



# FineWoodworking®

MEDIA KIT 2024

The leading media brand for the  
most engaged woodworkers anywhere

## Unparalleled Content

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 content is available in print, on [finewoodworking.com](http://finewoodworking.com), through eLearning, on YouTube, Pinterest, Facebook, and Instagram. We also produce the popular biweekly podcast, Shop Talk Live, featuring our editors and other woodworkers.

# 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.



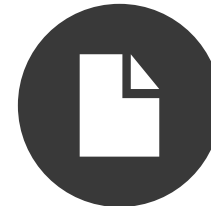
## DIGITAL MEDIA

- 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
- Custom podcasts
- NEW Beginning woodworker targeting program



## 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 has 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

**\$35**

Per year print subscription price  
(7 issues per year)

**\$99**

Per year All Access +  
print membership

**977,000+**

Social media footprint

**66%**

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

**330,000**

Weekly eletter list

**36,000+**

All Access Members

**\$3.6 billion**

Buying power



# 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

**770,000** monthly sessions  
**1.537mm** monthly page views  
**130,000** average circulation  
**36,000+** paid online memberships

## SOCIAL MEDIA FOOTPRINT

### Over 977,000 total

**376k+** Instagram followers  
**247k+** YouTube subscribers  
**128k+** Facebook followers  
**118k+** Twitter followers  
**108k+** Pinterest followers  
**6.2k+** TikTok 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  
**330,000** email newsletter subscribers  
**55-65k** podcast downloads per month

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

# 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 2023–2024 Editorial Calendar

## January/February – Issue 308

Artist's easel by Amanda Russell • Crosscut sled by Bob Van Dyke • Turning spalted Wood by Seri Robinson  
• Banding fundamentals by Steve Latta

**Ad close:** 10/20/23  
**Materials due:** 10/27/23  
**In-home:** 12/6/23

## March/April – Issue 309

Small tansu chest by Len Cullum • Outdoor chair by Asa Christiana • Painting Furniture by Evan Court  
• Carving an acanthus leaf by Mary May

**Ad close:** 12/28/23  
**Materials due:** 1/5/24  
**In-home:** 2/14/24  
**On newsstand:** 2/27/24

## May/June – Issue 310

Trestle table by Tom Throop • Inlay by Steve Latta • Drilling guide by Beth Ireland • Book shelves by Charles Peterson

**Ad close:** 2/16/24  
**Materials due:** 2/23/24  
**In-home:** 4/3/24  
**On newsstand:** 4/13/24

## July/August – Issue 311

Shaker sideboard by Christian Becksvoort • Wall mirror by Joshua Sterns • Dovetail tips by Bob Van Dyke  
• Turning kitchenware by Matt Monaco

**Ad close:** 4/26/24  
**Materials due:** 5/3/24  
**In-home:** 6/12/24

## September/October – Issue 312

Chair for cabinet makers by Chris Schwarz • Round table by Jeff Miller • Optical box by Vasko Sotirov  
• Handplane repair by Gordon Belt

**Ad close:** 6/21/24  
**Materials due:** 6/28/24  
**In-home:** 8/7/24

## Tool Buying Guide for 2025 – Newsstand Only Special Issue

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:** 7/5/24  
**Materials due:** 7/12/24  
**On newsstand:** 9/3/24

## November/December – Issue 313

Tile and rope chair by McGlasson • Coat rack by Christian Becksvoort • Turned bowl by Matt Monaco  
• Working with hand tools by Israel Martin

**Ad close:** 8/23/24  
**Materials due:** 8/30/24  
**In-home:** 10/9/24

## Tools & Shop Winter – Issue 314

Machinists' instruments in the shop by David Bedrosian • Space-saving sawhorses by Anissa Kapsalas  
• Panel clamping jig by Ryan Schemrich • Condo workbench by Greg Baker

**Ad close:** 9/20/24  
**Materials due:** 9/27/24  
**In-home:** 11/6/24  
**On newsstand:** 11/19/24

## Social Media Leadership: 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.

**We lead the woodworking social media landscape, with almost 4x the Instagram audience as our nearest competitor**

Woodworking Media Brands	Facebook	Instagram	Twitter	YouTube	Pinterest	TikTok	Total
<b>Fine Woodworking</b>	<b>128,385</b>	<b>373,000</b>	<b>117,691</b>	<b>247,000</b>	<b>104,166</b>	<b>6,263</b>	<b>976,505</b>
Popular Woodworking	101,000	98,500	105,212	255,000	185,600	71	<b>745,383</b>
Woodcraft	341,000	92,300	61,832	7,240	77,000	102,800	<b>682,172</b>
Wood Magazine	153,719	52,200	33,091	281,000	140,900	5	<b>660,915</b>
Woodworker's Journal		8,910	58,685	218,000	34,700		<b>320,295</b>
Woodsmith	26,000	14,900	1,865	146,000	3,900		<b>192,665</b>
Mortise & Tenon	12,000	83,500	1,214	19,000			<b>115,714</b>
Woodshop News	2,500		4,728				<b>7,228</b>

