



Fine Homebuilding®

MEDIA KIT 2024

The leading media brand for residential construction professionals

Dedicated to Helping Pros Succeed

Fine Homebuilding is the most trusted and authoritative resource for the residential construction and remodeling industry. We source our content from the job sites and design offices of the most qualified and talented builders and designers in the industry to empower a global workforce with the ability to create the most advanced homes possible.

Driven by the ethos that exceptional homes are achievable, and that craftsmanship is an honorable and worthy pursuit, Fine Homebuilding has become the media brand for:

- Professional tradesmen
- Industry influencers
- Forward-thinking companies

FineHomebuilding.com

Check out our video:

<https://www.youtube.com/c/finehomebuildingmagazine>



Fine Homebuilding Solutions

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



PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions



DIGITAL MEDIA

- Native advertising
- Podcasts
- High-impact interstitials
- Digital display
- eLetters
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions
- Project Guides
- BtoB IP Mapping
- HH Addressable
- Keyword Behavioral & Contextual Targeting
- Geo-fencing



CONTENT

- Video-series sponsorship
- Sponsored Job Site Series
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs



CUSTOM INTEGRATION

- Video Content
- Social Media Content
- Webinars (lead gen)
- #KeepCraftAlive (philanthropy)
- FHB House Sponsorship



EXPERIENTIAL

- Influencer marketing
- Custom events
- Social media extension
- Industry-event podcasts



SOCIAL

- TikTok Campaigns (client-supplied, or influencer created)
- Custom Social Shorts
- Brand ambassadors/ Influencer Content
- Instagram Reels
- Captivate social extension program

Our Reach



DEMOGRAPHIC PROFILE

68% building professionals
67% business owners
85% involved in the specification of products or materials

58 average age
87% male
\$182K average household income
\$690K average home market value

37% architects/designers
35% custom home builders
44% general contractors
35% remodeling contractors



PURCHASING POWER

\$10B+ in buying power
\$284k average spent on related purchases
63% have purchased a product as a result of advertising they saw on FHB

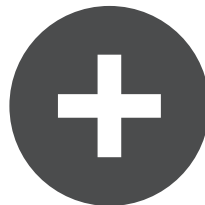
80% have sought out product information as a direct result of advertising they saw on FHB

95% would consider purchasing a product as a result of seeing advertising on FHB



PRINT ENGAGEMENT

3 hours spent reading each issue
\$33 average print subscription price
92% of FHB readers read every issue
82% save their issues



STATS

1MM unique website visitors per month
931k+ total social media audience
103k+ paid circulation
30k+ paid online memberships



DIGITAL ENGAGEMENT

40%-60% average open rate on eLetters
245k eLetter subscribers
60k podcast downloads per month



SOCIAL MEDIA FOOTPRINT

931k total social media audience
231k Facebook followers
290k YouTube subscribers
196k Instagram followers
105k Pinterest followers
85k TikTok followers
22k Twitter followers

Leading the Industry

In the Professional/Trade category, Fine Homebuilding is

#1 in **paid circulation** (103k)

#1 in **digital reach** (1MM monthly uniques)

#1 in **social footprint** (931k)

#1 in **podcast downloads** (60k per month)

#1 in **paid online members*** (30k)

Source: BPA December 2022, Libsyn 2023, Google Analytics: October, 2023.
Defined by trade competitive set.

*Combined FHB and GBA paid online members



Print Editorial Calendar 2024

Calendar content details may be subject to change.
For more information, contact Ad Sales at ADS@taunton.com

DECEMBER/JANUARY (ISSUE #320)

- Insulation Upgrade for a Farmhouse Roof
- Permanent wood foundations can work as well as concrete
- Gut Rehab With Recycled Materials
- How to commission an HVAC system for balanced comfort
- A North Carolina house uses aerated concrete for a high-performance wall
- FHB Interview: Leading the way with trade school organizations and training programs, SkillsUSA Executive Director, Chelle Travis
- Or favorite department for over 40 years: Tips & Techniques from our readers

AD CLOSE 10/06/23
MATERIALS 10/13/23
ON-SALE 11/22/23

FEBRUARY/MARCH (ISSUE #321)

- Building, installing, and flashing a chimney cricket to keep away roof rot
- All about using Larsen trusses to build high-performance assemblies
- Options for home electrical vehicle charging, from amp requirements to installation details
- A Pretty Good lighting strategy on a reasonable budget
- How to pay for Solar PV
- Building a house with panelized walls—pros and cons
- The latest in tool and gear reviews from our experts in the field
- Testing cordless track saws for power, cut quality, dust collection, and more

AD CLOSE 11/24/23
MATERIALS 12/01/23
ON-SALE 01/10/24

APRIL/MAY (ISSUE #322)

- Choosing and applying exterior penetrating stains
- Head-to-head comparison of handheld cordless planers
- Heat pumps: A product guide to the best energy-efficient heating and cooling systems
- Start with an energy audit to prioritize how to spend your time and money to make a home healthy, efficient, and comfortable
- Barn transformation
- Modern details for pocket doors mean minimal trim and clean shadow lines
- An expert takes us inside the building codes

AD CLOSE 01/19/24
MATERIALS 01/26/24
ON-SALE 03/06/24

JUNE (ISSUE #323)

- Steel Band Joist Installation-- Framing large spans with a steel band joist
- Western Window Install
- Top 10 electrical myths that can make a residential system dangerous or needlessly costly
- Linoleum is the greenest flooring you can buy—all about the material
- The Fortified construction standard can protect a house against weather events
- Shower doors—a showcase of different product options

AD CLOSE 03/01/24
MATERIALS 03/08/24
ON-SALE 04/17/24

Print Editorial Calendar 2024

Calendar content details may be subject to change.
For more information, contact Ad Sales at ADS@taunton.com

JULY (ISSUE #324)

- Replace a bearing wall with a steel beam to open up a floor plan
- Installing and running low-voltage cable to LED strip lighting
- Choosing subflooring
- IAQ fundamentals: Better indoor-air quality starts with understanding the impact of every trade
- Out with the kitchen triangle, in with the new kitchen design fundamentals
- New and notable products and materials for outdoor spaces
- Houses by Design: Design inspiration from three exceptional new projects

AUGUST/SEPTEMBER (ISSUE #325)

- How to frame an overlapping “California” roof valley
- Dramatic modern stairs with exposed stringers, open risers, and two-story steel balusters
- Testing cordless finish nailers for the best job-site performance
- Building Science Mistakes to Avoid
- Take your deck design from napkin-sketch to plan-review and construction-ready
- Permeable Pavers –installation and benefits
- Our experts answer our readers’ questions

OCTOBER (ISSUE #326)

- Fast, efficient layout and framing for straight, sturdy walls
- Tiling a kitchen backsplash and range hood installation
- Energy-smart hot water includes an efficient piping-system design
- Fundamentals of ADU design
- Understanding rebar and other methods of concrete reinforcement
- Keep Craft Alive: Builders for a better building industry
- FHB Interview: The future of our homes

NOVEMBER (ISSUE #327)

