

Your best customers are here



FineWoodworking

Engaged



3.07
hours spent on
average reading
each issue



\$30.95
average
subscription
price



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



117k+ subscribers



107k+ followers



64.5k+ likes



27.2k+ followers



6.7k+ followers

322k+

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 and Sponsorable Content

- ✓ Podcast
- ✓ Social
- ✓ Print
- ✓ Email
- ✓ Web
- ✓ YouTube
- ✓ Blog
- ✓ Video

Live Event April 20-22, 2018



Reach



165k
circulation



47k
paid online
memberships



975k
monthly sessions
2.4M
monthly page views



230k eletter
subscribers
200k eblast
recipients



90k+
monthly podcast
downloads/listens