



FineWoodworking®

MEDIA KIT 2023

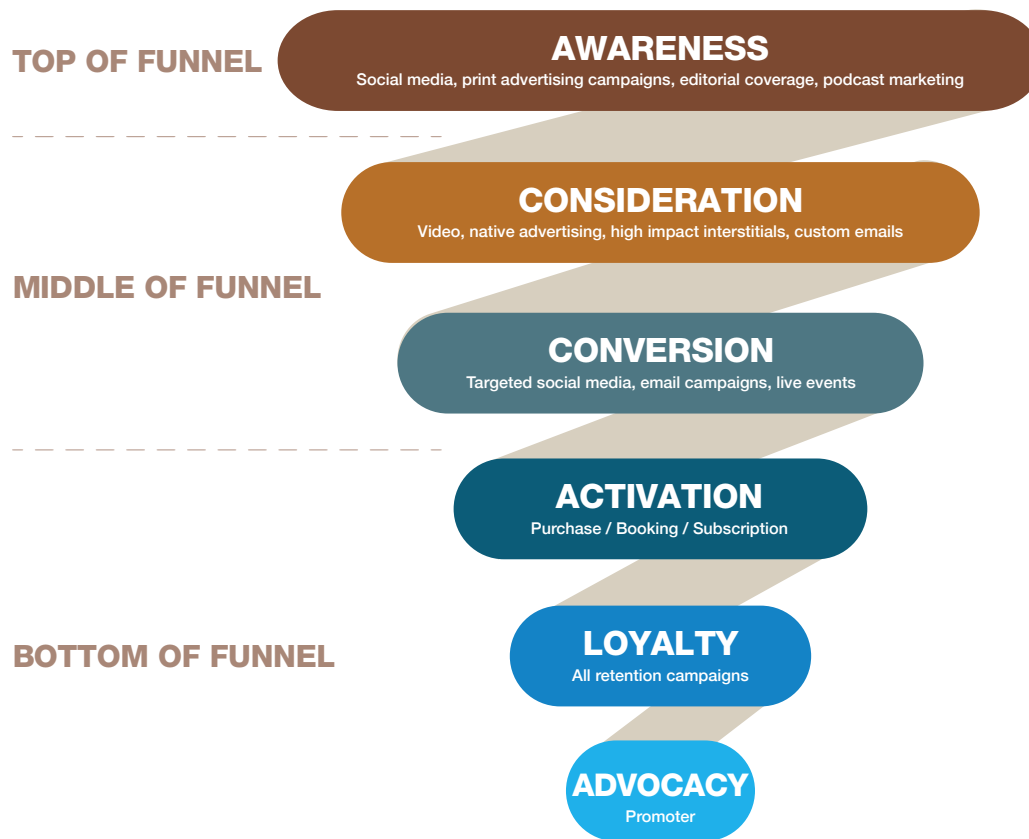
The leading media brand for the
most engaged woodworkers anywhere

2023 Vision for Growth

Since 1975, Fine Woodworking has been teaching, inspiring, and connecting with a passionate audience of woodworkers. We rely on experts—from serious enthusiasts to veteran pros to legends of the craft—to share firsthand their woodworking knowledge, including timeless project ideas and new skills and techniques, both challenging and basic.

Fine Woodworking's compelling and authoritative content is available to audiences across a multitude of platforms, including our iconic print editions, FineWoodworking.com, podcasts, editorial and custom emails, YouTube and social media channels, featuring our editors and leading contributors.

The content marketing funnel – how it works for Fine Woodworking and our partners



- Our strategy has been to develop digital sources while improving the content/marketing tech stack and increasing digital content engagement.
- Content is the driver that moves users from casual website visitor to enthusiastic, engaged member.
- Customer acquisition team transforms engagement into endless points of data to target and retarget prospects across multiple platforms.
- Conversions are both driven by brand engagement and intention as well as pushing customers into friction-filled paths to access exclusive content.
- This strategy works for both our consumer revenue growth as well as our advertising partner programs.

Fine Woodworking Solutions

Our solutions leverage the Fine Woodworking brand authority, storytelling expertise, industry and experts/influencers relationships, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.



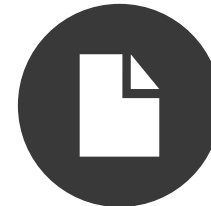
DIGITAL MEDIA

- Native advertising
- Podcasts
- High-impact interstitials
- Digital display
- eLetters
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions
- Keyword behavioral & contextual targeting
- Geo-fencing
- Addressable
- B2B IP Mapping



SOCIAL MEDIA

- TikTok campaigns
- Instagram Reels
- Social livestreaming
- Social Extension Program



PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts



CUSTOM INTEGRATION

- Contests & sweepstakes (lead gen)
- Social media
- Custom content
- Product integration



EXPERIENTIAL

- Custom and owned event opportunities
- Industry event podcasts
- Custom live webinars



CONTENT

- Video series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Downloadable custom build plans (lead gen)

Reach a World of Woodworking Enthusiasts!

If you are looking to target **woodworking enthusiasts**, Fine Woodworking had you covered, across multiple channels.