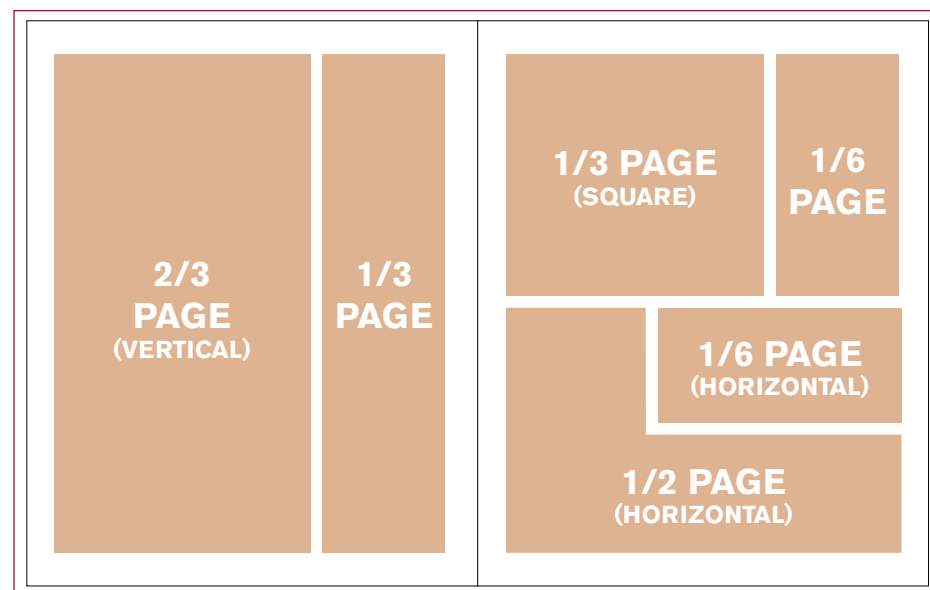
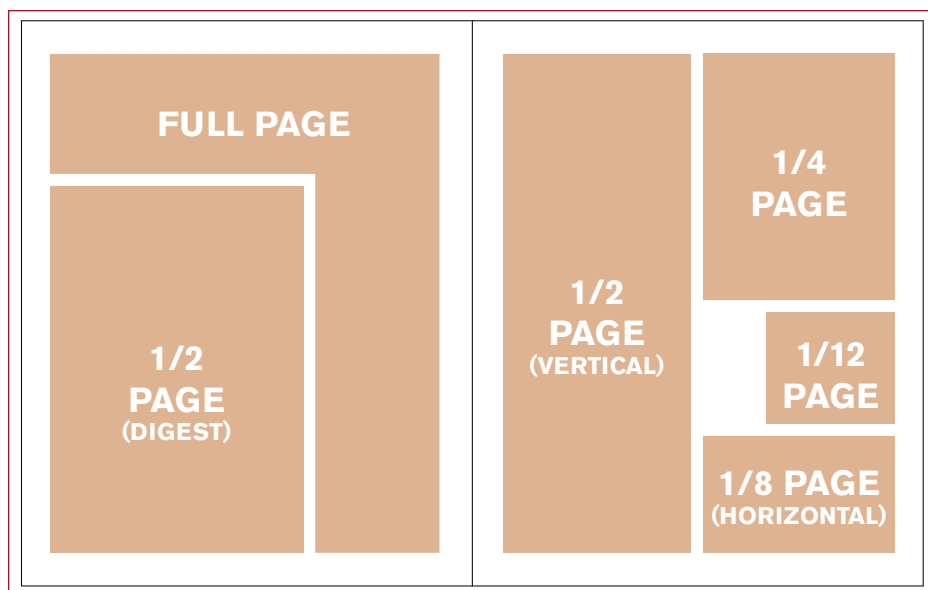


# Fine Woodworking Print Spec Sheet

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](http://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)





For more information:

ASSOCIATE PUBLISHER

Alex Robertson

203-304-3590 [arobertson@taunton.com](mailto:arobertson@taunton.com)

# FineWoodworking®

PRINT PRODUCTION:

Laura Bergeron: [lbergeron@taunton.com](mailto:lbergeron@taunton.com)

Kathryn Simonds: [ksimonds@taunton.com](mailto:ksimonds@taunton.com)

DIGITAL PRODUCTION:

John Maher: [jmaher@taunton.com](mailto:jmaher@taunton.com)

Erin Nikitchyuk: [enikitchyuk@taunton.com](mailto:enikitchyuk@taunton.com)