

THE FAMILY **Handyman** 2015 Media Kit



AUDIENCE DEMOGRAPHIC PROFILE

2015



	AUDIENCE	COMP %
CIRCULATION		
Ratebase	1,100,000	
Frequency	10x/year	
AUDIENCE		
Total	5,111,000	
Men	3,555,000	69.6%
Women	1,557,000	30.5%
AGE		
25-49	1,975,000	38.6%
35-54	2,210,000	43.2%
30+	4,679,000	91.5%
Median Age	52.5	
HOUSEHOLD INCOME		
\$60,000+	3,087,000	60.4%
\$75,000+	2,426,000	47.5%
\$100,000+	1,592,000	31.1%
Median HHI	\$72,065	

	AUDIENCE	COMP %
HOUSEHOLD STATUS		
Married	3,567,000	69.8%
Children in HH	1,795,000	35.1%
Own Home	4,167,000	81.5%
Home Value \$300,000+	993,000	19.4%
Median Home Value	\$186,560	
EDUCATION		
Graduated College +	1,693,000	33.1%
Attended/Graduated College +	3,045,000	59.6%
OCCUPATION		
Employed Full Time	2,715,000	53.1%
Professional/Managerial	1,225,000	24.0%
Construction/Trades	350,000	6.8%
REACH AN ENGAGED AUDIENCE		
47 minutes spent reading an issue		
50.7% read 3-4 of 4 issues		
32.5% take action after reading about a product or service advertised in the magazine		

SOURCE: MRI SPRING 2014

THE FAMILY
Handyman

ISSUE	EDITORIAL FEATURE	AD CLOSE	MATERIALS DUE	ON SALE
DEC/JAN 2015	Annual Woodworking Issue <ul style="list-style-type: none"> • Features: Bookcase; Murphy-bed; Switch anything from anywhere; Build a side table; Showcase wall • Home Care & Repair: Recaulk a tub • Pro Tips: Resaw on the bandsaw • Top 10 Tips: Pick a paint color • Car & Garage: Jumper packs/jump starting • Buying Tips: Laminate floors 	9.16.14	9.24.14	11.18.14
FEB	Storage Solutions <ul style="list-style-type: none"> • Features: Find hidden storage; RTA furniture hacks; Aging at home; Add a backsplash outlet • Home Care & Repair: Replace dryer motor • Pro Tips: Get out of plumbing jams • Top 10 Tips: Fall-proof your home • Car & Garage: Replace your brakes • Buying Tips: Wood interior trim <p>★ INTERNATIONAL BUILDERS' SHOW, KBIS</p>	11.19.14	12.2.14	1.13.15
MARCH	Annual Decking Issue <ul style="list-style-type: none"> • Features: Modern deck building; Septic tank smarts; Window replacement • Best in DIY: Pressure washers • Home Care & Repair: Repair a popcorn ceiling • Pro Tips: Pulling a trailer • Top 10 Tips: Dust-free home • Car & Garage: Truck and SUV tires • Buying Tips: Decking 	12.17.14	1.2.15	2.10.15
APRIL	Weekend Spring Projects <ul style="list-style-type: none"> • Features: Container pond; Drum composter; Automatic watering; Born & bred in the USA; Ridiculously simple stool • Home Care & Repair: Fix asphalt driveway cracks • Pro Tips: Coax cable • Top 10 Tips: Pressure washers • Car & Garage: Motorcycles • Buying Tips: Cordless yard tools 	1.20.15	1.27.15	3.10.15
MAY	100 Things Every Homeowner Must Know <ul style="list-style-type: none"> • Features: Basement finishing; Install gutter guard; Replace a garbage disposer • Home Care & Repair: Topcoat an asphalt driveway • Pro Tips: Safe scaffolding • Top 10 Tips: Watering your lawn • Car & Garage: Fix a flat • Buying Tips: Latex caulk <p>★ NATIONAL HARDWARE SHOW</p>	2.24.15	3.3.15	4.14.15
JUNE	Outdoor Entertaining <ul style="list-style-type: none"> • Features: Timber pergola; Great new paints; Under-sink shelves; Does your roof need replacing?; DIY backyard party • Home Care & Repair: AC for your garage • Pro Tips: Basics of using a skid-steer • Top 10 Tips: Buying a refrigerator • Car & Garage: ATVs • Buying Tips: Interior paint 	3.24.15	3.31.15	5.12.15