Our Audience Demographics

65

Average age

96%

Male

\$160,532

Household income

\$701,554

Average home value

96%

Intermediate and
higher skill level

Committed, engaged woodworking enthusiasts

\$7,601

Average spent on woodworking
related activities

\$30

Per year print subscription price
(7 issues per year)

\$99

Per year All Access +
print membership

916,000+

Social media footprint

66%

Sought further information as a
result of an ad they saw in/on
Fine Woodworking

293,000

Weekly eletter list

46K+

All Access Members

\$3.6 billion

Buying power

Capabilities + Attribution

Our holistic approach drives awareness, engagement, and activation for our partners' full funnel initiatives. Our campaigns combine content expertise with data, all in a brand-safe environment.

COMPETENCIES

- Content Amplification + Promotion
- Optimization
- Brand Safety
- Geo-targeting
- Multi platform – digital, print, events
- Display, Social, Video, Audio Units
- Custom Content Marketing
- Lead Generation

REPORTING

- 1st Party Proprietary Data
- 3rd Party Tracking Pixels on FineWoodworking.com
- Brand Lift, Sentiment + Benchmark Reporting
- Measurement + Attribution
- Verification and Reporting
- UTM Tracking
- Social Insights
- Call-to-action Campaign Tracking

Our Reach

Tap into \$3.6 billion in collective purchasing power and harness the strength of a combined multi-platform reach of our 2 Million Brand Universe.



DEMOGRAPHIC PROFILE

Average age by audience

65 print/digital/member
44 social media
46 podcast
96% male
\$161k average household income
\$701k average home value

KEY AUDIENCE STATS

813,000 monthly sessions
1.6mm monthly page views
916k+ total social media audience
127k+ paid circulation
46k+ paid online memberships

SOCIAL MEDIA FOOTPRINT

Over 916k+ total
367k+ Instagram followers
241k+ YouTube subscribers
128k+ Facebook followers
98k+ Pinterest followers
82k+ Twitter followers



PURCHASING POWER

\$4.7k spent yearly on related purchases
\$3.6 billion in buying power (yes, BILLION)
97% have access to a workshop

100% bought woodworking materials this year
65% have requested information on a product or service they saw advertised in FWW

86% would consider purchasing a product as a result of seeing advertising in FWW



CONTENT & BRAND ENGAGEMENT

3.4 hours spent reading each issue
9.8 years average subscription length
95% trust the information in Fine Woodworking

23% average open rate on eLetters
3.1mm video views/year
293k email newsletter subscribers
55-65k podcast downloads per month

87% read 4 out of the last 4 issues
\$30 average digital subscription price
\$99 WW unlimited (digital membership + print sub)
\$35 average print subscription price

Demographics

| Affluent, Educated Homeowners | Subscriber | Website Visitor | Member |
|--|------------|-----------------|-----------------|
| Gender | 98% male | 96% male | 98% male |
| Graduated from college (or higher) | 82% | 76% | 83% |
| Average income | \$154,000 | \$161,000 | \$173,000 |
| Approximate home value | \$699,000 | \$689,000 | \$850,000 |
| Mean age | 64.5 | 64.5 | 64 |
| Married | 85% | 86% | 87% |
| Highly Engaged Woodworkers | Subscriber | Website Visitor | Member Visitor |
| Skill level: Intermediate or above | 98% | 96% | 96% |
| Years involved in woodworking | 31.3 | 28.7 | 26.7 |
| Average amount spent per year on woodworking related activities | \$6,923 | \$7,579 | \$9,687 |
| Projects per year | 5.6 | 5.4 | 5.8 |
| Sought further information as a result of advertising you saw in/on Fine Woodworking in past 12 months | 64% | 66% | 64% |
| Interests and Skills | Subscriber | Website Visitor | Website Visitor |
| Skill level: intermediate or above | 98% | 96% | 96% |
| Own/access a workshop | 98% | 97% | 100% |
| Workspace size: average feet | 426 | 433 | 442 |
| Bought materials | 91% | 94% | 94% |
| Bought tools/machinery | 87% | 92% | 92% |
| Bought books/magazine/video about woodworking | 49% | 50% | 68% |

Taunton Audience Profiling Study May 2022

Fine Woodworking 2022–2023 Editorial Calendar

January/February – Issue 301

Arts and crafts chair by Nancy Hiller • Boxes by Doug Stowe • Clamping by Ryan Schemrich • Squaring sticks by Charlie Durfee • Ratting by Steve Latta

Ad close: 10/21/22

Materials due: 10/28/22

In-home: 12/7/22

March/April – Issue 302

Wall shelf by Chris Becksvoort • Coffee table by Charlie Durfee • Ripping on the bandsaw by Tony O'Malley • Router box by Bob Van Dyke • 3-way miter by Tim Coleman

Ad close: 12/29/22

Materials due: 1/5/23

In-home: 2/15/23

May/June – Issue 303

Bar Stool by Charlie Durfee • Table by Alex Dolese • Turned boxes by Mark Gardner • Mitered dividers by Mike Pekovich • Trim routers by Bob Van Dyke

Ad close: 2/17/23

Materials due: 2/24/23

In-home: 4/5/23

July/August – Issue 304

Garden gate by John Hartman • Bath tray by Leah Amick • Leg cuffs by Craig Thibodeau • Making hardware look old by Christian Becksvoort • Chisel handles by Karen McBride

Ad close: 4/21/23

Materials due: 4/28/23

In-home: 6/7/23

September/October – Issue 305

Wall cabinet by Christian Becksvoort • Veneered apron by Mike Korsak • Small router table by Laurissa Huff • Carved spoon by Curtis Buchanan

Ad close: 6/16/23

Materials due: 6/23/23

In-home: 8/2/23

Tool Guide for 2024 – Newsstand only SIP

Packed with tool reviews from Fine Woodworking, Fine Homebuilding and Fine Gardening, this annual guide helps readers make informed buying decisions. Our editors and experts evaluate and rate the best tools in each category, from big machines to small accessories.

