

Your best customers are here



FineWoodworking

Engaged



3.07

hours spent on average reading each issue



8.6

years average subscription length



92%

positive renewal intention

Ready to Spend



\$7.3k

spent yearly on related purchases



\$1.2B

in buying power (yes, BILLION)



\$156k

average yearly income



\$562k

average home market value

Connected



98.6k subscribers



78.8k followers



56.3k likes



24.6k followers



6.3k followers

266k

total social audience



Fine Woodworking is the most trusted and highest quality woodworking resource where advertisers get it all: award-winning content, **1.8 million** of the most engaged woodworkers, and a choice of platforms that can be custom packaged just for you.

Custom Content



✓ Video

✓ Digital

✓ Print

Live Events

April 21-23, 2017



Reach



165k
circulation



47k
paid online memberships



1.4M
monthly visits
2.5M
monthly page views



230k eletter subscribers
215k eblast recipients



106k
monthly podcast downloads/listens