★ BONUS DISTRIBUTION

NOTE: DATES AND EDITORIAL SUBJECT TO CHANGE.
ALL ISSUES STARCH MEASURE

ISSUE	EDITORIAL FEATURE	AD CLOSE	MATERIALS DUE	ON SALE
JULY/AUG	Annual Shed Issue <ul style="list-style-type: none"> • Features: Our Hardest Working Shed Ever!; Make it Last!; Chair fixes; Birdhouse web cam • Home Care & Repair: Handicap ramp • Pro Tips: Skid-steer attachments • Top 10 Tips: Drying up your basement • Car & Garage: Fix rusty spots • Buying Tips: Plywood 	4.21.15	4.28.15	6.9.15
SEPT	Annual Garage Issue <ul style="list-style-type: none"> • Features: Garage wall AC; Pegboard palooza; Switch anything, anywhere; 1-day garage storage • Home Care & Repair: Replace a sprinkler head • Pro Tips: Miter saw tips • Top 10 Tips: Painting non-wood surfaces • Car & Garage: Be an internet mechanic • Buying Tips: Garage floor coatings 	6.16.15	6.23.15	8.4.15
OCT	Annual Kitchen & Bath Issue <ul style="list-style-type: none"> • Features: Bathroom makeover; Living room makeover; Dining room makeover; Spray paint cabinets • Home Care & Repair: Replace brickmold and jamb • Pro Tips: Hanging exterior doors • Top 10 Tips: Household adhesives • Car & Garage: Best deals on a new car • Buying Tips: Faucets 	7.21.15	7.28.15	9.8.15
NOV	Annual Tools Issue <ul style="list-style-type: none"> • Features: Shallow drawer tool chest; Born & bred in the USA; Ultimate coping story; Benchtop Planer; Advanced drilling; 3 tool boxes; Bench grinders • Best in DIY: Air compressors • Home Care & Repair: Replace gas fireplace blower • Pro Tips: Air tools for pros • Top 10 Tips: Storing hand tools • Car & Garage: Mechanic's tools and shop • Buying Tips: Circular saw blades 	8.25.15	9.1.15	10.13.15

★ SEMA

★ BONUS DISTRIBUTION

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Mechanical Specs

	BLEED SIZE	LIVE AREA	TRIM SIZE
SPREAD	15.75 x 10.75	15.00 x 10.00	15.50 x 10.50
FULL PAGE	8.00 x 10.75	7.25 x 10.00	7.75 x 10.50
1/2 HORIZONTAL	8.00 x 5.50	7.25 x 4.75	7.75 x 5.25
1/2 VERTICAL	4.125 x 10.75	3.375 x 10.00	3.875 x 10.50
1/2 ISLAND	—	4.625 x 7.50	4.625 x 7.50
1/3 VERTICAL	2.875 x 10.75	2.125 x 10.00	2.625 x 10.50
1/3 SQUARE	—	4.625 x 4.875	4.625 x 4.875
1/6 VERTICAL	—	2.25 x 4.875	2.25 x 4.875
2/3 VERTICAL	5.25 x 10.75	4.5 x 10.00	5.00 x 10.50

NOTE: FOR BLEED SIZES, KEEP ALL NON-BLEED MATERIAL 1/4" FROM TRIM

Advertising Rates (Gross)

	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE
4-COLOR	\$120,750	\$95,025	\$76,650	\$60,270	\$34,335
2-COLOR	\$96,495	\$70,140	\$53,550	\$38,535	\$21,105
BLACK & WHITE	\$83,265	\$63,000	\$49,980	\$34,650	\$18,795

NOTE: 2015 ADVERTISING RATES ARE SUBJECT TO CHANGE.