Ad close: 7/7/23

Materials due: 7/14/23

On newsstand: 9/5/23

November/December – Issue 306

Ming table by John Cameron • Coat rack by Christian Becksvoort • Miter gauge review by Asa Christiana

Ad close: 8/11/23

Materials due: 8/18/23

In-home: 9/27/23

Tools & Shop Winter – Issue 307

Compact workbench by Tim Manney • Favorite hand planes by Garrett Hack • Midi lathes by Andrew Finnigan • Small shop tools by Christian Becksvoort

Ad close: 9/8/23

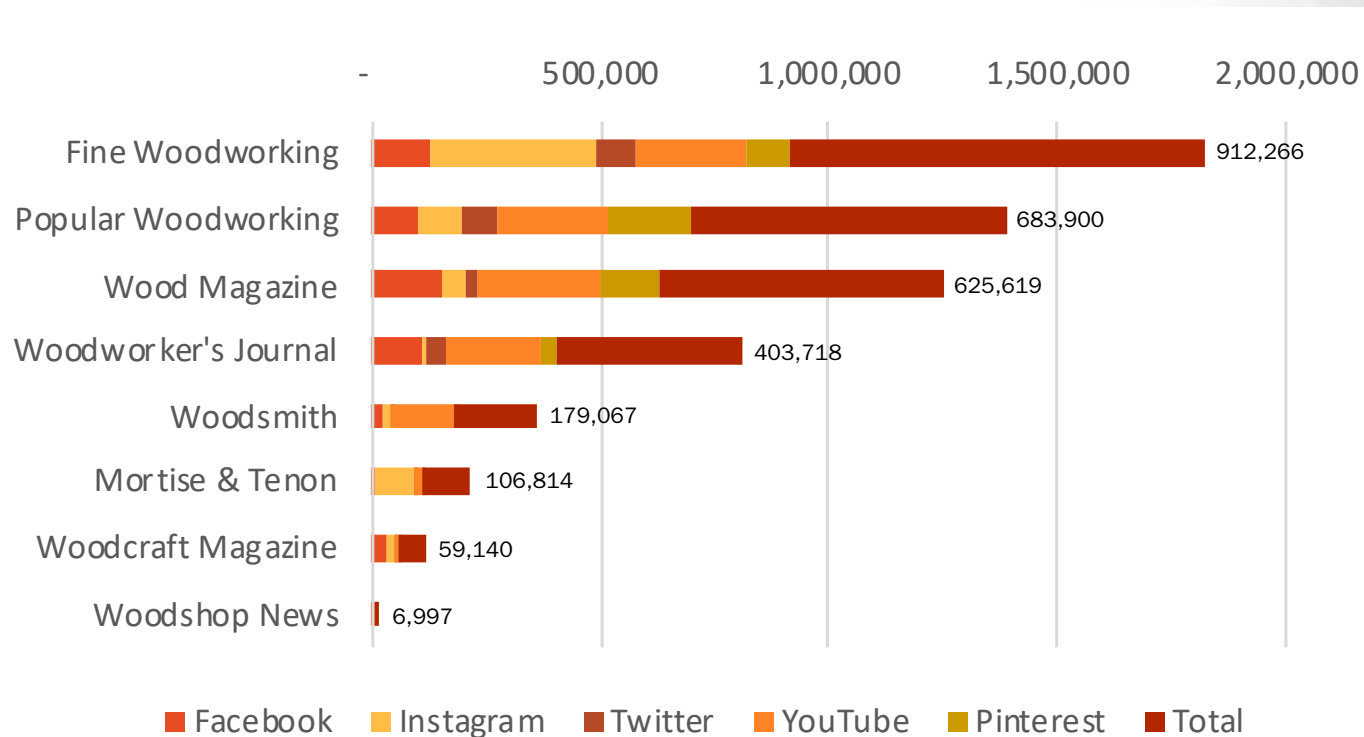
Materials due: 9/15/23

In-home: 10/25/23

On newsstand: 11/7/23

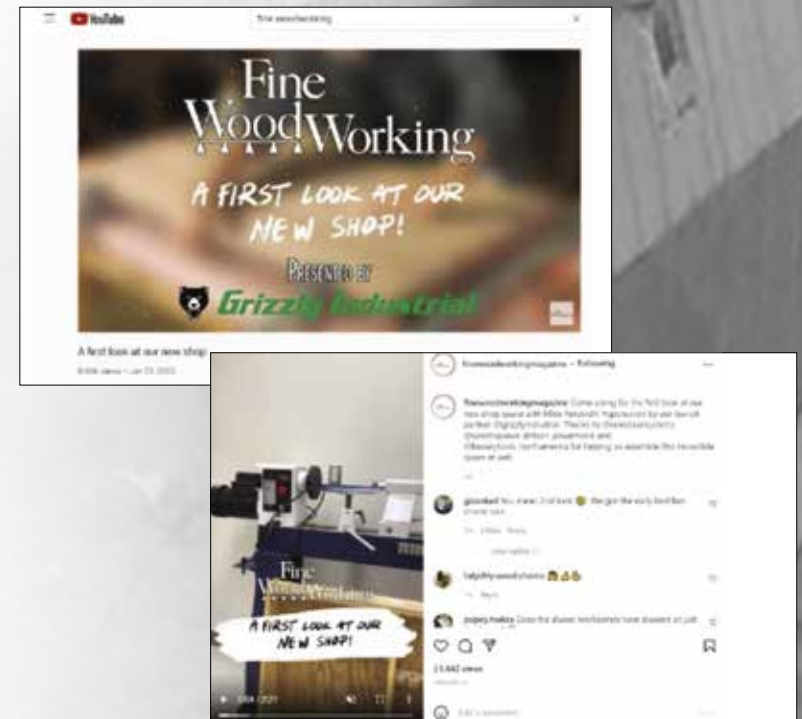
Social Media Authority: by the numbers

Fine Woodworking leads the social landscape with our expert, authentic content from editorial storytelling, custom videos and podcasts, all driving engagement and retention. We leverage this experience and reach for our partners, creating trust and meaningful influence.



Special Opportunities: Video

- Custom video content includes product and messaging of brand's choice and allows you to provide direction and maintain creative control.
- Content created in collaboration with brand and Fine Woodworking team.
- Fine Woodworking will secure talent, location, write script and provide production schedule. We will use our expertise to guide the content.
- Brand will review and provide feedback before finalizing the product.
- Brand owns the rights to the content and can use it anywhere, anytime in the United States and Canada (International rights available as well).
- The custom video will be hosted on a dedicated landing page and YouTube; promotional efforts include native advertising, eletter, and social media.



Fine Woodworking's Masterclass: with Tom McLaughlin

This custom multi-episode series highlights the process of creating a classic piece of furniture. The series is promoted through multiple tactics, including eletters, cobranded ads, and social media.

OPPORTUNITIES:

- Category exclusive sponsorship
- Product integration
- Pre/post-roll advertising
- Targeted digital ads
- Distribution across all Fine Woodworking social platforms
- Supporting media guaranteed impressions

2023 PROJECT: SHAKER END TABLE

Episode 1: Design overview. Selecting and preparing materials (Curly maple primary), legs, sides, top, drawer parts. Gluing-up top.

Episode 2: Making the table frame. Layout and cut mortise and tenon joinery, standard and twintenons. Layout and cut half-blind dovetailed top divider into legs.

Episode 3: Tapering the legs, using tapering jig and hand-planing tapers. Gluing up the table base. Fitting and installing the interior drawer guides, runners, and kickers (pre-drill the kickers to attach top)