- Exterior Insulation in New Construction
- A house for the future: Accessible design, smart technologies, and an ADU for flexibility make this a smart design for an older couple
- Making the jump to multifamily—A single-family home builder shares tips from his early experience with duplexes and apartment buildings
- The best options for warm floors in bathrooms
- Building Matters: Tackling the most important issues in home building3

DECEMBER/JANUARY (ISSUE #328)

- A builder’s guide to soundproofing
- Installing an HRV or ERV for balanced ventilation
- Tool test: drywall sanders
- Approachable, accessible design accommodates aging in place and other disabilities
- Excavation and site work can be the most costly part of the build, so choose wisely before purchasing land
- Products and materials for upgrading energy efficiency—new IAQ monitors, windows & doors, insulation materials, and energy-efficient appliances

AD CLOSE 04/12/24
MATERIALS 04/19/24
ON-SALE 05/29/24

AD CLOSE 05/31/24
MATERIALS 06/07/24
ON-SALE 07/17/24

AD CLOSE 07/12/24
MATERIALS 07/19/24
ON-SALE 09/11/24

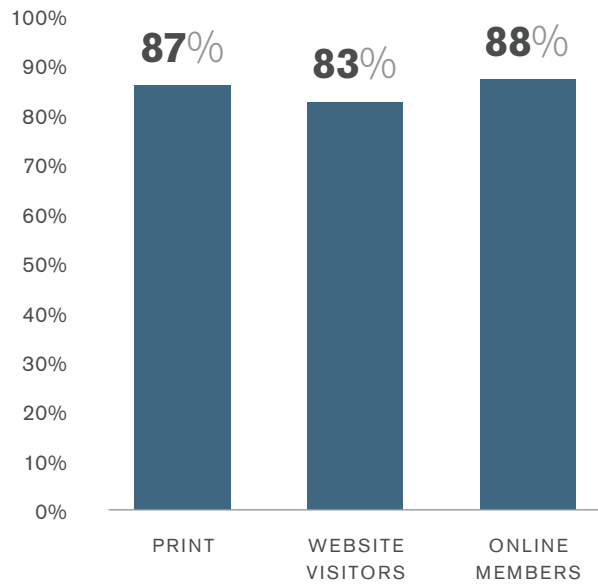
AD CLOSE 08/23/24
MATERIALS 08/30/24
ON-SALE 10/09/24

AD CLOSE 10/04/24
MATERIALS 10/11/24
ON-SALE 11/20/24

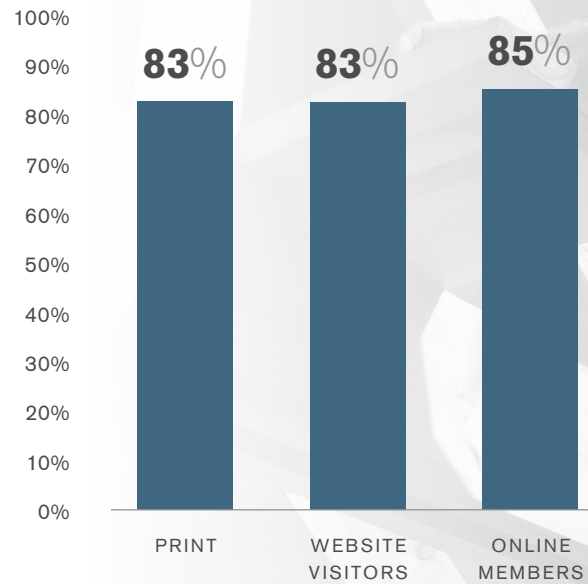
Our Pro Profile

Our pro audience is involved in every step of the building process, especially purchasing.

Involved in the Specifications Products/Materials



Responsible for Purchasing Products/Materials



Social Media Following

Almost 3x **the social media followers** of all construction media — **combined!**

Social Media Footprints

CONSTRUCTION TRADE MEDIA BRANDS	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	PINTEREST	TIKTOK	TOTAL
Fine Homebuilding	231,000	196,597	22,933	290,000	105,200	85,800	931,530
Pro Remodeler	33,000	7,347	14,978	864	382	n/a	113,142
Professional Builder	40,000	4,610	7,156	734	333	n/a	52,833
Remodeling Magazine	14,000	2,638	17,324	1,920	7,500	n/a	43,382
Journal of Light Construction	8,600	25,061	1,585	8,550	2,200	n/a	45,996
Qualified Remodeler	7,800	3,423	17,909	16	1	n/a	29,149
Builder	18,000	17,706	30,084	707	1,500	n/a	67,997
Green Builder	11,000	5,180	9,639	3,880	2,300	n/a	31,999
Custom Builder	10,000	3,792	505	n/a	n/a	n/a	14,297
All Others Combined	142,400	69,757	99,180	16,671	14,216	0	342,224

Award-Winning Video Content



Fine Homebuilding's video production team was recently honored as a **PLATINUM WINNER** of a Viddy Award!

Fine Homebuilding produces a full spectrum of high-quality video options for our partners, from Sponsored editorial videos to Custom videos, including how-to for professionals, product installations, video tours of manufacturers' facilities, company profiles, and much more.



SPONSORED EDITORIAL JOBSITE

Fine Homebuilding editors and professional custom builders walk through the importance of different construction details on the jobsite, and deliver focused how-to tips that give real, best practice solutions to jobsite challenges.



CUSTOM VIDEO CREATION

Custom video content creation includes products and messaging of partner's choice and allows partner to provide direction and maintain creative control.



FHB PODCAST

The Fine Homebuilding Podcast dives into topics from the front lines every week with informal but rigorous conversation around home-building best practices, construction tips, and advice.



MASTERED IN A MINUTE

This editorial video series delivers short, focused how-to video tips in 2 minutes or less that quickly give real, best-practice solutions to job-site challenges.



SHOP CLASS

Fine Homebuilding editors team up with home-building experts to offer a multi-episode video series aimed specifically at serious builders and remodelers who need help navigating the diverse options for products and materials.

Influencer Marketing



Fine Homebuilding AMBASSADORS

Fine Homebuilding understands how to create value for professional audiences across multiple platforms.

We've demonstrated explosive growth with our social footprint, our website traffic and audience engagement among the construction trades with the #KeepCraftAlive initiative, our professional brand ambassador network, and our weekly 5-star-rated podcast featuring building and construction topics.

We've accomplished this by leveraging what we've achieved over the past 40 years: compelling storytelling, expert content, and helping tradesmen excel at their craft.

