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.
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**

### Statistics

- **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**

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

<table>
<thead>
<tr>
<th>41%</th>
<th>59%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>Women</td>
</tr>
</tbody>
</table>

53 Median age | $102k Median HHI

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

**ti360**
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.

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

**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

**SOURCE:** comScore 6-month average ending June 2023, Permutive
## Audience Breakdown

<table>
<thead>
<tr>
<th>Audience</th>
<th>(000)</th>
<th>Comp(%)</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>5,168</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>3,440</td>
<td>67</td>
</tr>
<tr>
<td>Women</td>
<td>1,728</td>
<td>33</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
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<tbody>
<tr>
<td>18-44</td>
<td>1,539</td>
<td>30</td>
</tr>
<tr>
<td>35-54</td>
<td>1,531</td>
<td>30</td>
</tr>
<tr>
<td>Median Age</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>Own Home</td>
<td>3,892</td>
<td>80</td>
</tr>
<tr>
<td>Home Value $250K</td>
<td>2,342</td>
<td>45</td>
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</table>

## Homeowners, Hobbyists & Pros

<table>
<thead>
<tr>
<th>Metric</th>
<th>Index</th>
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</thead>
<tbody>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>124</td>
</tr>
<tr>
<td>Directly involved with purchasing building/construction materials</td>
<td>176</td>
</tr>
<tr>
<td>Self-employed in own business</td>
<td>105</td>
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</tbody>
</table>

#67 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
## Print Ad Specs

<table>
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</tbody>
</table>

**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.

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**Family Haydn 70a'nsoit**

- HAoHmeWoHIAhWFHahdplmAWdAPrucMgyAhHnaroAaiW
- FFAdeFWHiAPrueMgyAhWFHdAlednAHAaAdarAnFaoaA
- FFAhndAyiAWLyHdAdeFhAHfHiHrAAanAfyFAdnFHA
- ynoWenHdAnAydWAhand
- PaoednHiAhiWYaoiydAenWFHdAWoneyFAPoaaAnHaFaA
- AyoAaAoahAWdAAFaHooHmeWoHIAhaeAanAnAedHAYAA
- PAAoahAaAeoAWnHoyFAfaoAYoyoFAoHiHoAynAAahAdW
- PAAoahAaAeoAWnHoyFAfaoAYoyoFAoHiHoAynAAahAdW

**Family Hnd70ly'h s17**

- AtHmeeewiHAFttlwyndm
- tPFHldhriuiPichH

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For more information or production questions, please contact:

Joanna Mikolajczuk  Production Manager  T: (646) 496-6198  E: JMIKOLAICZU@quad.com
Cornhole is fun to play and a great game to include all ages. And frankly, we’re a fan of anything that encourages us all to set down our phones and do something real outdoors with family and friends. With that in mind, I designed this set to be easy to build and easy to tote—let the games begin!

BY JAY CORK

GRAB A BEVERAGE AND JOIN THE FUN!

DIY CORNHOLE BOARDS

WHAT IT TAKES

TIME
2 days

TOOLS
Table saw, jigsaw, cordless drill

COST
$200

SKILL LEVEL
Beginner

PROJECT EDITOR
JAY CORK

MEET THE BUILDER
### Production Dates & Rates

#### Advertising Rates

- **Rate Base:** 800,000

**Rates:**

- **4-Color**
  - **Gross Rate**
    - **Full Page:** $68,415
    - **2/3 Page:** $55,010
    - **1/2 Page:** $42,760
    - **1/3 Page:** $30,480
    - **1/6 Page:** $16,860

- **B&W**
  - **Gross Rate**
    - **Full Page:** $58,150
    - **2/3 Page:** $46,760
    - **1/2 Page:** $36,350
    - **1/3 Page:** $25,910
    - **1/6 Page:** $14,330

**Gross Rates**

- **Issue 2:** $82,100
- **Issue 3:** $78,680
- **Issue 4:** $88,940

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

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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.