Episode 4: Making the Drawer. Layout, and hand-cut dovetails. Gluing up the drawer.

Episode 5: Fitting the drawer perfectly to the opening. * Putting in stops, hand-planing sides and frontflush with the opening, fitting the drawer bottom, turning the drawer pull.

Episode 6: Finishing curly maple, stain, shellac, glaze, varnish. Final details, installing the drawerbottom, attaching the top and the drawer pull.



About Tom McLaughlin - longtime woodworker, teacher, member of the New Hampshire Furniture Masters and host of WGBH Boston's National TV show, Classic Woodworking, Tom teaches the latest wood crafting techniques, as well as tips and instruction for how to create projects that can be passed down for generations.

Captivate Social Extension Program

Fine Woodworking's Captivate is a robust social audience extension program that allows partners to leverage our proprietary 1st party data and our custom Facebook pixel data. Using multiple tools, we have developed targeting models for our premium woodworking audiences and can reach and engage them across their social streams at scale.

USE CAPTIVATE TO:

- Showcase your brand in highly engaging sponsored content posts on Facebook and Instagram
- Reach expanded audiences (created with the use of Fine Woodworking's 1st Party and Facebook Pixel data)
- Engage through links back to Fine Woodworking website content hub
- Dominate with 100% SOV - roadblock ad units on the content hub pages



Special Opportunities: Shop Class: A Live Webinar Series

Fine Woodworking is leveraging our live content delivery expertise, brand authority, and market reach to bring best-in-class live, onlineseminar experiences to our passionate woodworking audience. This opportunity allows our partners to align their brand with our unparalleled content to:

- Harness the unique power and spirit of the Fine Woodworking community
- Reach new audiences
- Engage your brand with top men and women in the craft
- Drive revenue

OPPORTUNITIES:

- Live webinar classes with Q+A
- Real-time user interactions
- Fine Woodworking editorial team will prepare content, host, and promote the webinar
- Sponsor logo will be included in the promotion of the webinar across FineWoodworking's platforms – eLetter, native ads, social media channels, and mention in podcast



PROJECT GUIDES: 100% SOV Sponsorship

These deep and immersive content experiences house 1,000's of pieces of content, organized around project creation and new skills and techniques. With 100s of contributors, 1,000's of videos and book excerpts from leading woodworkers, the FWW Project Guides are designed to be a comprehensive learning and reference hub.

