

# DIY Central for a New Generation of Crafters

StartWoodworking.com provides the foundation to start woodworking the right way with project plans, videos, galleries, how-to series, blogs, and much more! Created for the skilled dabbler, StartWoodworking.com reaches a highly engaged audience of woodworkers who are eager to learn and be inspired.

## Brand Universe

Highly Engaged Audience Ready to Take Action	
Would consider purchasing a product or service as a result of advertising seen on the website	90%
Say advertising is useful	97%
Took some action in the past 12 months	54%
Visited the website 2+ times in the past 3 months	76%
Social Media	
Facebook likes	3,273
Twitter followers	457+

(as of August 2016)

Start Woodworking Demographic Profile	
Gender	96% Male
Median age	59.9
Married	82%
4-year college degree or more	55%
Income	\$99,700
Average homes owned	1.3
Average market value of primary home	\$357,000
Average number of hours per week spent on woodworking	12.9
Average amount spent on woodworking per year	\$3,767
Average number of woodworking projects currently involved in	5
Own a workshop	86%
Advanced/highly skilled/expert & intermediate skill levels	89%
Participated in fitness/outdoor/a sport activity in the past 12 months	73%
Would consider purchasing a product or service they saw advertised on StartWoodworking.com	90%

Source: 2016 deKadt Fine Woodworking Audience survey, Start Woodworking

# StartWoodworking.com Digital Specs

Ad Unit	Size
Half-Page	300 x 600
MREC (Big Box)	300 x 250
MREC (Big Box) eLetter	300 x 250 (max 504 x 250)
Leaderboard	728 x 90
Leaderboard Expansion	728 x 90 (max 728 x 225)
Taunton Audience Platform	728 x 90
Taunton Audience Platform	300 x 250
Homepage Roadblock Sponsorship	728 x 90, 300 x 250, 320 x 50
Mobile Sponsorship	320 x 50
Site Skin	200 x 800(2) at 60kb each side. Elements must fit within 145 x 800. Site content is 990px.
Geo, Contextual, and Behavioral Targeting	300 x 250
Geo, Contextual, and Behavioral Targeting	728 x 90
Geo, Contextual, and Behavioral Targeting	160 x 600
Pre-Roll	High resolution at 1080p (1920 x 1080)
Push Down	970 x 90
Billboard	970 x 250
Interstitial	640 x 480 .jpg, .gif, .html5 10 seconds with 24 frames per second max

**FILE FORMAT:**

.jpg, .swf, .html5 (third party only)

**MAX FILE SIZE:**

200k for html5

**ANIMATION LOOPS:**

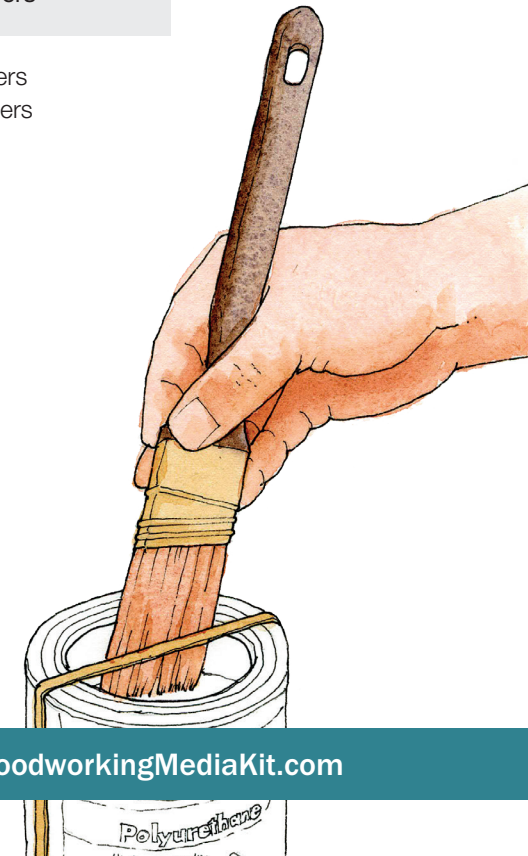
15 seconds at 3 loops max with  
CTA in final frame

**RUN OF SITE SPECS AND  
EXPANSION UNITS:**

Accepts third-party banners  
and site-served banners

**TP:** Third-party banners

**SS:** Site-served banners



# Rising Star Units Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Billboard	970 x 250	.jpg, .gif, .html5	60 at 72dpi with 24 frames per second, 24 seconds at 3 loops max.	Yes	No
Portrait	300 x 1050	.jpg, .gif, .html5	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No
Push Down	970 x 90	.jpg, .gif, .html5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No
Film Strip	300 x 600	.jpg, .gif, .html5	60k at 72dpi with 24 frames per second	Yes	No

**TP: Third-Party Banners**

**SS: Site-Serve Banners**

**PLEASE NOTE:**

We accept html5 for all ad unit sizes. Max file size is 200k. Third-party served only.

Visit Interactive Advertiser Bureau (IAB) website at [www.iab.com](http://www.iab.com) for more detailed specs.

