



family handyman

CELEBRATING
OVER
70
YEARS!

2024 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**

76%
Own Home
(65% National avg.)

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

\$346k+
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 Summer 2023 Print/Digital Editions; Trusted Media Brands/JBREC, DIY Meter



family handyman Brand Map

PRINT

Family Handyman

Published 7x per year

Circulation 800K

Audience 5.2MM



Tablet Edition

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



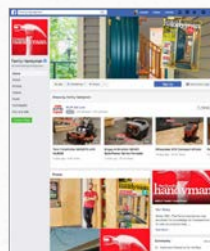
DIGITAL



FamilyHandyman.com

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

Monthly Unique Visitors 8.2MM



Social Media

Facebook 1.4MM+ fans

Pinterest 2.1MM+ followers

Instagram 275K+ followers

Youtube 154K+ followers

TikTok 37K+ followers



Newsletters

FH Daily DIY Hints & Tips
640K+ Subscribers

Weekly Hints & Tips
17K+ Subscribers

Stuff We Love
200K+ 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

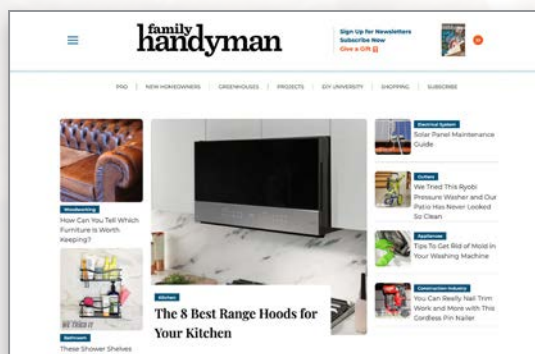
Spreadvertorials & Custom Units

Editorial Integration

SOURCE comScore 6-month average ending June 2023.
MRI study to MRI-Simmons Spring 2023 Print/Digital Editions. Social as of June 2023

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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.

8.2mm Monthly Unique Visitors

41%
Men

59%
Women

53
Median age

\$102k
Median HHI

SOURCE: comScore 6-month average ending June 2023, Permutive

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: 2.8mm

Handyman Pro Newsletter: 128k+ Subscribers



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



67/33
Male/Female

57
Median Age

\$81,965
Median HHI

Audience (000) Comp(%)

Total	5,168	
Men	3,440	67
Women	1,728	33

Age

18-44	1,539	30
35-54	1,531	30

Median Age 57

Own Home 3,892 80

Home Value \$250K 2,342 45

Homeowners, Hobbyists & Pros

Installation, Maintenance, and Repair 124

Directly involved with purchasing building/construction materials 176

Self-employed in own business 105

#1 rank among 'comp set' for virtually all key engagement metrics:

49 minutes spent reading an issue

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

SOURCE MRI-Simmons Spring 2023 Print/Digital Editions;
Comp set includes: HGTV, Magnolia Journal, Popular Mechanics

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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>

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

For more information or production questions, please contact:

Joanna Mikolajczuk Production Manager **T:** (646) 496-6198 **E:** JMIKOLAJCZU@quad.com

2024 Edit Calendar



MAR

BETTER BATHROOMS

Ad Close: **12.28.23**
Materials Due: **1.2.24**
On Sale: **2.27.24**



APR/MAY

DECKS & OUTDOOR LIVING

Ad Close: **1.29.24**
Materials Due: **1.31.24**
On Sale: **3.26.24**



JUN

GARDENING & LANDSCAPING

Ad Close: **4.1.24**
Materials Due: **4.2.24**
On Sale: **5.28.24**



JUL/AUG

FUN & GAMES FOR THE WHOLE FAMILY

Ad Close: **4.26.24**
Materials Due: **4.30.24**
On Sale: **6.25.24**



SEPT

FENCES: REPAIRING, PAINTING, INSTALLING

Ad Close: **6.26.24**
Materials Due: **7.2.24**
On Sale: **8.27.24**



OCT/NOV

WHOLE HOME ENERGY EFFICIENCY

Ad Close: **7.26.24**
Materials Due: **7.30.24**
On Sale: **9.24.24**



WINTER

COMING SOON

Ad Close: **9.27.24**
Materials Due: **10.2.24**
On Sale: **11.26.24**

EDITORIAL CONTENT SUBJECT TO CHANGE

Production Dates & Rates

Production Schedule

Issue	Ad Close	Materials Due	On Sale
MARCH	12/28/23	01/02/24	02/27/24
APRIL/MAY	01/29/24	01/31/24	03/26/24
JUNE	04/01/24	04/02/24	05/28/24
JULY/AUGUST	04/26/24	04/30/24	06/25/24
SEPTEMBER	06/26/24	07/02/24	08/27/24
OCTOBER/NOVEMBER	07/26/24	07/30/24	09/24/24
WINTER	09/27/24	10/02/24	11/26/24

Advertising Rates • Rate Base: 800,000

4-Color	Gross Rate	B&W	Gross Rate
Full Page	\$68,415	Full Page	\$58,150
2/3 Page	\$55,010	2/3 Page	\$46,760
1/2 Page	\$42,760	1/2 Page	\$36,350
1/3 Page	\$30,480	1/3 Page	\$25,910
1/6 Page	\$16,860	1/6 Page	\$14,330

Covers

	Gross Rate
Cover 2	\$82,100
Cover 3	\$78,680
Cover 4	\$88,940

Contact

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

E 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.