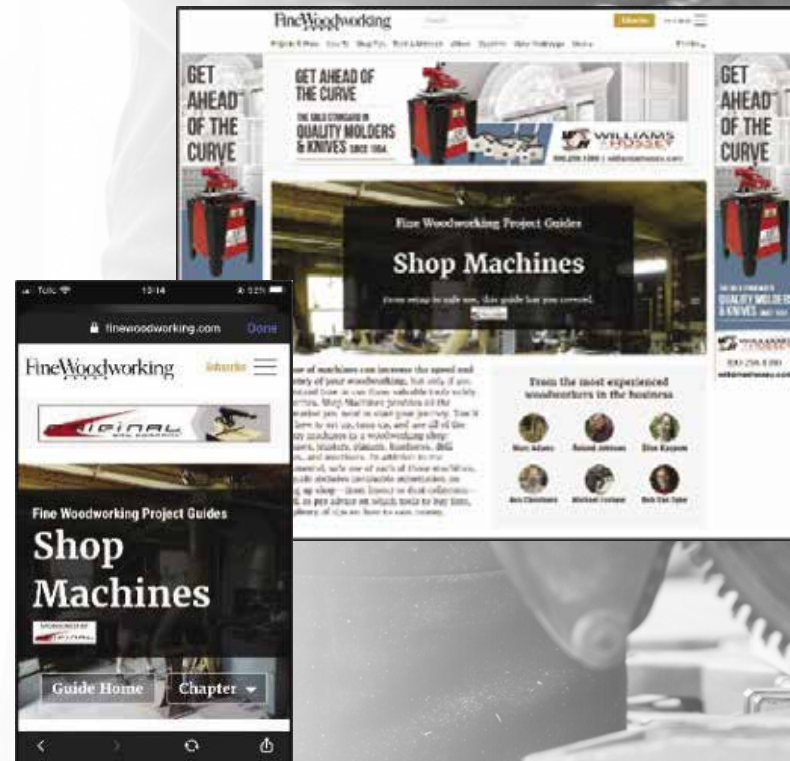
As our exclusive sponsor, your brand has the opportunity to benefit from the promotional plan and secure 100% share of voice (SOV) on all pages during the campaign window.

AS SPONSOR, YOU WILL RECEIVE THE FOLLOWING:

- Two (2) month exclusive sponsorship with 100% share of voice (SOV)
- “Sponsored by brand” on all hub content pages
- 1 million+ promotional co-branded impressions (includes logo) across digital, eLetter, podcast and social channels
- Includes roadblock ads and native advertising units for 100% SOV on the Guide pages
- Targeted high impact interstitials + contextual ROS

GUIDE THEMES:

- Shop Projects • Finishing
- Handplanes • Beginner Projects
- Boxes • Tables and Desks • Chairs
- Benches & Stools • Shop Machines
- Hand Tools

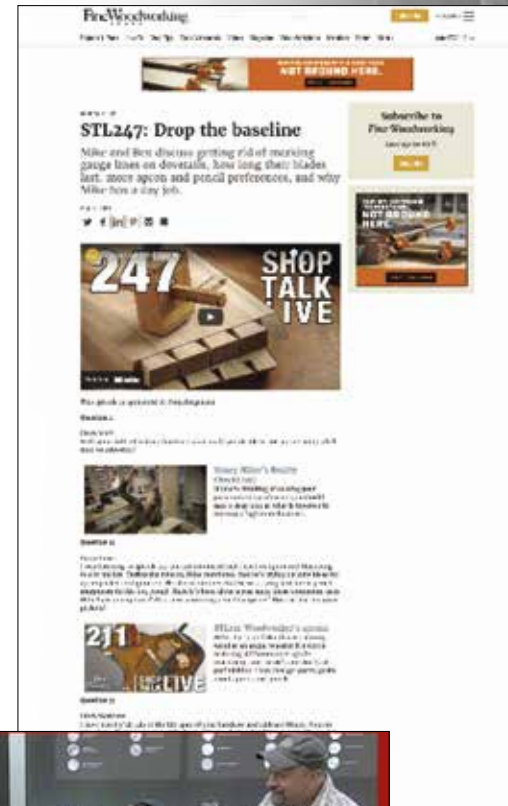


SHOP TALK LIVE Podcast

The biweekly Fine Woodworking Shop Talk Podcast allows editors, authors, and special guests to answer your woodworking questions and connect with the online woodworking community. Topics include woodworking tips and tricks, tools, techniques, and lively discussions about real-life woodworking challenges.

