



MISSION STATEMENT

THE 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.

#1 IN DIY HOME IMPROVEMENT

RUSS ELLIS, VP, GROUP PUBLISHER
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THE FAMILY
Handyman

2016 ADVERTISING DEMOGRAPHIC PROFILE



| | AUDIENCE | COMP % |
|--------------------|-----------|--------|
| CIRCULATION | | |
| Ratebase | 1,100,000 | |
| Frequency | 10x/year | |

| | | |
|-----------------|-----------|-------|
| AUDIENCE | | |
| Total | 4,937,000 | |
| Men | 3,377,000 | 69.6% |
| Women | 1,560,000 | 30.5% |

| | | |
|------------|-----------|-------|
| AGE | | |
| 18-49 | 1,896,000 | 38.4% |
| 35-54 | 1,758,000 | 35.6% |
| 30+ | 4,497,000 | 91.1% |
| Median Age | 54.6 | |

| | | |
|-------------------------|-----------|-------|
| HOUSEHOLD INCOME | | |
| \$50,000+ | 3,191,000 | 64.6% |
| \$75,000+ | 2,096,000 | 42.5% |
| \$100,000+ | 1,256,000 | 25.4% |
| Median HHI | \$66,606 | |

| | | |
|-------------------------|-----------|-------|
| HOUSEHOLD STATUS | | |
| Married | 3,402,000 | 68.9% |
| Children in HH | 1,860,000 | 37.7% |
| Own Home | 4,015,000 | 81.3% |
| Home Value \$250,000+ | 1,406,000 | 28.5% |
| Median Home Value | \$203,223 | |

| | | |
|------------------------------|-----------|-------|
| EDUCATION | | |
| Graduated College + | 1,339,000 | 27.1% |
| Attended/Graduated College + | 2,880,000 | 58.3% |

| | | |
|-------------------------|-----------|-------|
| OCCUPATION | | |
| Employed Full Time | 2,803,000 | 56.8% |
| Professional/Managerial | 1,225,000 | 24.0% |
| Construction/Trades | 350,000 | 6.8% |

| | | |
|---|--|--|
| ENGAGEMENT | | |
| 53 minutes spent reading an issue | | |
| 57.9% read 3-4 of 4 issues | | |
| 33.6% take action after reading about a product or service advertised in the magazine | | |

SOURCE: MRI SPRING 2015

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MECHANICAL SPECS

| | 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 |
| 1/2 ISLAND | — | 4.375 x 7.5 | 4.375 x 7.5 |
| 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

FILE REQUIREMENTS

- » Required file format is PDF/X-1a 2001 (vector) 300 dpi
- » 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
- » For instructions to create a PDF/X-1a go to <https://readersdigest.sendmyad.com> – under HOME, select DASHBOARD then select VIEW FAQs
- » Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

AD PORTAL INFORMATION

- » <https://readersdigest.sendmyad.com>
 - Create an account or log in if an account is already established
 - Select "Send Files"
 - Select publication (i.e. *The Family Handyman*)
 - Select issue date (i.e. March 2016)
 - Do not use dashes, underscores or apostrophes when typing the name of your ad

PRODUCTION CONTACT

Leslie Kogan, Senior Production Manager, leslie.kogan@tmbi.com or 646 293 6133



PRODUCTION SCHEDULE

| ISSUE | AD CLOSE | MATERIALS DUE | ON-SALE |
|--------------------|--------------|---------------|--------------|
| FEBRUARY | 11 / 18 / 15 | 11 / 30 / 15 | 01 / 12 / 16 |
| MARCH | 12 / 14 / 15 | 12 / 21 / 15 | 02 / 09 / 16 |
| APRIL | 01 / 20 / 16 | 01 / 27 / 16 | 03 / 08 / 16 |
| MAY | 02 / 24 / 16 | 03 / 02 / 16 | 04 / 12 / 16 |
| JUNE | 03 / 23 / 16 | 03 / 30 / 16 | 05 / 10 / 16 |
| JULY / AUGUST | 04 / 20 / 16 | 04 / 27 / 16 | 06 / 07 / 16 |
| SEPTEMBER | 06 / 08 / 16 | 06 / 15 / 16 | 08 / 02 / 16 |
| OCTOBER | 07 / 20 / 16 | 07 / 27 / 16 | 09 / 06 / 16 |
| NOVEMBER | 08 / 23 / 16 | 08 / 30 / 16 | 10 / 11 / 16 |
| DECEMBER / JANUARY | 09 / 28 / 16 | 10 / 05 / 16 | 11 / 15 / 16 |

ADVERTISING RATES (GROSS)