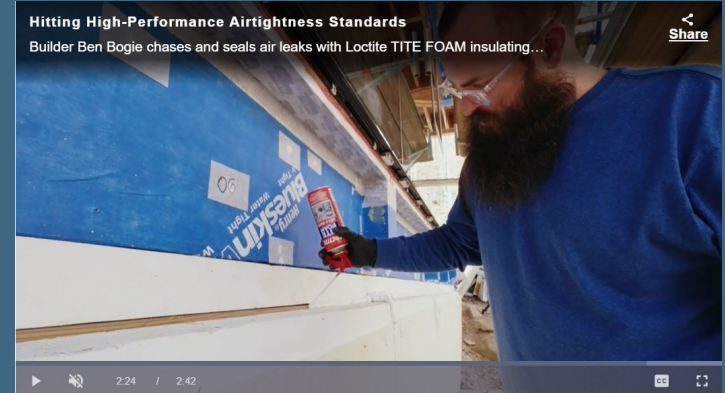
22 BRAND AMBASSADORS with a social footprint of over **2 MILLION FOLLOWERS**. These talented craftspeople embody the FHB ethos and core values: They take pride in their work; hold quality and durability above all else; and tirelessly stay on the cutting edge of the construction industry.



Brand Ambassador/Influencer Custom Video

Talent to include an FHB Brand Ambassador or other Social Influencer

- Content includes product and messaging of partner's choice
- Custom video (2-3 mins in length) to live on FineHomebuilding.com
- Brand Ambassador social amplification
- Includes one (1) social short for easy auto-sharing
- FHB will secure talent, location, write script, provide production schedule
- Partner will review and provide feedback before finalizing the product
- Partner Roadblock ad units on video landing page
- Promoted through FHB digital, eLetter and social channels



This custom video, developed exclusively for our partner, leverages our Brand Ambassador/Influencer talent with social amplification.

Note: Partner owns the rights to the video in perpetuity for use on their digital channels, and in some cases with an extended FHB licensing agreement.

All materials, content, ideas, and/or concepts exchanged between FHB and Partner in the development of video and/or marketing services are shared confidentially in the interest of partnership.

NEW! Sponsored Editorial – Jobsite Video Series

Fine Homebuilding is constantly producing new videos to provide our audience with the details and techniques they need to build beautiful, high-quality homes. Our best-in-class videos demonstrate to builders, remodelers, architects, and other tradespeople how to do a top-notch job when installing foundations, roofs, and everything in between.

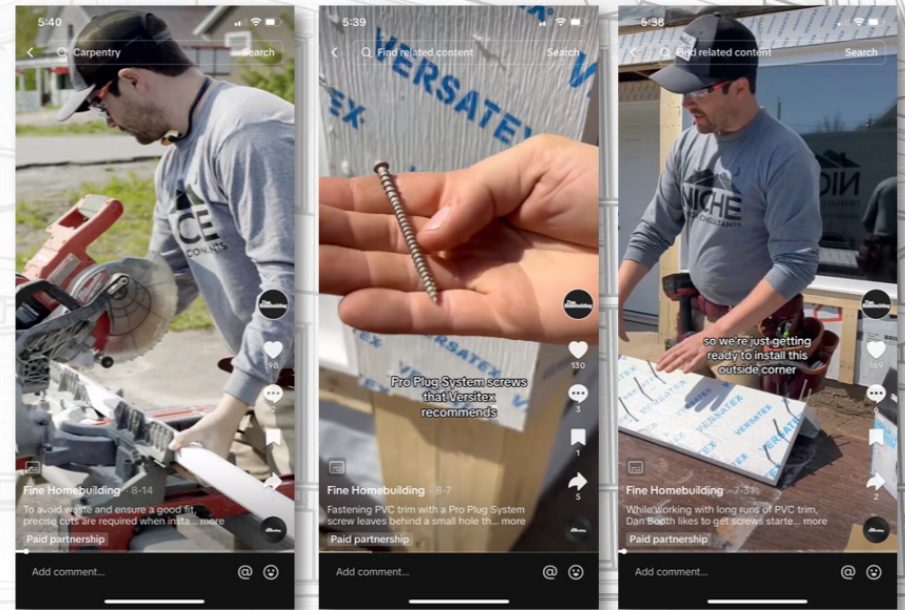
- FHB will develop, produce and promote a sponsored video series using partner's products
- YouTube embed codes to be provided, allowing partner to integrate the sponsored videos on your site
- Logo end card in perpetuity
- Includes one (1) social short for easy auto-play sharing
- Partner Roadblock ad units on video landing page
- Promoted in eLetters, YouTube, and social channels

The screenshot shows the Fine Homebuilding website interface. At the top, there's a navigation bar with the logo, a search bar, and a main menu. The main content area features a video series titled "Installing PVC Trim in a Coastal Environment". Below the title are social media sharing icons. A large image shows a carpenter working on a building's exterior. To the right, there's a vertical banner for Versatex PVC building materials, highlighting their resistance to rot and moisture. Below the main image, there's a paragraph of text describing the project and the benefits of PVC in coastal environments. A "Start Watching" button is prominently displayed. At the bottom, there's a section titled "Videos in the Series" with three video thumbnails and their respective titles: "Exterior PVC Trim: Joining Long Runs", "Exterior PVC Trim: Weathertight Outside Corner", and "Exterior PVC Trim: Historical PVC Window Sill". To the right of this section is another vertical banner for Versatex, stating "THE PRODUCT A FINE BUILDER DESERVES."

NEW! Custom Social Video Shorts

Fine Homebuilding will develop, produce and promote social video shorts for distribution through our IG & TikTok channels. Content to be captured from sponsored editorial video series or shot on a custom basis in a studio with product integration. Ability to purchase a series or stand alone custom shorts.

- Includes creation of social shorts (:10-:30 sec. in length) for promotion through partner & FHB social channels
- Tags to include @ + # (product specific tags)
- Review and provide feedback before content is posted
- Partner will own the social shorts to share through its own channels (shorts created will be sized for IG Reels, TikTok, and YouTube Shorts)
- Ability to use these video shorts for a turnkey Captivate and paid TikTok campaign to increase reach and engagement
- Minimum purchase of 2 shorts



TikTok Posts @finehomebuilding

We invite our selected partners to join us on this social platform to highlight your products and services to our TikTok audience. TikTok is the fastest growing social channel and remains the channel that most organizations will try next year. With over 60% of TikTok users following brand accounts, it's the ideal place to reach new audiences and drive engagement.

- 85k+ followers
- Video shorts approximately :30-:60 seconds
- Tags to include brand @ and #

OPTIONS TO CHOOSE FROM:

- Paid TikTok with partner-supplied content
- Influencer to create 2-3 sponsored TikToks to be posted on influencer and FHB accounts

