

# 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 Rates & Specs

Ad Unit	Size	Rate
Half-Page	300 x 600	\$28
MREC (Big Box)	300 x 250	\$23
MREC (Big Box) eLetter	300 x 250 (max 504 x 250)	\$28
Leaderboard	728 x 90	\$21
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$28
Taunton Audience Platform	728 x 90	\$20
Taunton Audience Platform	300 x 250	\$20
Homepage Roadblock Sponsorship	728 x 90, 300 x 250, 320 x 50	\$2,000/week
Mobile Sponsorship	320 x 50	\$15
Site Skin	200 x 800(2) at 60kb each side. Elements must fit within 145 x 800. Site content is 990px.	\$3,325/day
Geo, Contextual, and Behavioral Targeting	300 x 250	\$27
Geo, Contextual, and Behavioral Targeting	728 x 90	\$25
Geo, Contextual, and Behavioral Targeting	160 x 600	\$22
Pre-Roll	High resolution at 1080p (1920 x 1080)	\$30
Push Down	970 x 90	\$30
Billboard	970 x 250	\$30
Interstitial	640 x 480 .jpg, .gif, .html5 10 seconds with 24 frames per second max	\$60

**FILE FORMAT:**

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

**MAX FILE SIZE:**

200k for html5

**ANIMATION LOOPS:**

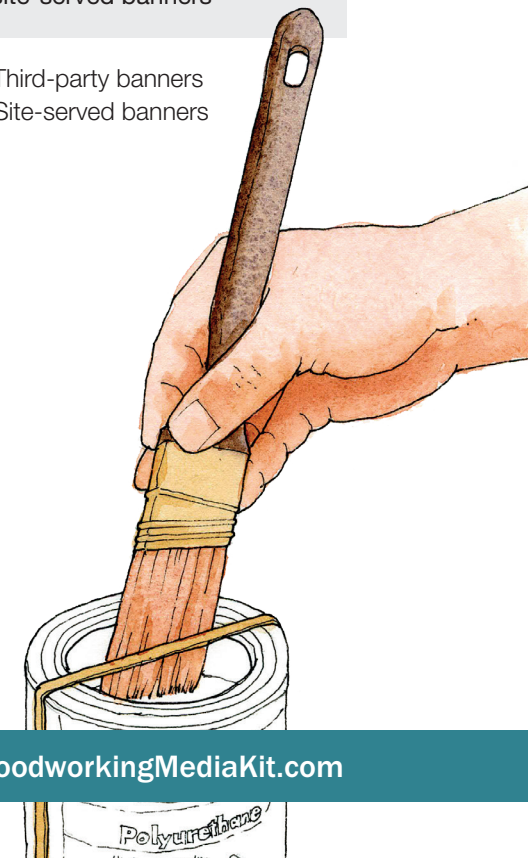
15 seconds at 3 loops max with CTA in final frame

**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 Rates & Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners		
				TP	SS	Rate
Billboard	970 x 250	.jpg, .gif, .html5	60 at 72dpi with 24 frames per second, 24 seconds at 3 loops max.	Yes	No	\$30
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	\$30
Film Strip	300 x 600	.jpg, .gif, .html5	60k at 72dpi with 24 frames per second	Yes	No	

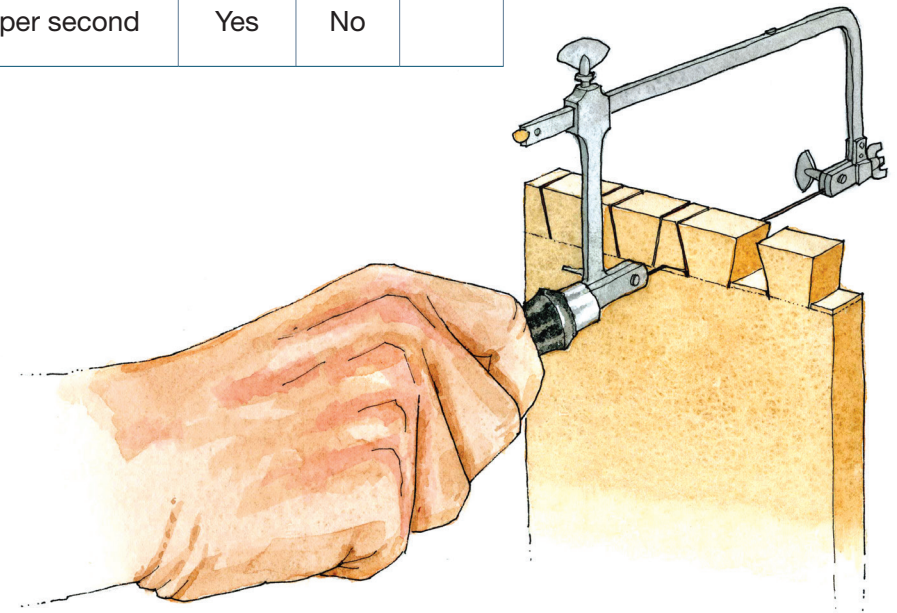
**TP: Third-Party Banners**

**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.



The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, or distribution.

The Publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertising is sold only at earned published rates. Contracts, insertion orders and units for lower rates are accepted.

Advertisements which in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement".

The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher. Oral agreements will not be binding on the Publisher.

The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled.

The liability of the Publisher for any error, delay or commission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

#### Frequency Discounts

Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount.

Frequency discounts also apply to marketplace advertising. Display advertisements, marketplace advertisements, cannot be mixed to earn frequency discounts. Unfulfilled contracts will be short-rated to the lowest rate earned.

#### Combined Frequency

In many cases we do offer combined frequency with other Taunton Press titles pursuant to the guidelines stated above.

#### Other Discounts

15% discount for "camera-ready" files prepared to our specifications. Ads are not camera-ready if they require more than a key change. Net due 30 days from invoice date. 2% of net discount if paid within 10 days of invoice date. New advertisers must submit payment with first insertion. Credit references are given individual consideration for accredited agencies. Publisher-set ads do not qualify for discounts. A 25% discount is available to advertisers able to produce evidence that they are educational enterprises, i.e., schools. The ad must be for an educational program. This discount is taken from the gross earned frequency rate and the resulting amount is commissionable.

#### Special Ad Requests

All special advertising requests, such as: inserts, gatefolds, A/B splits, and regional requests will be quoted on an "as requested" basis. All special insertions are subject to limitations as set forth by the publisher.

#### Cancellations/Changes

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

#### Returns

The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

#### Web Advertising

Call your Advertising Representative for details regarding advertising or go to:

[www.finewoodworkingmediakit.com](http://www.finewoodworkingmediakit.com)

[www.finehomebuildingmediakit.com](http://www.finehomebuildingmediakit.com)

[www.threadsmagazinemediakit.com](http://www.threadsmagazinemediakit.com)

[www.finegardeningmediakit.com](http://www.finegardeningmediakit.com)

[www.finecookingmediakit.com](http://www.finecookingmediakit.com)