SHOP TALK MONTHLY PODCAST SPONSORSHIP:

- One (1) Podcast biweekly (2 podcasts total)
- Questions, business advice, best practice and industry challenges (30 min.)
- 30 second in-read audio commercial in each podcast (2 in-reads total)
- 60K average monthly rolling podcast downloads/listens



EXPERT ROUNDTABLE

New this year, Fine Woodworking editors and experts will share, discuss, and debate over a roundtable chat. Topic specifically chosen to speak to partner's product offerings. Panel to include a Fine Woodworking editor, social influencer or Brand Ambassador, industry leader, and company representative. Perfect opportunity to highlight a new product, or reinforce prominence in the industry.

ROUNDTABLE SPONSORSHIP

- Exclusive sponsorship with a sponsor-chosen representative
- One sponsored roundtable, 40-60 minutes (limited availability)
- Logo inclusion on recording
- Recorded and promoted through Fine Woodworking digital channels:
Fine Woodworking.com, eLetter, and social (300K+ impressions)



Fine Woodworking TikTok Opportunities

We invite you to join us on this social platform to highlight your products and services to the TikTok audience.

- Fine Woodworking to post 3 sponsored TikToks
- Video shorts :30 seconds or less
- Client to supply video content or can be created by Fine Woodworking
- Tags to include @ and #
- Additionally, we will promote through Instagram channels
- Additional cost to include brand influencer



Research Capabilities + Attribution

CATEGORY BEHAVIOR STUDIES

Learn about what the Fine Woodworking audience values and desires, the motivations for purchase, and more within your industry category.

ATTITUDE STUDIES

See how the Fine Woodworking audience thinks and feels about craftsmanship and other hobby factors.

BRAND AWARENESS / FAVORABILITY STUDIES

Understand brand perceptions and see where your brand fits in the Fine Woodworking landscape needs.

PRE-PUBLICATION CREATIVE MEASUREMENT

Uncover whether potential ads resonate with the Fine Woodworking audience.

PRODUCT TESTING / REACTION

Solicit the Fine Woodworking audience to test and provide feedback on your products.

ADVERTISING EFFECTIVENESS STUDIES

Evaluate how impactful your message is to the Fine Woodworking audience.

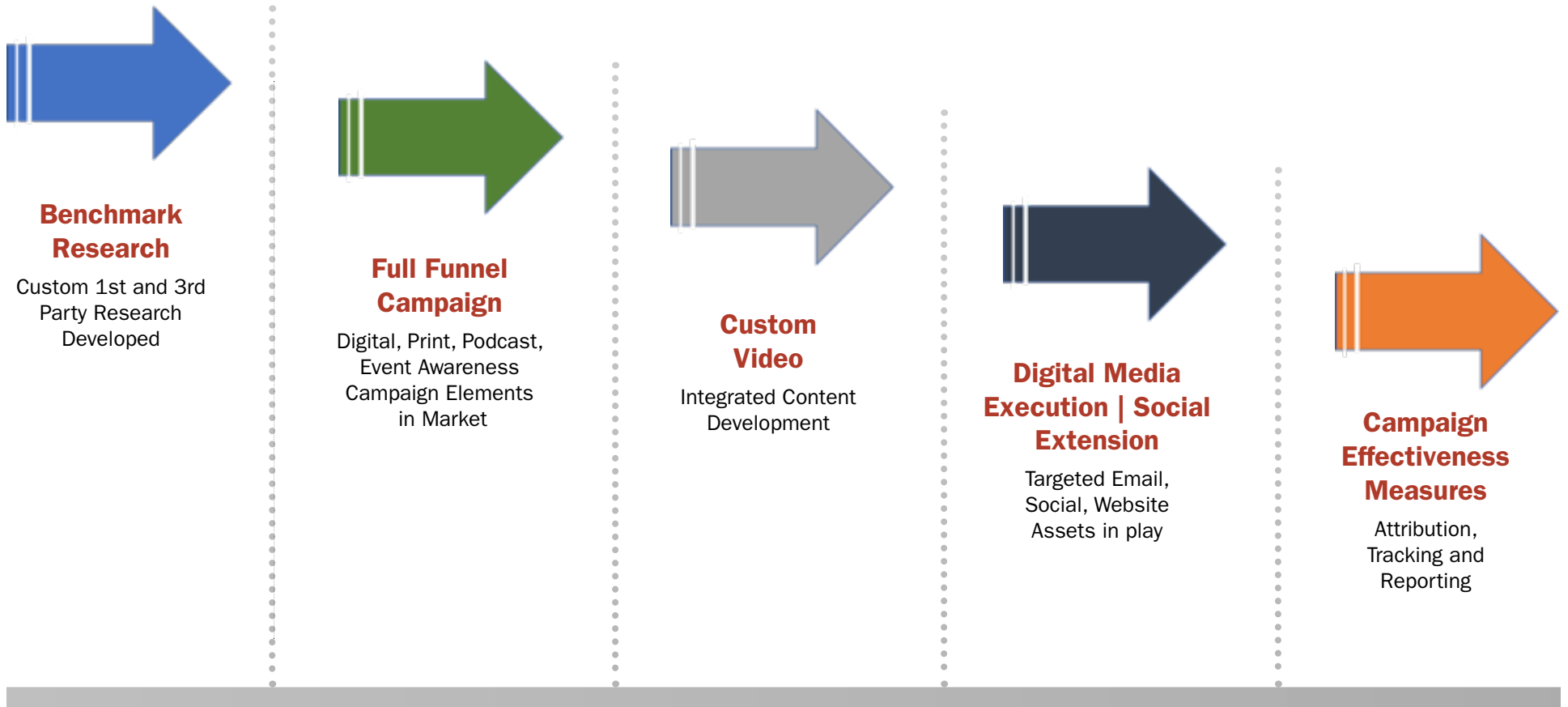
BRAND LIFT PRE/POST STUDIES

Discover the power of ad exposure on lifting brand metrics.