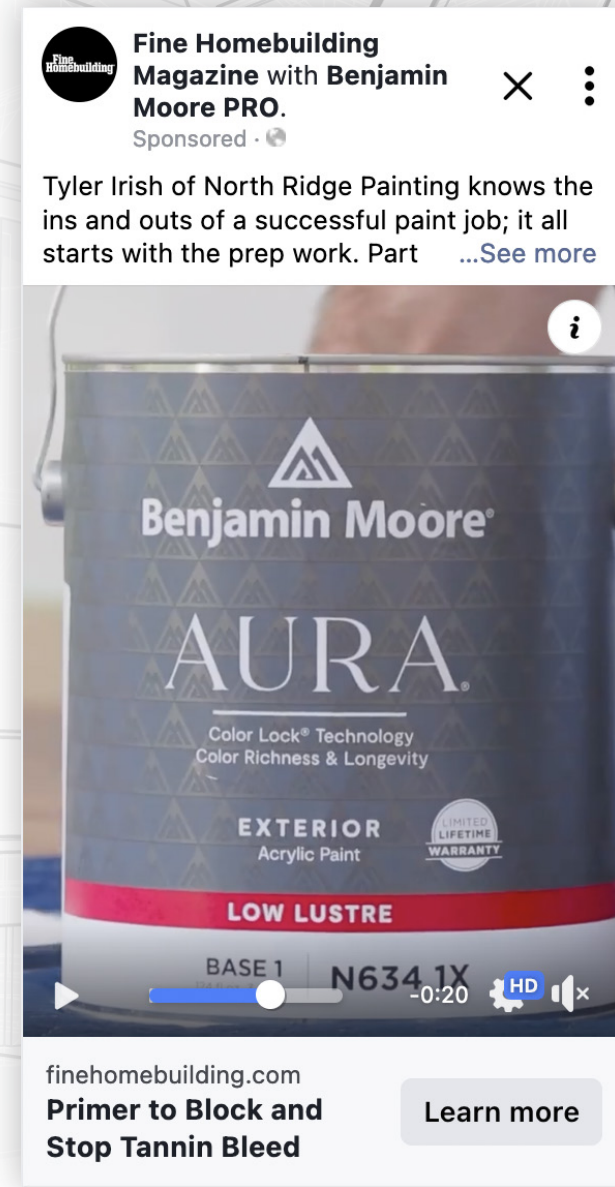


Captivate Social Extension Program

Fine Homebuilding's Captivate is a robust social audience extension program that allows partners to leverage *Fine Homebuilding's* proprietary 1st party data and our custom Facebook pixel data. Using multiple tools, we have developed targeting models for our professional trade 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 professional trade audiences (created with the use of *Fine Homebuilding's* 1st Party and Facebook pixel data)
- Engage through links back to *Fine Homebuilding* web content hubs
- Dominate with 100% SOV — roadblock ad units on all campaign content hubs



The image shows a screenshot of a Facebook sponsored video advertisement. At the top, the ad is identified as being from 'Fine Homebuilding Magazine with Benjamin Moore PRO.' and is marked as 'Sponsored'. The video content features a close-up of a blue Benjamin Moore paint can. The can is labeled 'AURA' in large white letters, with 'Color Lock® Technology Color Richness & Longevity' written below it. Further down, it says 'EXTERIOR Acrylic Paint' and 'LIMITED LIFETIME WARRANTY'. A red band across the middle of the can reads 'LOW LUSTRE'. At the bottom of the can, it says 'BASE 1 N634 1X'. The video player interface includes a play button, a progress bar, and a timestamp of '-0:20'. Below the video, the text 'finehomebuilding.com' is displayed, followed by the headline 'Primer to Block and Stop Tannin Bleed' and a 'Learn more' button.

Project Guides 100% SOV Sponsorships

These deep and immersive content experiences house thousands of pieces of content, organized around the full process for designing, constructing and repairing of a topic. With hundreds of contributors, thousands of videos and book excerpts from leading construction professionals, the FHB Project Guides are designed to be a comprehensive learning and reference center.

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

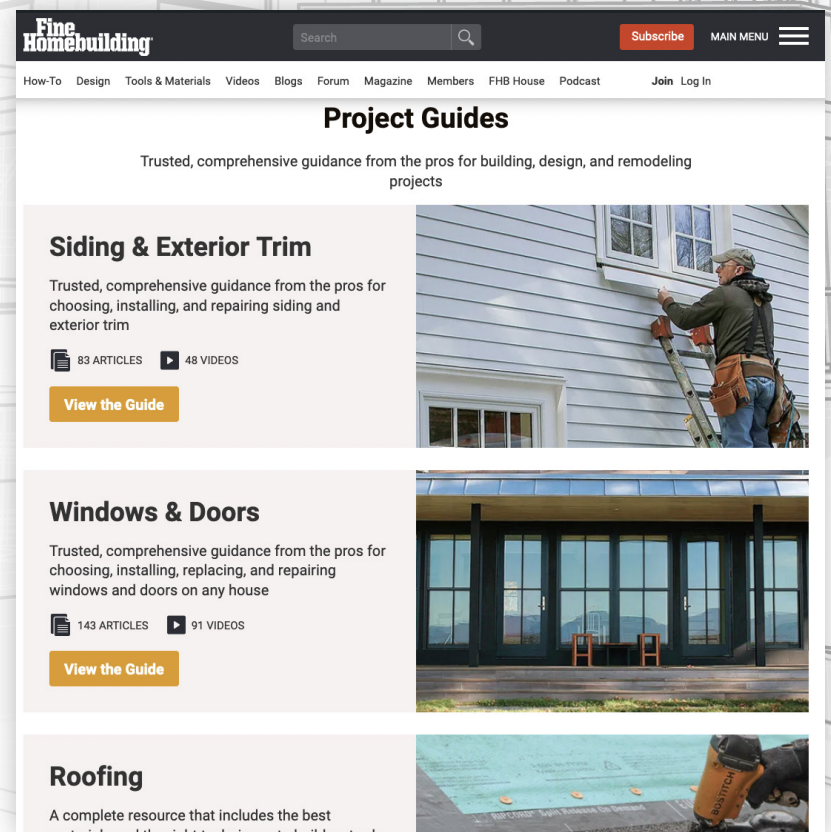
PROJECT GUIDES 2.0

Visual/UX (user experience) refresh - more intuitive navigation, highlighting new articles and better integrated into the overall site architecture.

This gives more visibility to video-focused articles within the project guides.

TOPICS INCLUDE...

- NEW: Foundations & Masonry Work
- NEW: Energy Retrofit
- COMING SOON: Basements
- COMING SOON: Flooring
- Decks
- Framing
- Roofing
- Siding & Exterior Trim
- Insulation & Air Sealing
- Plumbing
- Painting
- Windows & Doors
- Drywall
- Finish & Trim Carpentry
- Tiling
- Kitchens
- Bathroom Design
- Wiring



Project Guide Sponsorship

Project Guide Landing Page

728x90

The screenshot shows the landing page for the 'Roofing' project guide. At the top, there is a navigation bar with the 'Fine Homebuilding' logo, a search bar, and a main menu. Below the navigation bar, there are several banners and sections. A large banner at the top features the MRA logo and the text 'HAILSTORM + METAL ROOFING = NO PROBLEM'. Below this, there is a central section titled 'Roofing' with a sub-header 'Fine Homebuilding Project Guides'. This section includes a description of the guide and a 'SPONSORED BY: MRA' logo. To the right of the central section, there is a list of experienced builders with their names and photos. At the bottom left, there is a 'LEARN MORE' button. The overall layout is clean and professional, with a focus on providing a comprehensive resource for roofing.

