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. Family Handyman has led the way in home improvement DIY and this year we’re celebrating a special milestone – 70 years!
Family Handyman's mission is to empower families to maintain and improve their homes with inspiring projects, expert advice and clear instructions. We continue to help our audience achieve their goals by extending our editorial voice with the following sections:

- **Maintenance + Repair**
- **Storage + Organization**
- **Home LAB**
- **Home Care**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Amount</th>
<th>Median Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>84% Own Home</td>
<td>$12.2k</td>
<td>$267k+</td>
</tr>
</tbody>
</table>

85% agree Consider their home the most important investment

Top Remodeling Projects among DIYers who remodeled

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchen</td>
<td>24%</td>
</tr>
<tr>
<td>Main Bathroom</td>
<td>20%</td>
</tr>
<tr>
<td>Outdoor Living Area</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: MARI-Simmons Spring 2021; July 2020; Trusted Media Brands, John Burns Real Estate Consulting, LLC April 2021; Inner Circle July 2020
### PRINT

**Family Handyman**
- Published 7x per year
- **Rate Base**: 1.1MM
- **Audience**: 4.7MM

**Tablet Edition**
- Available on iPad
- Amazon Kindle
- B&N Nook
- Google Play
- Zinio
- Texture
- Magzter

### DIGITAL

**FamilyHandyman.com**
- Trusted source providing advice and step-by-step instructions for DIYers to improve their homes, gardens and more
- **Monthly Unique Visitors**: 9.2MM

**Social Media**
- Facebook: 1MM+ fans
- Pinterest: 1.8MM followers
- Instagram: 117K followers
- Twitter: 22K followers

**Newsletters**
- FH Daily DIY Hints & Tips: 1.2MM+ Subscribers
- Weekly Hints & Tips: 19K+ Subscribers
- Stuff We Love: 461K+ Subscribers

**Video**
- Branded and custom videos on FamilyHandyman.com

**TRUSTED STUDIOS**
- Content & Strategy Development
  - Native Articles & Videos
  - Spreadvertorials & Custom Units
  - Editorial Integration

*SOURCE* comScore 12-month average ending June 2021; MRI Spring 2021; Social as of July 2021
FamilyHandyman.com
Trusted source providing advice and step-by-step instructions for DIYers to improve their homes, gardens and more.

9.2mm Monthly Unique Visitors

50% Men
50% Women

53% Age 25 - 54
(129 Index Age 25-34)

$96k Median HHI

DIY University
On-demand courses taught by the pros to sharpen your home repair DIY skills

DIY University
A dedicated destination for pros featuring timely news, industry angles and actionable information to aid in key decision-making

Programmatic
Access inventory in an automated fashion utilizing data and technology solutions

Trusted Data Solutions
ti360 is the intersection between editorial leadership, marketers and researchers, and data operations that results in targeted and custom opportunities for our partners that deliver results.

Affiliate
Family Handyman’s trusted editorial voice is paired with a seamless e-commerce experience on-site.

SOURCE: comScore 12-month average ending June 2021
Print Powerhouse

64 / 36
Male / Female

56
Median Age

$89,647
Median HHI

<table>
<thead>
<tr>
<th>Audience</th>
<th>(000)</th>
<th>Comp(%)</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>4,656</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>2,971</td>
<td>64</td>
</tr>
<tr>
<td>Women</td>
<td>1,686</td>
<td>36</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>18-44</td>
<td>1,357</td>
<td>29</td>
</tr>
<tr>
<td>35-54</td>
<td>1,556</td>
<td>33</td>
</tr>
<tr>
<td>Median Age</td>
<td>56</td>
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<tr>
<td>Own Home</td>
<td>3,894</td>
<td>84</td>
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<tr>
<td>Home Value</td>
<td>2,080</td>
<td>45</td>
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<table>
<thead>
<tr>
<th>Occupation</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>157</td>
</tr>
<tr>
<td>Directly involved with purchasing building/construction materials</td>
<td>185</td>
</tr>
<tr>
<td>Self-employed</td>
<td>119</td>
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</tbody>
</table>

#1 rank among 5 titles for virtually all key engagement metrics:

58 minutes spent reading an issue
62% read 3 of 4 issues | 44% read 4 of 4 issues

SOURCE MRI Spring 2021, Comp set: Family Handyman, HGTV, Magnolia, Popular Mechanics, This Old House
## Magazine Ad Specifications