OPPORTUNITIES FOR CUSTOM RESEARCH

Unlock additional insights with research that addresses your strategic needs.

Campaign Time-Line

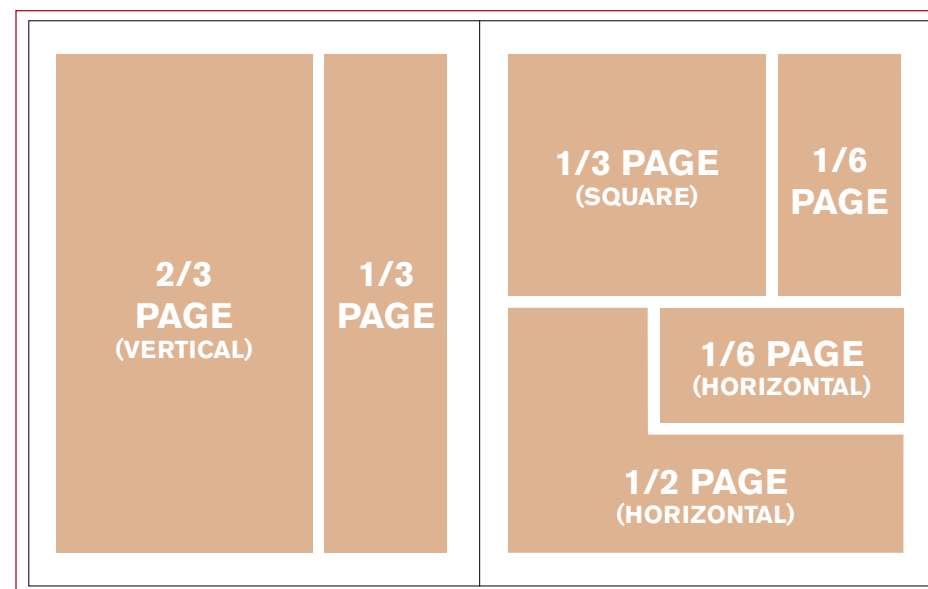
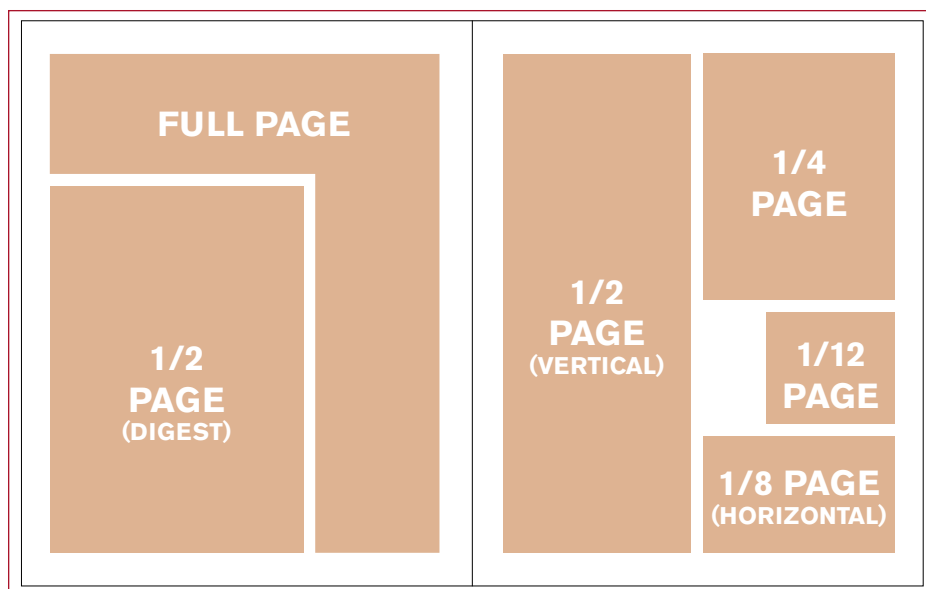


Fine Woodworking Print Spec Sheet

Page Unit Sizes (= width x height)

Spreads = bleed all sides; 17 1/2" x 11 1/8"

Bleed only available for 1/2 page and larger ads



FULL PAGE

Live Area 7 5/8" x 9 3/4"

Trim Size 8 5/8" x 10 7/8"

Bleed Size 8 7/8" x 11 1/8"

1/2 PAGE (DIGEST)

Live Area 5" x 7 1/4"

Bleed available

1/2 PAGE (VERTICAL)

Live Area 3 11/16" x 9 3/4"

Bleed available

1/4 PAGE

Live Area 3 11/16" x 4 3/4"

1/12 PAGE

Live Area 2 3/8" x 2 1/4"

1/8 PAGE (HORIZONTAL)