200x800

Project Guide Article Page

728x90

The screenshot shows the article page for 'Snap-Lock Standing-Seam Metal Roof Installation'. The page features a navigation bar at the top, similar to the landing page. Below the navigation bar, there is a banner with the text 'BEST INVESTMENT FOR YOUR ROOFING DOLLAR'. The main content area includes a large image of a person working on a roof, with the word 'Roofing' circled in red. Below the image, there is a table of contents for the guide, including sections like 'Roof Coverings', 'Roofing Materials', 'Power Tools', 'Handy Helpers', 'Staging and Ladders', and 'Safety Equipment'. The article title 'Snap-Lock Standing-Seam Metal Roof Installation' is prominently displayed, followed by a sub-header 'Factory-made panels and flashing go together without specialty tools or subcontractors.' Below the article title, there is a 'SPONSORED CONTENT' section with a red circle around it, featuring a small image of a house and the text 'Discover How Metal Roofing Offers Protection Against Climate Extremes'. At the bottom, there is a 'LEARN MORE' button.

300x600

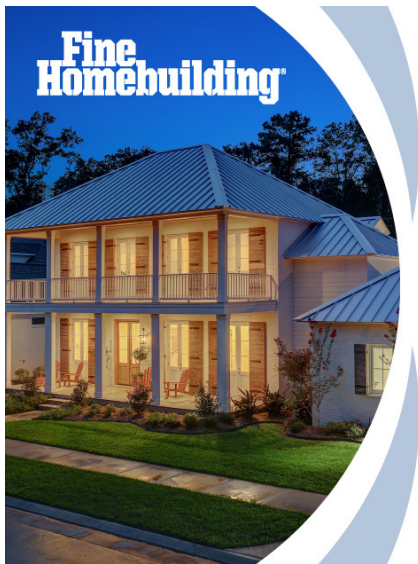
Native

Project Guide Co-branded Promotional Assets

Ads shown are samples used to promote Project Guide Sponsorships.

Ad sizes: 300x250, 728x90, 300x600, 970x250

Social assets: FB 1200x628, IG 1080x1080



FB 1200x628

Roofing Project Guide

A complete resource that includes the best materials and the right techniques to build a sturdy, leak-free, attractive roof on any house.

[EXPLORE NOW](#)

Sponsored by:



A large ad sample featuring a photograph of a house at night with a blue metal roof, illuminated from within. The 'Fine Homebuilding' logo is in the top left. Below the photo, the text 'Roofing Project Guide' is displayed in large blue font. Underneath, a paragraph describes the resource as a complete guide for building a sturdy, leak-free roof. A blue button with the text 'EXPLORE NOW' is positioned below the paragraph. At the bottom, it says 'Sponsored by:' followed by the MRA logo.

Roofing Project Guide

A complete resource that includes the best materials and the right techniques to build a sturdy, leak-free, attractive roof on any house.

[EXPLORE NOW](#)

Sponsored by:



300x600

Fine Homebuilding Podcasts

The Fine Homebuilding Podcast dives into topics from the front lines every week with informal, but rigorous conversation around engaging topics including home building best practices, construction tips, and advice.

MONTHLY PODCAST SPONSORSHIP

- One (1) Podcast Per Week (4 podcasts total)
- Audience-submitted topics (45-60 min)
- 30 second live in-read audio commercial (4 in-reads total)
- Average monthly podcast downloads—60K
- Partner Roadblock ad units on podcast landing page

LIVE SHOW RECORDED PODCASTS

- Podcasts conducted LIVE at designated trade show (IBS, JLC LIVE, etc.)
- Each exclusive sponsorship includes one 10-15 minute interview with a sponsor-chosen representative
- Includes :30 live in-read
- Partner Roadblock ad units on podcast landing page



Webinars & Roundtables

Webinars are an effective lead generation and content marketing tactic, especially for those brands that are respected and want to be seen as thought leaders in their category. Partner receives opt-in leads for each type of webinar.

SPONSORED EDITORIAL

Partner has the option to sponsor a turnkey, 45 minute webinar conducted by the Fine Homebuilding editorial team. Topic to align with partner strategy and FHB audience's interests.

- Completely turn-key, editorial team will prepare content, host and promote
- Opportunity for sponsor to include a product representative for the panel
- Live Q&A session

CUSTOM CLIENT-SUPPLIED

Partner provides a webinar presentation or demonstration of up to one hour and FHB will create and execute a robust marketing campaign.


- Client-supplied webinar may be live or pre-recorded
- Partner to provide content (speakers, PowerPoint slides or video file)
- Fine Homebuilding to host and promote
- Live Q&A session

Fine Homebuilding Search [Subscribe](#) [MAIN MENU](#)


FHB WEBINARS

In-depth live seminars by some of our best contributors about the skills and details you need to build great homes. Sign up for live online presentations and watch archived episodes below.

Upcoming



Best Practices for Building Fire-Resilient Homes


WITH  Chris Laumer-Giddens

WHEN **September 28, 04:00 PM EST**

[Register](#)

Learn how to greatly reduce a building's risk of wildfire damage while also creating a more comfortable and durable home by leveraging smart building science principles and material choices.


On-Demand



Considerations for Building a Successful Staircase

On-Demand


Watch award-winning architect Duo Dickinson take an in-depth look at designing and building a beautiful, successful staircase in this webinar.



The Hole Truth: How to Properly Place, Cut and Drill Holes in TJI's

On-Demand

Trus Joist expert Steve Rudowsky discusses proper techniques and allowable locations and sizes for making holes for plumbing, wiring, and ductwork in TJI joists.



Mixing Exterior Cladding the Right Way

On-Demand

Fernando Pagés Ruiz, Elizabeth DiSalvo, and Chris Johnson discuss design and material considerations for mixed exterior cladding in this roundtable webinar.

Webinar and Roundtable Co-branded Promotional Assets

Ads shown are samples used to promote webinars and roundtables.

Ad sizes: 300x250, 728x90, 300x600, 970x250, Interstitial 640x480

Social assets: FB 1200x628, IG 1080x1080



MIXING EXTERIOR CLADDING THE RIGHT WAY

WEBINAR
June 22 at 6pm ET

Sponsored by Tru**Exterior**
Siding & Trim

REGISTER NOW

IG 1080x1080

Fine Homebuilding **AIA** Approved Continuing Education

Building Homes to Survive Wildfires

EDUCATIONAL SEMINAR

October 8th at 11am PST / 2pm EST

REGISTER NOW

Sponsored by **ROCKWOOL**

IG 1080x1080

A Builder's Guide to Window Selection — Webinar

May 24 at 6pm ET

REGISTER NOW

Sponsored by **MARVIN**

Story Size
1080x1920

Pro Engagement Portal (PEP)

PEP is a proprietary tech stack that enables marketers to experience brand energy and engagement with residential construction professionals at scale and with precision targeting.