<table>
<thead>
<tr>
<th>Spread</th>
<th>Bleed Size</th>
<th>Live Area</th>
<th>Trim Size</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7.75&quot; x 10.75&quot;</td>
<td>7&quot; x 10&quot;</td>
<td>7.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.75&quot; x 5.375&quot;</td>
<td>7&quot; x 4.625&quot;</td>
<td>7.5&quot; x 5.125&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.875&quot; x 10.75&quot;</td>
<td>3.125&quot; x 10&quot;</td>
<td>3.625&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.75&quot; x 10.75&quot;</td>
<td>2&quot; x 10&quot;</td>
<td>2.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>—</td>
<td>4.375&quot; x 4.625&quot;</td>
<td>4.375&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5&quot; x 10.75&quot;</td>
<td>4.25&quot; x 10&quot;</td>
<td>4.75&quot; x 10.5&quot;</td>
</tr>
</tbody>
</table>

**NOTE** For Bleed Sizes, keep all non-bleed material 1/4" from trim

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### Digital File Requirements
- The required file format is PDF/X-1a 2001 (vector) 300 dpi.
- All supplied 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.
- Trusted Media Brands, Inc. utilizes Virtual Proofing technology. A hard copy proof is no longer required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

### Ad Portal Information
- [https://www.adshuttle.com/trustedmediabrands](https://www.adshuttle.com/trustedmediabrands)

Only use Adobe or a known, trusted brand of fonts. Do not use any web fonts.

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For more information or production questions, please contact:

**Aracely Lopez**  
Production Manager  
T 646.518.4265  
E aracely.lopez@trustedmediabrands.com
2022 Edit Calendar

MAR
• Woodworking Projects
• Den & Reading Room Renovations
• Light Fixtures

Ad Close Date: 12/17/21
Materials Due Date: 1/5/22
On Sale Date: 2/15/22

APR/MAY
• 50 Tools a Homeowner Needs
• Five One-Day Projects
• 10 Tool Repairs You Can Do

Ad Close Date: 1/20/22
Materials Due Date: 1/27/22
On Sale Date: 3/15/22

JUN
• Backyard Recreated
• Smart Irrigation Systems
• Detached, Freestanding Deck

Ad Close Date: 3/24/22
Materials Due Date: 3/31/22
On Sale Date: 5/17/22

JUL/AUG
• Curb Appeal
• Siding Repairs and Upgrades
• Garage Door Renovation
• Refinish Your Exterior Entry Stairs & Patio

Ad Close Date: 4/28/22
Materials Due Date: 5/5/22
On Sale Date: 6/21/22

SEPT
• Build a Greenhouse
• Solar Power
• Gardening Tools & Tips

Ad Close Date: 6/23/22
Materials Due Date: 6/30/22
On Sale Date: 8/16/22

OCT/NOV
• HomeLAB: Appliances
• Kitchen Hood Installation
• Pantry Storage & Organization
• Countertop Options

Ad Close Date: 7/28/22
Materials Due Date: 8/4/22
On Sale Date: 9/20/22

WINTER
• TBD

Ad Close Date: 9/22/22
Materials Due Date: 9/29/22
On Sale Date: 11/15/22

EDITORIAL CONTENT
SUBJECT TO CHANGE
## Production Dates & Rates

### Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>12.17.21</td>
<td>1.5.22</td>
<td>2.15.22</td>
</tr>
<tr>
<td>APRIL / MAY</td>
<td>1.20.22</td>
<td>1.27.22</td>
<td>3.15.22</td>
</tr>
<tr>
<td>JUNE</td>
<td>3.24.22</td>
<td>3.31.22</td>
<td>5.17.22</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>4.28.22</td>
<td>5.5.22</td>
<td>6.21.22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>6.23.22</td>
<td>6.30.22</td>
<td>8.16.22</td>
</tr>
<tr>
<td>OCTOBER/NOVEMBER</td>
<td>7.28.22</td>
<td>8.4.22</td>
<td>9.20.22</td>
</tr>
<tr>
<td>WINTER</td>
<td>9.22.22</td>
<td>9.29.22</td>
<td>11.15.22</td>
</tr>
</tbody>
</table>

### Advertising Rates

- **4-Color**
  - Full Page: $85,029
  - 2/3 Page: $68,360
  - 1/2 Page: $53,140
  - 1/3 Page: $37,880
  - 1/6 Page: $20,960

- **B&W**
  - Full Page: $72,270
  - 2/3 Page: $58,110
  - 1/2 Page: $45,170
  - 1/3 Page: $32,200
  - 1/6 Page: $17,820

### Covers

- **Cover 2**: $102,030
- **Cover 3**: $97,780
- **Cover 4**: $110,540

### Contact

**Contact your account manager for more details or**

E: advertising@trustedmediabrands.com

Please check with your sales representative for copy split and regional closing dates and pricing.

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*All rates are gross. SPLIT RUNS Additional mechanical charge incurred. 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.*