

the family handyman

BUILD IT. FIX IT. LIVE IT!



2018 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.

Demographic Profile

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

AUDIENCE		
Total	5,136,000	
Men	3,540,000	69.0%
Women	1,596,000	31.0%

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

HOUSEHOLD INCOME		
\$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 %
HOUSEHOLD STATUS		
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	

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

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

ENGAGEMENT	
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
646.518.4263
JOHN.DYCKMAN@TRUSTEDMEDIABRANDS.COM

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 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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Haven Home

A Profile of 110+ Sites

4 Targeted Categories

Home Improvement/DIY

FamilyHandyman.com
AConcordCarpenter.com
Ana-White.com
AutoAnything.com
BobVila.com
BuildDesignLive.com
BuiltByKids.com
CharlesAndHudson.com
ChipWade.com
DIYChatroom.com
DIYDiva.net
DIYShowoff.com
FineHomeBuiding.com
HomeConstructionImprovement.com
HomeFixated.com
HomeHacks.com
HomeTips.com
HudsonValleyHandyMom.com
LoveToKnow.com
LumberJocks.com
ManMadeDIY.com
MoneyPit.com
OneProjectCloser.com
PneumaticAddict.com
RemodelingGuy.net
RonHazelton.com
SawdustGirl.com
StoreFrontLife.com
TodaysHomeowner.com
ToolBoxBuzz.com

Home Design & Décor

ABlissfulNest.com
AkaDesign.ca
BlueCricketDesign.net
BrooklynLimestone.com
CentsationalStyle.com
CheckingInWithChelsea.com
Curbly.com
DomesticAdventure.com
FourGenerationsOneRoof.com
HappilyCuratedChaos.com
HomePortfolio.com
HomeStoriesAtoZ.com
HookedOnHouses.net
HowToNestForLess.com
ItsSoVeryCheri.com
JennaBurger.com
RefunkMyJunk.com
Remodelaholic.com
SouthernHospitalityBlog.com
StoneGableBlog.com
TaterTotsAndJello.com
TheCSIPProject.net
TheDesignConfidential.com
TheDIYClub.com
TheIdeaRoom.net
TheLetteredCottage.com
TheSweetestDigs.com
ThriftyDecorChick.com
Tipsaholic.com
TwoTwentyOne.net
ViewAlongTheWay.com

Outdoor Lawn & Garden

BirdsAndBlooms.com
Country-Magazine.com
BetweenNapsOnThePorch.net
CompactTractorReview.com
FineGardening.com
Front-Porch-Ideas-And-More.com
GardenDesignOnline.com
GardenKnowHow.com
GardenTenders.com
GreenBuilding.com
GreenLivingIdeas.com
LowImpactLiving.com
MyLawnMowerForum.com
MyTractorForum.com
PlantSwap.net
PowerEquipmentForum.com
SnowBlower.com
SnowBlowerForum.com
TheCombineForum.com
TodaysGreenConstruction.com
Tractor.com

Construction Pro-Zone

AConcordCarpenter.com
BuildingMoxie.com
CleaningTalk.com
ConstructionProTips.com
ContractorTalk.com
DryWallTalk.net
ElectricianTalk.com
FineHomeBuilding.com
FineWoodWorking.com

GuiaDeAlbanileria.com
HomeConstructionImprovement.com
HomeRefurbers.com
HVACsite.com
MiConstrugua.com
PaintTalk.com
PlumbingZone.com
PreservationTalk.com
ProConstructionGuide.com

ProMasonryGuide.com
RoofingTalk.com
RouterForums.com
ToolBoxBuzz.com
ToolGuyd.com
ToolsInAction.com
WoodWorkingTalk.com