 / 20 / 17	04 / 27 / 17	06 / 13 / 17
SEPTEMBER	06 / 22 / 17	06 / 29 / 17	08 / 15 / 17
OCTOBER / NOVEMBER	07 / 26 / 17	08 / 02 / 17	09 / 19 / 17
WINTER	10 / 04 / 17	10 / 11 / 17	11 / 28 / 17

ADVERTISING RATES (GROSS)

Rate Base: 1,135,000

	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE
4-COLOR	\$74,545	\$63,520	\$50,660	\$40,660	\$24,030
2-COLOR	\$67,550	\$49,100	\$37,490	\$26,970	\$14,770
B&W	\$58,290	\$44,100	\$34,990	\$24,260	\$13,160

NOTE: 2017 ADVERTISING RATES ARE SUBJECT TO CHANGE

COVERS (4-COLOR)

Cover 2: \$91,360

Cover 3: \$86,730

Cover 4: \$99,810

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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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

- » **27.4 million** monthly unique visitors
- » **100+ premium sites**
- » **Covering over 26%** of all home category site visitors monthly
- » **Direct access** to qualified prospects interested in learning more about your brand

UNTAPPED & UNDUPLICATED AUDIENCE

- » **Less than 13% duplication** with competitive web destinations

CUSTOM, TURN-KEY MARKETING SOLUTIONS

- » Content marketing, high-impact ad units, authentic integrations and sponsorships

SOURCE: COMSCORE, NOVEMBER 2016 (MULTI-PLATFORM)

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