

# family handyman

CELEBRATING  
OVER  
**70**  
YEARS!

## 2023 Media Kit

**Family Handyman** has mentored and empowered homeowners and DIY communities on smart home improvement for over 70 years through expert-driven editorial, servicing DIYers at all skill levels. Beginning as a print publication, Family Handyman now reaches millions across digital and social with projects, how-tos and recommendations when it comes to everything home improvement. And in 2022, the brand expanded into streaming TV with a DIY CTV channel called At home With Family Handyman.





# Smart Home Improvement

**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:



**Project  
Guides**



**Tips &  
Techniques**



**Product  
Roundups**



**Inspiration  
& Ideas**

**80%**  
Own Home

**\$12.2k+**  
Average amount spent on  
DIY Remodeling Project

**\$297k+**  
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: MRI-Simmons/comScore (Spring 2022/June 22); Trusted Media Brands/JBREC, DIY Meter 2021; Inner Circle 2020





# family handyman Brand Map

## PRINT

### Family Handyman

Published 7x per year

**Circulation 900K**

**Audience 4.8MM**

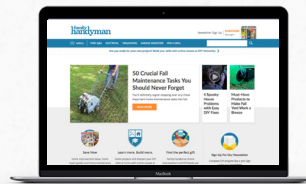


### Tablet Edition

Available on iPad • Amazon Kindle  
B&N Nook • Google Play • Zinio  
Texture • Magzter



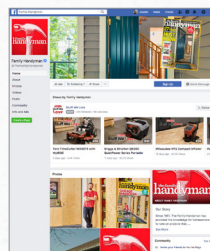
## DIGITAL



### FamilyHandyman.com

Trusted source providing advice and step-by-step instructions for DIYers to improve their homes, gardens and more

**Monthly Unique Visitors 8.3MM**



### Social Media

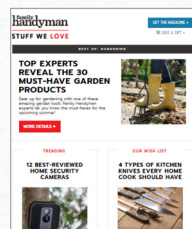
**Facebook 1.1MM+ fans**

**Pinterest 2MM+ followers**

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

**Instagram 121K+ followers**

**Youtube 118K+ followers**



### Newsletters

**FH Daily DIY Hints & Tips**

**1.2MM+ Subscribers**

**Weekly Hints & Tips**

**19K+ Subscribers**

**Stuff We Love**

**461K+ Subscribers**



### Editorial and Social Video

Branded and custom videos on FamilyHandyman.com



### At Home With Family Handyman Programming Pillars

*At Home With Family Handyman* will empower new and seasoned homeowners, as well as DIY and Home hobbyists, with inspiration and actionable ideas for transforming a house into a beloved home.

Designed for TV viewing, the channel will focus on all things Home.

### Content & Strategy Development

**Native Articles & Videos**

**Spreadvertorials & Custom Units**

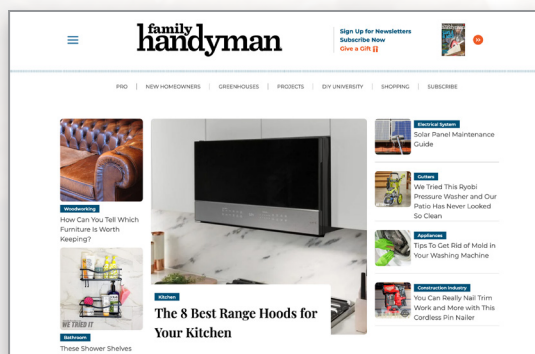
**Editorial Integration**

**SOURCE** comScore 12-month average ending June 2022,  
MRI-Simmons Spring 2022; Social as of June 2022



family  
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# Digital Overview



## FamilyHandyman.com

Trusted source providing advice and step-by-step instructions for DIYers to improve their homes, gardens and more.

**8.3mm** Monthly Unique Visitors

**40%**  
Men

**60%**  
Women

**53**  
Median age

**\$110k**  
Median HHI

SOURCE: comScore 12-month average ending June 2022

## family handyman **PRO**

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

**Monthly Unique Visitors: 2.3mm**

**Handyman Pro Newsletter: 128k+ Subscribers**



### DIY University

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



### 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



# family handyman

## Print Powerhouse



**66/34**  
Male/Female

**54**  
Median Age

**\$92,674**  
Median HHI

Audience	(000)	Comp(%)
Total	4,762	
Men	3,124	66
Women	1,639	34

Age		
18-44	1,532	32
35-54	1,693	36

Median Age	54	
Own Home	3,894	84
Home Value \$250K	2,343	49

Homeowners, Hobbyists & Pros	Index
Installation, Maintenance, and Repair	174
Directly involved with purchasing building/construction materials	193
Self-employed in own business	118