Live Area 3 11/16" x 2 1/4"

2/3 PAGE (VERTICAL)

Live Area 5" x 9 3/4"

Bleed available

1/3 PAGE (VERTICAL)*

Live Area 2 3/8" x 9 3/4"

1/3 PAGE (SQUARE)

Live Area 5" x 4 3/4"

1/6 PAGE (VERTICAL)

Live Area 2 3/8" x 4 3/4"

1/6 PAGE (HORIZONTAL)

Live Area 5" x 2 1/4"

1/2 PAGE (HORIZONTAL)

Live Area 7 5/8" x 4 3/4"

Bleed available

Fine Woodworking Print Spec Sheet

Final Trim Size 8 5/8" x 10 7/8" inches

***1/3 Bleed Ad** only allowed when purchased with a full-page as a unit

For full-spread buys, text and images can run across spreads (keep text .25" from gutter trim)

2 PAGE SPREAD

Live Area (w x l) 16.5" x 9.75"

Bleed Available (w x l) 17.5" x 11.25"

FULL PAGE

Live Area (w x l) 7.625" x 9.75"

Bleed Available (w x l) 8.875" x 11.125"

2/3 PAGE VERTICAL

Live Area (w x l) 5" x 9.75"

Bleed Available (w x l) 5.625" x 11.125"

1/2 PAGE DIGEST (TOP)

Live Area (w x l) 5" x 7.25"

Bleed Available (w x l) 5.625" x 7.847"

1/2 PAGE DIGEST (BOTTOM)

Live Area (w x l) 5" x 7.25"

Bleed Available (w x l) 5.625" x 8.028"

1/2 PAGE HORIZONTAL (TOP)

Live Area (w x l) 7.625" x 4.75"

Bleed Available (w x l) 8.875" x 5.347"

1/2 PAGE HORIZONTAL (BOTTOM)

Live Area (w x l) 7.625" x 4.75"

Bleed Available (w x l) 8.875" x 5.528"

1/2 PAGE SPREAD (BOTTOM)

Live Area (w x l) 16.5" x 4.75"

Bleed Available (w x l) 17.5" x 5.528"

1/2 PAGE VERTICAL

Live Area (w x l) 3.688" x 9.75"

Bleed Available (w x l) 4.312" x 11.125"

1/3 PAGE SQUARE

Live Area (w x l) 5" x 4.75"

No bleed available

1/3 PAGE VERTICAL*

Live Area (w x l) 2.375" x 9.75"

1/4 PAGE

Live Area (w x l) 3.688" x 4.75"

No bleed available

1/6 PAGE HORIZONTAL

Live Area (w x l) 5" x 2.25"

No bleed available

1/6 PAGE VERTICAL

Live Area (w x l) 2.375" x 4.75"

No bleed available

1/8 PAGE HORIZONTAL

Live Area (w x l) 3.688" x 2.25"

No bleed available

1/12 PAGE

Live Area (w x l) 2.375" x 2.25"

No bleed available

Digital Specs - Web Ad Units

File Format JPG, GIF, SWF, HTML5

Max File Size 40k at 72dpi, 200k for HTML5

Animation Loops 15 seconds at 3 loops max with CTA in the final frame

Run of site specs and expansion of units Accepts third-party banners and site-served banners

MREC (BIG BOX)

Size 300 x 250

MREC (BIG BOX) EXPANSION

Size 300 x 250

Max 504 x 250

HALF PAGE

Size 300 x 600

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION

Size 728 x 90

Max 728 x 225

HOMEPAGE ROADBLOCK SPONSORSHIP

Size 728 x 90 (2)

MOBILE SPONSORSHIP

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 300 x 250

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 728 x 90

PRO TARGETING

Size 300 x 250 or 728 x 90

PRO TARGETING

Ask a sales rep for specs

Digital Specs - Video and Rich Media Units

TP Third-party banners

SS Site-serve banners

File Format We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units To be advertiser created/supplied.

Visual Interactive
Advertiser Bureau (IAB)
website at www.iab.com for more detailed
Rising Star specs.

RICH MEDIA UNITS

PRE-ROLL

Size High res, 1080p (1920 x 1080), 16 x 9 aspect ratio

Format MP4

Max Size 40k at 72dpi with 25 fps max, 15 seconds

TP Yes

SS Yes

SITE SKIN

Size Two 200 x 800 Images at 60kb for each side (left/right) Site content is 1100px.

Format JPG, GIF

Max Size 100k at 72dpi

TP No

SS Yes

INTERSTITIAL

Size 640 x 480

Format JPG, GIF

Max Size 10 seconds with 24 fps max

TP Yes

SS Yes

RISING STAR UNITS

BILLBOARD

Size 920 x 250

Format MP4, JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps; 15 seconds at 3 loops max

TP Yes

SS No

PORTRAIT

Size 300 x 1050

Format JPG, GIF, HTML5

Max Size 80k at 72dpi with 24 fps, 15 seconds at 3 loops max

TP Yes

PUSH DOWN

Size 970 x 90

Format JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps

TP Yes

FILM STRIP

Size 300 x 600

Format JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps

TP Yes

SS No (FHB), Yes (GBA)



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