- PEP is a technology that has mapped over 750,000 businesses, identified their IP addresses, matched to email addresses to deliver company and occupational targeting to exact practitioners in residential construction
- Achieve high performing campaigns through our inventory optimization strategy
- Precision target prospects' businesses, building by building using their IP addresses and reach specific companies, occupations and targeted geographies thru this technology

SAMPLE

IMPRESSIONS DELIVERED EACH MONTH:

Electrical contractors - 172,000 companies
860,000 impressions

Plumbing/HVAC - 276,000 companies
1.4 million impressions

Roofing Contractors - 81,000 companies
405,000 impressions

TRADE

Custom Builders
Architects/Engineers
Plumbing/HVAC
Mason/Landscaper
K&B Remodelers/Designers
General Contractors
Electrical Contractors
Remodelers
Painting Contractors
Exterior Contractors
Roofing Contractors
Drywall plasterer
Drywall/insulation
Window installers



Pro Engagement Portal - IP Mapping

Fewer opportunities to connect with your audience?

No problem. Our proprietary tech stack enables marketers to communicate their message to people who they can't connect with at trade shows now, creating brand energy and engagement with industry professionals at scale, through precision targeting.

HOW DOES THE PRO ENGAGEMENT PORTAL (PEP) WORK?

We have mapped over 750,000 businesses. Each business has unique IP addresses allocated and registered for that business. Our proprietary technology enables us to map exact businesses by name, products and services, occupation, employee size, company revenue, geography, etc.

USE PEP TO:

- Reach key professional influencers on their business devices, regardless of where they are – in office or working remotely.
- Target by company, occupation, geography, company size etc. Provide us with your detailed targeting parameters and we will deliver to that exact target
- IP address targeting allows your brand message to reach highly qualified target groups to maximize efficiency

Cut through the clutter with a turnkey, precise solution.

WHAT IT LOOKS LIKE:

- Your marketing message is served through IAB standardized ads on sites included in the ComScore 1,000 (CNN, ESPN, Fox, Wall Street Journal) and other woodworking sites, etc, to your top prospects.
- You receive detailed reporting on which businesses had the most activity and what their performance was.

HOW TO PARTICIPATE:

Supply a list of accounts or provide firmographic details (exact businesses you are trying to reach) to determine the right target. We will identify the number of businesses that we have exact knowledge that matches your selection, and provide the total possible delivery per month in targeting that group - campaigns can be geo-targeted and or for any length of time – and scale the number of impression to your desired outcome relative to budget.

NEW! Highly Targeted Data Capabilities

REACH AND ENGAGE YOUR TARGET AUDIENCE.

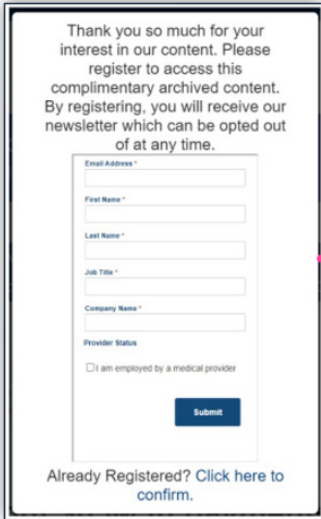
Our NEW Customer Data Platform (CDP) personalizes the consumer's content experience.

FINE HOMEBUILDING'S CDP WILL:

- Enhance our lead generation and targeting capabilities, allowing us the opportunity to unite our 1st party customer data with behavioral data from our website
- Create custom journeys based on user behavior and customer information that will help us target more effectively and drive deeper engagement with key products
- Allow us to customize the web experience to highlight relevant messages based on interest



Own the Topic: End-to-End Solution



Thank you so much for your interest in our content. Please register to access this complimentary archived content. By registering, you will receive our newsletter which can be opted out of at any time.

Email Address *

First Name *

Last Name *

Job Title *

Company Name *

Provider Status

I am employed by a medical provider

Submit

Already Registered? [Click here to confirm.](#)

Ability to market to target

Content consumer comes to our site

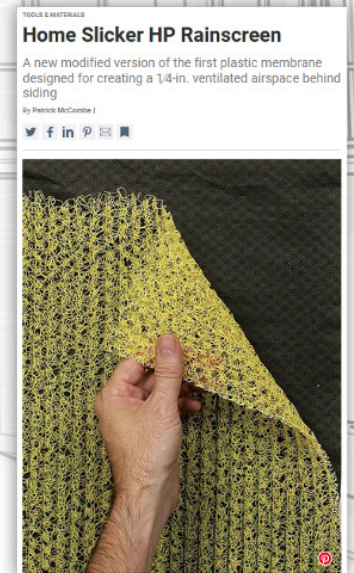
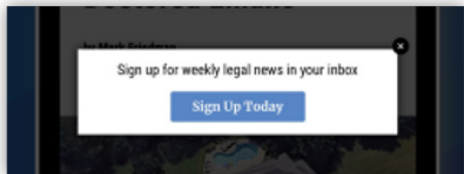


Journey begins

Website visitor fills out lead gen

Clicks on a contextually targeted article

Pop-up appears



MOBILE SCROLLER REVEAL

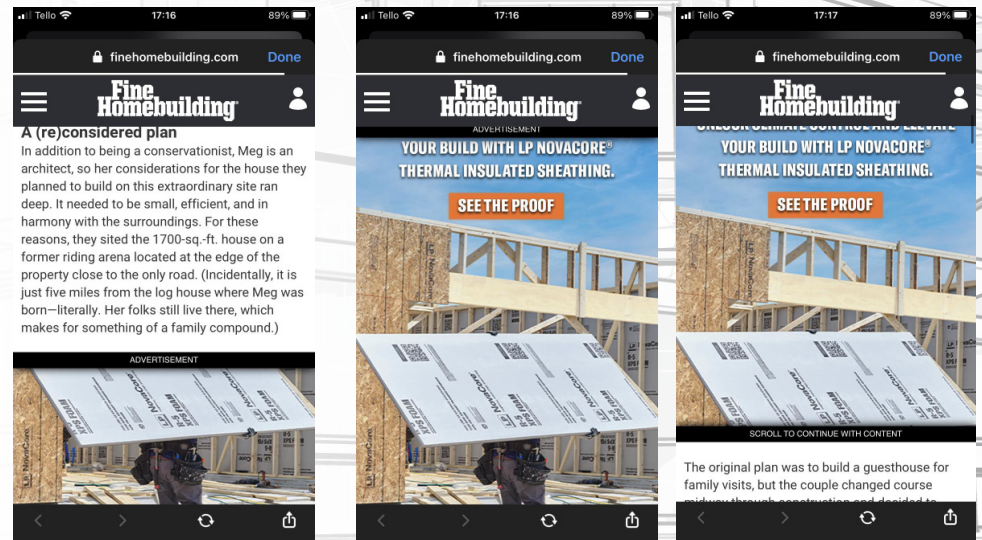
REACH AND ENGAGE YOUR TARGET AUDIENCE ON THE GO.

People spend an average of 4.8 hours a day on their mobile devices. Reach and engage our growing mobile audience (62%) with a custom unit.

The Mobile Scroller Reveal is a full-screen unit that allows you to reach your target audience in a contextually relevant environment. For maximum impact and engagement, the full-screen creative is revealed behind the editorial content as the user scrolls down the page.

