

family handyman

2026 MEDIA KIT

For 75 years, Family Handyman has been the trusted friend for homeowners and DIY communities. We believe everyone has the power to create a home they love, and we're here to help you do it.

Our expert-driven guidance reaches millions across print, digital, social and streaming platforms. Whether you're tackling your first repair or a seasoned pro planning a major renovation, we provide the projects, how-tos, and recommendations to help you succeed. As we celebrate this milestone, we continue our commitment to inspiring confidence and helping you make your house a home.



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**

SOURCE: MRI-Simmons Spring 2025; Trusted Media Brands/JBREC, DIY Meter.

70%
Own Home
(66% National avg.)

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

\$385K+
Median
Home Value

85%
Consider their home
the Most important
investment

75%
Enjoy DIY
projects

71%
Are always looking for
new ideas to improve
their home

Top Remolding Projects Among DIYers Who Remodeled:

24%
Kitchen

20%
Main Bathroom

17%
Outdoor
Living Area



family handyman Brand Map

PRINT

Family Handyman

Published 6x per year*

Circulation 525K

Audience 4.6MM



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 15.6MM
(social and digital)



Social Media

Facebook 2.6MM+ fans

Pinterest 2.2MM+ followers

Instagram 465K+ followers

Youtube 278K+ followers

TikTok 77K+ followers



Newsletters

FH Daily DIY Hints & Tips
525K+ Subscribers

Handyman Pro
115K+ 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

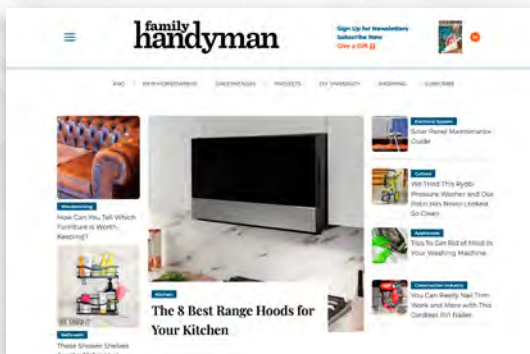
Spreadvertorials & Custom Units

Editorial Integration

SOURCE: MRI-Simmons Spring 2025; comScore May 2025; social count as of Aug 2025, Newsletter as of Sept 2025
*(4) print issues; (2) digital-only issues

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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.

15.6 MM Monthly Unique Visitors
(DIGITAL & SOCIAL)

56%
Men

44%
Women

46.2
Median age

\$93K
Median HHI

SOURCE: comScore May 2025; MRI-Simmons Spring 2025;
Newsletter as of March 2024

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

Monthly Users: 1MM

Handyman Pro Newsletter: 117K+ 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



66/34

Male/Female

53

Median Age

\$88K

Median HHI

Audience	(000)	Comp(%)
Total	4,550	100
Men	3,012	66
Women	1,538	34

Age		
18-44	1,701	37
35-54	1,551	34

Own Home	3,323	73
Home Value \$250K	2,290	50

Homeowners, Hobbyists & Pros	Index
Installation, Maintenance, & Repair	217
Construction/Extraction Occupations	174
Self-employed in own business	120

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

51 minutes spent reading an issue
(43 min. comp set avg.)

53% read 3 or 4 issues

SOURCE: MRI-Simmons Spring 2025

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Streaming Spotlight



4.3MM

Viewers

36.2

Median Age

At Home hit all-time FY high (views)
in 2025, up year over year by +92%

1.8 hours average daily watch time

163 MM monthly minutes viewed

Children in HH

New Homeowner

50% Multicultural:

Hispanic/Latino

African American/Black

Index

152

151

163

148

SOURCE: MRI-Simmons Cord Evolution Aug 2025, Daily watch time = select US platforms. FY25 (07/24-06/25).



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

2026 Edit Calendar



FEB/MAR

Home Security

- Gear Up: Tool Time
- Mini Makeovers: Garage Floor Refresh
- 1 Project, 3 Ways: TV How-to's
- Big Project: DIY Circular Upholstered Storage Ottoman
- Ultimate Guide: Home Security
- Buying Guide: Bedding
- Handy Hints: Best On-the-Spot Fixes
- Best Pro Tips: Electrical – Older Home Wiring
- Fix It Focus: Locate & Eliminate Bad Smells in Your Home



APR/MAY*

Tiling

- Gear Up: Eco-friendly/green household products
- Mini Makeovers: Gardening
- 1 Project, 3 Ways: Kitchen Projects
- Ultimate Guide: Sunrooms
- Buying Guide: Gardening Tools
- Handy Hints: Indoor Cleaning & Organization Tips
- Best Pro Tips: Power Washing
- Fix It Focus: Drywall



JUN/JUL

DIY Mini Greenhouse

- Gear Up: Best Footwear for DIYers
- Mini Makeovers: Playroom / Outdoor Play
- 1 Project, 3 Ways: Gardening & Landscaping
- Ultimate Guide: Mulch
- Buying Guide: Painting Tools & Accessories
- Handy Hints: Yard & Garden Hacks
- Best Pro Tips: Mosquito Control
- Fix It Focus: Landscaping Spruce Ups



AUG/SEPT

Painting

- Mini Makeovers: Guest Bedroom
- 1 Project, 3 Ways: Furniture Flips
- Ultimate Guide: Disaster Readiness
- Handy Hints: Workshop Hacks
- Best Pro Tips: Childproofing & Petproofing Your Home
- Fix It Focus: Refrigerators



OCT/NOV

Garage Storage

- Mini Makeovers: Small-space Laundry Room Refresh
- 1 Project, 3 Ways:
- Ultimate Guide: Stone Countertops
- Buying Guide: Step Stools & Ladders
- Handy Hints: Kitchen Hacks
- Best Pro Tips: Fireplace Maintenance
- Fix It Focus: Windows



DEC/JAN '27*

TBD

- Mini Makeovers: Stay Cozy!
- 1 Project, 3 Ways: Holiday Gifts
- Ultimate Guide: Carpeting
- Buying Guide: Holiday Essentials
- Best Pro Tips: Winter Car Maintenance
- Fix It Focus: Trouble-shooting HVAC



2026 Production Dates & Rates

Production Schedule

Issue	Ad Close	Materials Due	On Sale
FEB/MARCH '26	11/21/25	12/03/25	01/27/26
APRIL/MAY '26*	01/29/26	02/05/26	03/31/26
JUNE/JULY '26	03/25/26	04/01/26	05/26/26
AUG/SEPT '26	05/27/26	06/03/26	07/28/26
OCT/NOV '26	07/29/26	08/05/26	09/29/26
DEC/JAN '27*	10/02/26	10/09/26	11/24/26

*DIGITAL ISSUE ONLY.

Advertising Rates • Rate Base: 525,000

4-Color	Gross Rate	B&W	Gross Rate
Full Page	\$47,890	Full Page	\$40,710
2/3 Page	\$38,500	2/3 Page	\$32,730
1/2 Page	\$29,930	1/2 Page	\$25,440
1/3 Page	\$21,330	1/3 Page	\$18,130
1/6 Page	\$11,800	1/6 Page	\$10,030

Covers

	Gross Rate
Cover 2	\$57,470
Cover 3	\$55,070
Cover 4	\$62,260

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.