Covers (4-Color)

Cover 2: \$144,795 Cover 3: \$138,180 Cover 4: \$156,870

Frequency Discount

3x: 2% 6x: 4% 10x: 7% 15x: 11%

Rate Base: 1,100,000

Digital Files Only

All files must be supplied as PDF/X-1a (refer to www.prepressure.com/pdf/basics/pdfx-1a for reference on creating a proper pdf). You must include trim box data when creating layout document. It's your responsibility to download and review the preflight report and approve your uploaded file.

Contract Color Proofs

Provide two (2) SWOP approved color proofs

Submitting Material

All ads must be uploaded via our ad portal: readersdigest.sendmyad.com

Production Questions and Submitting Hard Copy Proofs, Please Contact:

Amy Tuller, Production Manager
The Family Handyman
750 Third Avenue, New York, NY 10017
646-293-6143, amy_tuller@rd.com

Ship Inserts To:

RR Donnelley/Glasgow Plant, Attn: Jackie Jones
120 Donnelley Drive, Glasgow, KY 42141
270-678-0274

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.



A New Haven for Home-Proud Consumers

A **top-ranked** portfolio of premium sites covering DIY/Home Improvement and Home Design & Décor.

Size, Scale, Market Coverage

- **21.6MM** monthly unique visitors
- **85+ premium sites:** DIY, home improvement and home design & décor
- Covering **over 29%** of all home category site visitors monthly
- **Direct access** to qualified prospects interested in learning more about your brand

Untapped and Unduplicated Audience

- Less than 14% duplication with competitive web destinations

Custom, Turn-Key Marketing Solutions

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

SOURCE: COMSCORE, MAY 2014 (MULTI-PLATFORM)

THE FAMILY
Handyman

For more information, please contact Russ Ellis, Publisher,
at 646.293.6207 or Russ.Ellis@rd.com.

Haven Home.

A Profile of 85+ Sites

5 Targeted Categories

Home Improvement/DIY

familyhandyman.com
 aconcordcarpenter.com
 ana-white.com
 bobvila.com
 builderssquare.com
 builtbykids.com
 charlesandhudson.com
 chipwade.com
 diychatroom.com
 diydiva.net
 diyshowoff.com
 finehomebuilding.com
 homeconstructionimprovement.com
 homefixated.com
 homehacks.com
 hometime.com
 hometips.com
 lovetoknow.com
 lumberjocks.com
 manmadediy.com
 moneypit.com
 oneprojectcloser.com
 pneumaticaddict.com
 remodelingguy.net
 ronhazelton.com
 toolboxbuzz.com
 wonderhowto.com
 younghouselove.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
 infarrantlycreative.net
 itssoverycheri.com
 knockoffdecor.com
 livingpod.com
 makingahouseahome.com
 refunkmyjunk.com
 remodelaholic.com
 tatertotsandjello.com
 thecsiproject.com
 thedesignconfidential.com
 thediyclub.com
 theidearoom.net
 theletteredcottage.com
 thenester.com
 thriftydecorchick.com
 tipsaholic.com
 viewalongtheway.com

Outdoor Lawn & Garden

birdsandblossoms.com
 countrywomanmagazine.com
 farmandranchliving.com
 betweennapsontheporch.net
 front-porch-ideas-and-more.com
 gardendesignonline.com
 gardeningknowhow.com
 gardentenders.com
 plantswap.net

Eco/Green & Healthy Homes

dornob.com
 ecohuddle.com
 ecorenovator.org
 greenbuilding.com
 greenlivingideas.com
 inhabitat.com
 lowimpactliving.com
 todaysgreenconstruction.com

Construction Pro-Zone

buildingmoxie.com
 cleaningtalk.com
 contractortalk.com
 drywalltalk.com
 electriciantalk.com
 finehomebuilding.com
 finewoodworking.com
 homerefurbers.com
 hvacsite.com
 painttalk.com
 plumbingzone.com
 preservationtalk.com
 roofingtalk.com
 resbuildmag.com
 woodworkingtalk.com