- Fine Homebuilding to design and create custom tagged unit

Ad unit: 800x1145 portrait



HOUSE+

The Home Performance & Sustainable Building Initiative

Powered by Fine Homebuilding



NEW! HOUSE+ Sustainability Program

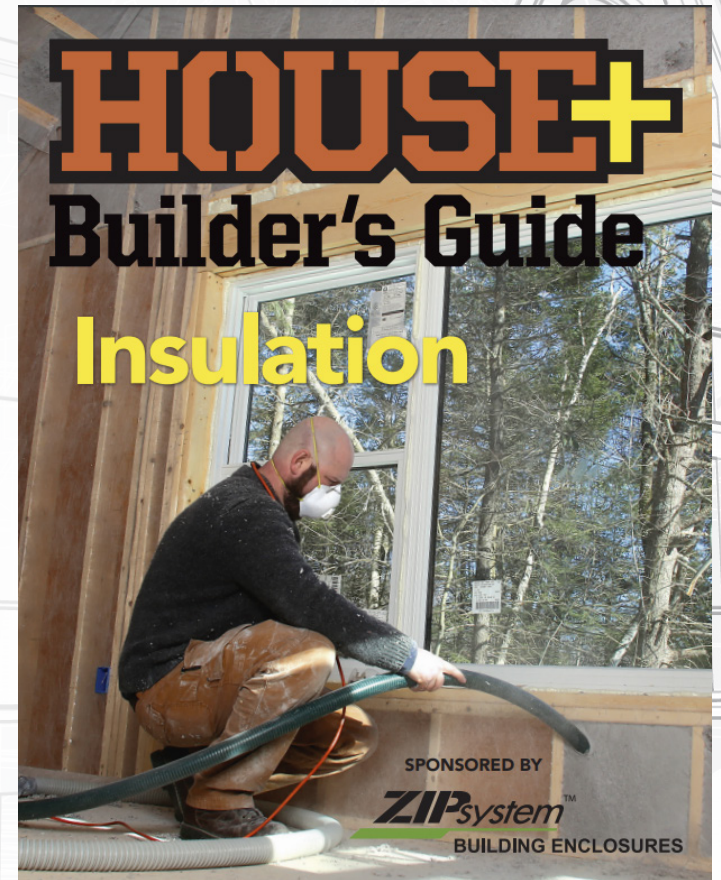
WE'RE TAKING ACTION

Fine Homebuilding has advocated for sustainable design and building practices that create better, more comfortable, energy-efficient and low- and zero-energy homes.

That effort has never been more important.

Consumers are demanding healthier and more responsible products and homes. On August 16th, the Inflation Reduction Act was signed into law, providing sweeping and historic funding for initiatives aimed at combating climate change and for investment in domestic energy projects and manufacturing.

Through this multi-touchpoint strategy, we're filling the information gap and giving builders, remodelers, and designers the resources they need to construct homes that comply with evolving building codes, take advantage of performance-based incentives, and utilize the most appropriate products, techniques and technologies available to help develop more resilient, affordable and responsible communities.



FHB's Demonstration Home Series

Each year Fine Homebuilding builds a powerful demonstration home that highlights the benefits of your product and aligns your brand with an elevated standard of building.

FHB HOUSE 2023

Cornwall, NY, energy performance, built by Jon Beer Contracting



FHB HOUSE 2016

East Greenwich, RI, net-zero home designed by Michael Maines, built by Mike Guertin



FHB HOUSE 2017

Wilder, VT, net-zero production built home built by Paul and Tim Biebel of Prudent Living



FHB HOUSE 2018

Nevada City, CA, handcrafted modern, net-zero home designed and built by Atmosphere Design-Build



FHB HOUSE 2019

Louisville, KY, New Urbanism, geothermal technology built by Jason Black of Artisan Signature Homes



FHB HOUSE 2020

Greenwich, CT, upscale remodel designed by Trillium Architects, built by BPC Green Builders



FHB HOUSE WI 2021

Madison, WI, country loft designed and built by Ian Schwandt



FHB HOUSE NE 2021

Omaha, NE, designed and built by Jason Mollak



FHB HOUSE 2022

Prairie Village, KS built by Travis Brungardt and Joe Cook





ENERGY PERFORMANCE, AFFORDABILITY, SUSTAINABILITY

LOCATION: Cornwall, New York **SIZE:** 3,200 Square Feet

DESIGNER/BUILDER: Jon Beer • Jon Beer Contracting • @jonbeercontracting

THE 2023 FINE HOMEBUILDING HOUSE showcases a complete remodel and energy retrofit of an existing 1940s-era home, including a second-story addition. The finished three-bedroom, two-and-a-half bath house will have a rustic-modern aesthetic, combining high-end design details with thoughtfully selected products and materials to create a striking, inspiring home that demonstrates the possibility and opportunity in North America's housing stock. Throughout the project, we'll empower our building community with the information needed to retrofit homes with the most efficient and resilient assemblies, mechanical systems, and materials.



#KeepCraftAlive

Fine Homebuilding launched the Keep Craft Alive initiative in 2016 to bring awareness to the skilled labor gap in the construction industry.

THE SKILLS GAP

The disparity between the employment demands of a growing housing construction industry and the shortage of trained, qualified labor, more commonly referred to as the skills gap, continues to be a serious concern for the vitality of the industry and the economy overall. The recession displaced many workers, and now baby boomers are exiting the workforce at a rapid rate—there are not enough people entering the trades to meet the demands.

From the pace of building, to the cost of construction, the prices of homes, and the quality of our housing infrastructure, the skills gap is having a deep and far-reaching impact on our society.

OUR RESPONSE

What started as a campaign is now a movement. Fine Homebuilding partnered with industry organizations and influencers to build awareness of the problem, to surface skills training and educational opportunities, and to fund student scholarships to support those who want to pursue a path in the trades.

RECOGNIZED LEADERSHIP AWARD

The Magazine Media Industry Association recently awarded Fine Homebuilding and the Keep Craft Alive program with the 2018 Imagination Award for leadership, the category that honors projects and teamwork done to define, build, or evolve the business or culture of a magazine media brand.



Green Building Advisor

GreenBuildingAdvisor.com (Fine Homebuilding's companion brand) is the most comprehensive source for building, designing, and remodeling high-performance, energy-efficient homes. Designed specifically for professionals, the site provides complete access to all the latest advances in this rapidly evolving environment.

