

# Your best customers are here



# FineWoodworking

## Engaged



**3.07**  
hours spent on  
average reading  
each issue



**\$34.95**  
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



**114.7k+** subscribers



**102k+** followers



**63k+** likes



**26.8k+** followers



**6.6k+** followers

**313k+**

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 visits  
**2.4M**  
monthly page views



**230k** eletter  
subscribers  
**215k** eblast  
recipients



**90k+**  
monthly podcast  
downloads/listens