



family handyman

2025 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, social and streaming with projects, how-tos and recommendations when it comes to everything home improvement.

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

70%
Own Home
(66% National avg.)

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

\$321K+
Median
Home Value

85% agree
Consider their home the
Most important investment

Top DIY Remodeling Projects:

31%
Landscaping

30%
Painting

29%
Plumbing/
Fixtures

SOURCE: MRI-Simmons Spring 2024; Trusted Media Brands/2023 Family Handyman DIY Survey



family handyman Brand Map

PRINT

Family Handyman

Published 6x per year

Circulation 650K

Audience 5.5MM



Tablet Edition

Available on iPad • Amazon Kindle

B&N Nook • Google Play • Zinio
Texture • Magzter



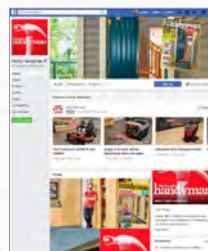
DIGITAL



FamilyHandyman.com

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

Monthly Unique Visitors 5.3MM



Social Media

Facebook 1.6MM+ fans

Pinterest 2.2MM+ followers

Instagram 441K+ followers

Youtube 217K+ followers

TikTok 77K+ followers



Newsletters

FH Daily DIY Hints & Tips

621K+ 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

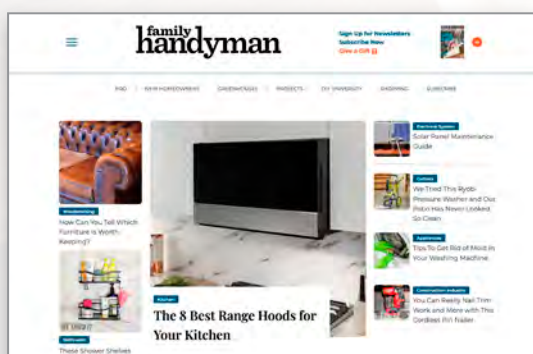
Spreadertorials & Custom Units

Editorial Integration

SOURCE: MRI-Simmons Spring 2024; comScore 12-month avg ending June 2024; social count as of June 2024, Newsletter as of July 2024

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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.

6.7MM Monthly Unique Visitors
(DIGITAL & SOCIAL)

49%
Men

51%
Women

57
Median age

\$113K
Median HHI

SOURCE: comScore June 2024; Newsletter as of July 2024, Permutive

family handymanPRO

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

Monthly Users: 3MM

Handyman Pro Newsletter: 115K+ 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



65/35
Male/Female

55
Median Age

\$77,849
Median HHI

Audience	(000)	Comp(%)
Total	5,541	100
Men	3,613	65
Women	1,928	35

Age	(000)	Comp(%)
18-44	1,886	34
35-54	1,826	33

Median Age	55	
Own Home	3,876	70
Home Value \$250K	2,473	45

Pro Occupations	Index
Construction and Extraction	196
Directly involved with purchasing building/construction materials	224
Self-employed in own business	122

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

54 minutes spent reading an issue (42 min. comp set avg.)

56% read 3/4 out of 4 issues

2025 Edit Calendar



FEB/MAR

Multi-Functional Bedroom

- Gear Up: Tech-Savvy Home Reno
- Mini Makeovers: Pantry Refresh
- Ultimate Guide: Bright Ideas: All Things Lighting
- 1 Project, 3 Ways: Music Room Musts
- Buying Guide: Security Details
- Best Pro Tips: Prepping Your Home for Sale
- Fix-It Focus: Faucet Repairs, from tub to shower to sink
- Handy Hints: Get Out of That Jam - Frustrating DIY situations, solved



APR/MAY

Curb Appeal! 5 Projects to Make Your Landscape & Exterior Shine

- Gear Up: Camping Gear
- Mini Makeovers: Porch Plus-Ups
- Ultimate Guide: Flower beds
- 1 Project, 3 Ways: Mailbox Focus!
- Buying Guide: Essential Tools - Back to Basics
- Best Pro Tips: Pest Control to Prep for Summer
- Fix-It Focus: Furniture Fix-Its, from wobbly chair legs to table resurfacing
- Handy Hints: Outdoor maintenance tips from our readers



JUN/JUL

Getaway Gazebo

- Gear Up: Summer Musts: Pool care, patio furniture, coolers, fans and more
- Mini Makeovers: Paint Power!
- Ultimate Guide: Homesteading
- 1 Project, 3 Ways: Outdoor Tools, Retooled
- Buying Guide: Work Smart, Work Safe
- Best Pro Tips: Washer & Dryer Maintenance
- Fix-It Focus: Sidewalk SOS, from cracks to stains
- Handy Hints: Workshop secrets from our readers



AUG/SEPT

Kitchen Focus!

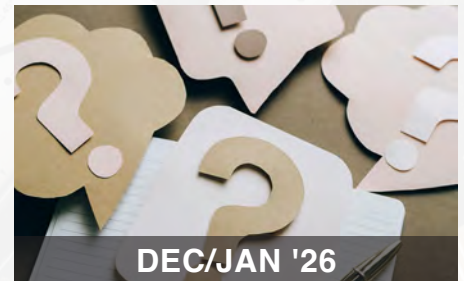
- Gear Up: Next-Gen Woodworking
- Mini Makeovers: Mud Room Rehab
- Ultimate Guide: All Things Sheds
- 1 Project, 3 Ways: Pet Paradises
- Buying Guide: Rest Easy: Mattresses, pillows, sheets & bedroom accessories
- Best Pro Tips: Building out a basement? Here's what to know.
- Fix-It Focus: Kitchen Appliance Fixes
- Handy Hints: Everyday solutions--"Why didn't I think of that?"



OCT/NOV

Laundry Room (TBD)

- Gear Up: Smart Kitchens
- Mini Makeovers: Bathrooms – Small Space, Big Impact
- Ultimate Guide: Wallpaper Your World
- 1 Project, 3 Ways: Shelf Help
- Buying Guide: Fire It Up: Indoor Fireplaces, Space Heaters, Patio Heaters
- Best Pro Tips: Home organization & Declutter
- Fix-It Focus: Windows
- Handy Hints: Car Hacks: Cleaning & Maintenance



DEC/JAN '26

COMING SOON!

2025 Production Dates & Rates

Production Schedule

Issue	Ad Close	Materials Due	On Sale
FEB/MARCH '25	11/22/24	12/04/24	01/28/25
APRIL/MAY '25	01/22/25	01/29/25	03/25/25
JUNE/JULY '25	04/01/25	04/07/25	05/27/25
AUG/SEPT '25	05/28/25	06/04/25	07/29/25
OCT/NOV '25	07/30/25	08/06/25	09/30/25
DEC/JAN '26	09/29/25	10/03/25	11/25/25

Advertising Rates • Rate Base: 650,000

4-Color	Gross Rate	B&W	Gross Rate
Full Page	\$59,293	Full Page	\$50,400
2/3 Page	\$47,670	2/3 Page	\$40,520
1/2 Page	\$37,060	1/2 Page	\$31,500
1/3 Page	\$26,410	1/3 Page	\$22,450
1/6 Page	\$14,620	1/6 Page	\$12,430

Covers

	Gross Rate
Cover 2	\$71,150
Cover 3	\$68,190
Cover 4	\$77,080

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.

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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