- Run of Site Ads
- Weekly eLetters
- Dedicated custom emails
- Native advertising
- Webinars



Research Capabilities



CATEGORY BEHAVIOR STUDIES

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

ATTITUDE STUDIES

See how the Fine Homebuilding audience thinks and feels about building-industry factors

BRAND AWARENESS / FAVORABILITY STUDIES

Understand brand perceptions and see where your brand fits in the Fine Homebuilding landscape

PRE-PUBLICATION CREATIVE MEASUREMENT

Uncover whether potential ads resonate with the Fine Homebuilding audience

PRODUCT TESTING / REACTION

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

ADVERTISING EFFECTIVENESS STUDIES

Evaluate how impactful your message is to the Fine Homebuilding audience

BRAND LIFT PRE/POST STUDIES

Discover the power of ad exposure on lifting brand metrics

OPPORTUNITIES FOR CUSTOM RESEARCH

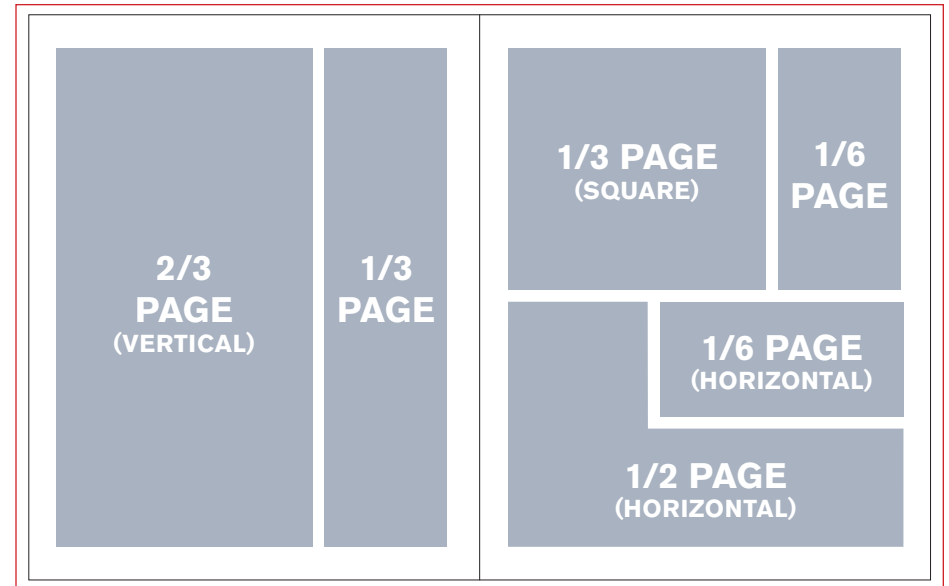
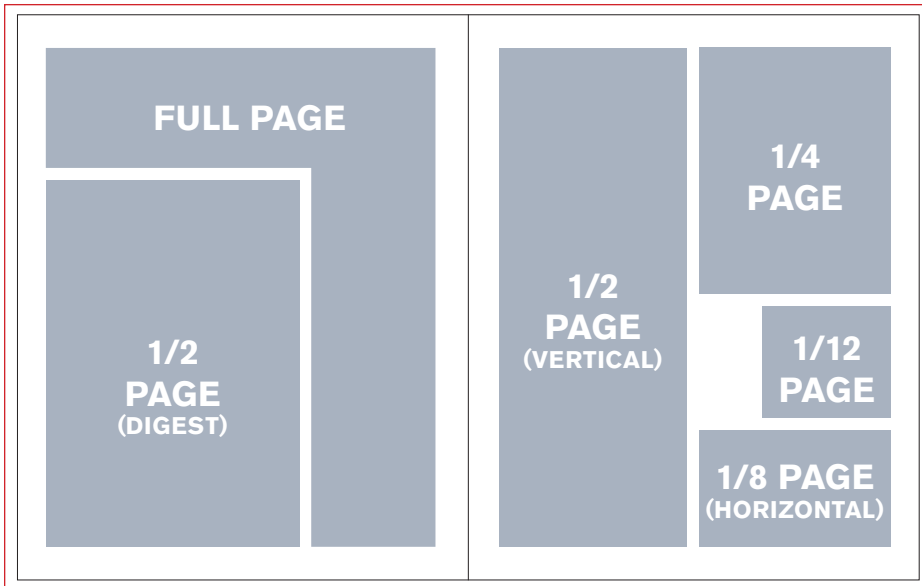
Unlock additional insights with research that addresses your strategic needs

Fine Homebuilding Print Mechanical Requirements

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 3 11/16" 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 Homebuilding Print Spec Sheet

Final Trim Size 8⁵/₈ x 10⁷/₈ 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

Fine Homebuilding 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 (MEDIUM RECTANGLE)

Size 300 x 250

MREC (MEDIUM RECTANGLE) EXPANSION [THIRD PARTY ONLY]

Size 300 x 250

Max 504 x 250

HALF PAGE

Size 300 x 600

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION [THIRD PARTY ONLY]

Size 728 x 90

Max 728 x 225

MOBILE LEADERBOARD

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 728 x 90, 320 x 50, 300 x 600, 970 x 250, 300 x 250

PRO TARGETING

Ask a sales rep for specs

Fine Homebuilding Digital Specs - Video 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)

Format JPG, GIF

Max Size 100k at 72dpi

TP No

SS Yes

INTERSTITIAL

Size 640 x 480

Format JPG, GIF, HTML5

Max Size 10 seconds with 24 fps max

TP Yes

SS Yes

RISING STAR UNITS

BILLBOARD

Size 920 x 250

Format JPG, GIF, HTML5

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

TP Yes

SS Yes

PUSH DOWN

Size 970 x 90

Format JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps

TP Yes

SS No

Fine Homebuilding eLetters and Publish Dates

eLetter Specs 300x250 MREC

File Format JPG, GIF, PNG

Max Size 40kb

Dedicated Custom Email Specs Please ask sales rep for details. Email design and HTML build services with supplied partner assets available at additional cost.

WEEKLY ELETTER

Publishing Mondays

THEMED WEEKLY ELETTER

Publishing Thursdays

TIP OF THE DAY ELETTER

Publishing Daily

GREEN BUILDING ADVISOR ELETTER

Publishing Wednesdays

PODCAST ELETTER

Publishing Fridays


DEDICATED CUSTOM EMAIL

Publishing Selected Day

***Partner to supply assets**

View Web Version


Fine Homebuilding
An offer for our Fine Homebuilding readers.



Windows and Doors for Light, Airflow and Views

In this video, principal designer Kate Smith discusses her decisions behind incorporating Marvin windows and doors in her family's home.

WATCH NOW

Sponsored by **MARVIN** 

Green Building Advisor 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 (MEDIUM RECTANGLE)

Size 300 x 250

MREC (MEDIUM RECTANGLE) EXPANSION

Size 300 x 250

Max 504 x 250

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION

Size 728 x 90

Max 728 x 225

WIDE SKY

Size 160 x 600

WIDE SKY EXPANSION

Size 200 x 600

MOBILE LEADER BOARD

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 728 x 90, 320 x 50, 300 x 600, 970 x 250, 300 x 250

GBA ELETTER

Size 300 x 250

Contact

SALES

CHIEF REVENUE OFFICER

Erica Moynihan

EMoynihan@taunton.com

ASSOCIATE PUBLISHER - EAST COAST AND SOUTH

Noelle Kennedy

203-304-3530

NKennedy@taunton.com

SENIOR NATIONAL ACCOUNT MANAGER - MIDWEST AND WEST

Michael Boyle

847-778-9877

MBoyle@taunton.com

PRINT PRODUCTION

Kathryn Simonds: Fhads@taunton.com

Laura Bergeron: Fhads@taunton.com

DIGITAL PRODUCTION

John Maher: JMaher@taunton.com

Erin Nikitchuk: Webads@taunton.com