Rate Base: 1,100,000

| | 1 PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE | 1/6 PAGE |
|---------|----------|----------|----------|----------|----------|
| 4-COLOR | \$84,530 | \$66,520 | \$53,660 | \$42,190 | \$24,030 |
| 2-COLOR | \$67,550 | \$49,100 | \$37,490 | \$26,970 | \$14,770 |
| B&W | \$58,290 | \$44,100 | \$34,990 | \$24,260 | \$13,160 |

NOTE: 2016 ADVERTISING RATES ARE SUBJECT TO CHANGE

COVERS (4-COLOR)

Cover 2: \$101,360

Cover 3: \$96,730

Cover 4: \$109,810

FREQUENCY DISCOUNT

3x: 2%

6x: 4%

10x: 7%

15x: 11%

Note: 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. **Commission:** 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.



Haven Home. A NEW HAVEN FOR HOME-PROUD CONSUMERS

A TOP-RANKED PORTFOLIO OF PREMIUM SITES covering the DIY, home improvement, pro contractor and home design & décor categories.

SIZE, SCALE, MARKET COVERAGE

- » **30.6 million** monthly unique visitors
- » **95+ premium sites**
- » **Covering over 30%** of all home category site visitors monthly
- » **Direct access** to qualified prospects interested in learning more about your brand

UNTAPPED & UNDUPLICATED AUDIENCE

- » **Less than 16% duplication** with competitive web destinations

CUSTOM, TURN-KEY MARKETING SOLUTIONS

- » Content marketing, high-impact ad units, authentic integrations and sponsorships

SOURCE: COMSCORE, MAY 2015 (MULTI-PLATFORM)

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A PROFILE OF 95+ SITES

4 Targeted Categories

Home Improvement/DIY

FamilyHandyman.com
 AConcordCarpenter.com
 Ana-White.com
 AutoAnything.com
 BobVila.com
 BuiltByKids.com
 CharlesAndHudson.com
 ChipWade.com
 DIYChatroom.com
 DIYDiva.net
 DIYShowoff.com
 FineHomeBuiding.com
 HomeConstructionImprovement.com
 HomeFixated.com
 HomeHacks.com
 HomeTips.com
 HudsonValleyHandyMom.com
 LoveToKnow.com
 LumberJocks.com
 ManMadeDIY.com
 OneProjectCloser.com
 PneumaticAddict.com
 RemodelingGuy.net
 RonHazelton.com
 SawdustGirl.com
 StoreFrontLife.com
 ToolBoxBuzz.com

Home Design & Décor

AkaDesign.ca
 BlueCricketDesign.net
 BrooklynLimestone.com
 CentsationalGirl.com
 Curbly.com
 DomesticAdventure.com
 FourGenerationsOneRoof.com
 HomePortfolio.com
 HomeStoriesAtoZ.com
 HookedOnHouses.net
 HowToNestForLess.com
 ItsSoVeryCheri.com
 JennaBurger.com
 MakingAHouseAHome.com
 RefunkMyJunk.com
 Remodelaholic.com
 SouthernHospitalityBlog.com
 StoneGableBlog.com
 TaterTotsAndJello.com
 TheCSIProject.net
 TheDesignConfidential.com
 TheDIYClub.com
 TheIdeaRoom.net
 TheLetteredCottage.com
 TheSweetestDigs.com
 ThriftyDecorChick.com
 Tipsaholic.com
 TwoTwentyOne.net
 ViewAlongTheWay.com

Outdoor Lawn & Garden

BirdsAndBlooms.com
 LoveTheCountry.com
 BetweenNapsOnThePorch.net
 CompactTractorReview.com
 Front-Porch-Ideas-And-More.com
 GardenDesignOnline.com
 GardenKnowHow.com
 GardenTenders.com
 GreenBuilding.com
 GreenLivingIdeas.com
 InHabitat.com
 LowImpactLiving.com
 MyLawnMowerForum.com
 MyTractorForum.com
 PlantSwap.net
 PowerEquipmentForum.com
 SnowBlower.com
 SnowBlowerForum.com
 SnowBlowerForums.com
 TheCombineForum.com
 TodaysGreenConstruction.com
 Tractor.com

Construction Pro-Zone

BuildConstructPros.com
 BuildingMoxie.com
 CleaningTalk.com
 ContractorTalk.com
 DryWallTalk.net
 ElectricianTalk.com

FineHomeBuilding.com
 FineWoodWorking.com
 HomeRefurbishers.com
 HVACsite.com
 PaintTalk.com
 PlumbingZone.com

PreservationTalk.com
 Professional-Power-Tool-Guide.com
 ResBuildMag.com
 RoofingTalk.com
 ToolGuyd.com
 WoodWorkingTalk.com