**#1 rank among 4 titles for virtually all key engagement metrics:**

**53 minutes** spent reading an issue

**62%** read 3 of 4 issues | **51%** Noted ad and took action

SOURCE MRI-Simmons Spring 2022



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# Print Ad Specs

Magazine	Bleed Size	Live Area	Trim Size
Spread	14.75" x 10.625"	14" x 9.875"	14.5" x 10.375"
Full Page	7.5" x 10.625"	6.75" x 9.875"	7.25" x 10.375"
1/2 Horizontal	7.5" x 5.3125"	6.75" x 4.5625"	7.25" x 5.0625"
1/2 Vertical	3.75" x 10.625"	3" x 9.875"	3.5" x 10.375"
1/3 Vertical	2.5625" x 10.625"	1.8125" x 9.875"	2.3125" x 10.375"
1/3 Square	—	4.3125" x 4.5625"	4.3125" x 4.5625"
2/3 Vertical	4.9375" x 10.625"	4.1875" x 9.875"	4.6875" x 10.375"

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

**Recommended that ads bleeding off the face/foot/head not have any borders in their design.**

## 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.

**For more information or production questions, please contact:**

**Bonnie Myers** Production Manager **T:** 914 238-1000 **E:** [bonnie.myers@trustedmediabrands.com](mailto:bonnie.myers@trustedmediabrands.com)



# 2023 Edit Calendar



## MAR

### Beautiful Basement Makeovers

- Installing an Egress Window
- Ways to Control Moisture
- Basement Flooring Buyer's Guide

Ad Close: **1.4.23**  
Materials Due: **1.11.23**  
On Sale: **2.21.23**



## APR/MAY

### Cutting Edge Landscaping & Gardening

- How to Make a Vertical Garden
- Make a Hydroponic Garden
- Backyard Water Feature
- DIY Steppingstones
- Dwarf Plants & Shrubs

Ad Close: **1.27.23**  
Materials Due: **2.3.23**  
On Sale: **3.21.23**



## JUN

### Backyard Leisure

- Outdoor Wood-Fired Oven
- How to Make a Sauna
- How to Make Long-Lasting Cornhole Boards and Bags

Ad Close: **3.31.23**  
Materials Due: **4.7.23**  
On Sale: **5.23.23**



## JUL/AUG

### At Home With Pets

- Install Invisible Fencing
- How to Build Dog Stairs
- How to Make a DIY Cat Tree/Scratching Post/Perch
- Best Vacuums for Pet Hair
- DIY Dog Crate

Ad Close: **5.4.23**  
Materials Due: **5.11.23**  
On Sale: **6.20.23**



## SEPT

### Sustainable DIY

- Freestanding, Multi-Use Outdoor Structure (made with sustainable materials)
- Make Your Home More Sustainable with Affordable Improvements
- Organics (compost)

Ad Close: **6.29.23**  
Materials Due: **7.10.23**  
On Sale: **8.22.23**



## OCT/NOV

### Refinish Your Classic Home

- How to Restore/Refinish Hardwood Floors
- How to Restore/Refinish Windows
- How to Fix Squeaks and Bounces in Your Flooring
- Plaster Walls: How to Fix Cracks and Hang Pictures

Ad Close: **8.3.23**  
Materials Due: **8.10.23**  
On Sale: **9.19.23**



## WINTER

### Paint Possibilities

- Paint the Exterior of Your Home
- Paint Application Methods
- A Beginner's Guide to Sprayers
- How to Skim Coat Walls
- Painting Safety: How to Safely Use Scaffolding, Masks, Gloves, Goggles, etc.

Ad Close: **10.6.23**  
Materials Due: **10.13.23**  
On Sale: **11.21.23**

EDITORIAL CONTENT SUBJECT TO CHANGE





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# Production Dates & Rates

## Production Schedule

Issue	Ad Close	Materials Due	On Sale
<b>MARCH</b>	01/04/23	01/11/23	02/21/23
<b>APRIL/MAY</b>	01/27/23	02/03/23	03/21/23
<b>JUNE</b>	03/31/23	04/07/23	05/23/23
<b>JULY/AUGUST</b>	05/04/23	05/11/23	06/20/23
<b>SEPTEMBER</b>	06/29/23	07/10/23	08/22/23
<b>OCTOBER/NOVEMBER</b>	08/03/23	08/10/23	09/19/23
<b>WINTER</b>	10/06/23	10/13/23	11/21/23

## Advertising Rates • Rate Base: 900,000

4-Color	Gross Rate	B&W	Gross Rate
Full Page	\$73,210	Full Page	\$62,230
2/3 Page	\$58,860	2/3 Page	\$50,030
1/2 Page	45,760	1/2 Page	\$38,900
1/3 Page	\$32,620	1/3 Page	\$27,730
1/6 Page	\$18,050	1/6 Page	\$15,340

## Covers

	Gross Rate
Cover 2	\$87,850
Cover 3	\$84,190
Cover 4	\$95,170

## Contact

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

**E** [ADVERTISING@TRUSTEDMEDIABRANDS.COM](mailto:ADVERTISING@TRUSTEDMEDIABRANDS.COM)

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.