

CELEBRATING 70 YEARS

family
handyman

2022 Media Kit

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!



Home Starts Here

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

84%
Own Home

\$12.2k
Average amount spent on
DIY Remodeling Project

\$267k+
Median Home Value

85%
agree
Consider their home the
most important investment

Top Remodeling Projects among
DIYers who remodeled

24%
Kitchen

20%
Main
Bathroom

17%
Outdoor
Living Area



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

family handyman Brand Map

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
#1 for engagement or actions per post among all measured magazines

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

family handyman PRO

Our newest digital destination featuring timely information for Pros

Handyman Pro Newsletter: 128k+ Subscribers

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



family handyman Digital Overview



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

SOURCE: comScore 12-month average ending June 2021



DIY University

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

family handyman PRO

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

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Print Powerhouse



64/36

Male/Female

56

Median Age

\$89,647

Median HHI

Audience	(000)	Comp(%)
Total	4,656	
Men	2,971	64
Women	1,686	36
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Age		
18-44	1,357	29
35-54	1,556	33
Median Age	56	
Own Home	3,894	84
Home Value \$250K	2,080	45

Occupation	Index
Installation, Maintenance, and Repair	157
Directly involved with purchasing building/construction materials	185
Self-employed	119

#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



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Print Ad Specs

Magazine	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"
1/3 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

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>

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

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

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

Advertising Rates • Rate Base: 1,100,000

4-Color	Gross Rate	B&W	Gross Rate
Full Page	\$85,029	Full Page	\$72,270
2/3 Page	\$68,360	2/3 Page	\$58,110
1/2 Page	\$53,140	1/2 Page	\$45,170
1/3 Page	\$37,880	1/3 Page	\$32,200
1/6 Page	\$20,960	1/6 Page	\$17,820

Covers

	Gross Rate
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