



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, 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.



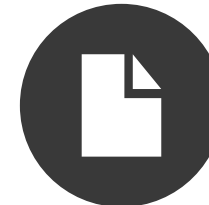
DIGITAL MEDIA

- 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 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

\$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

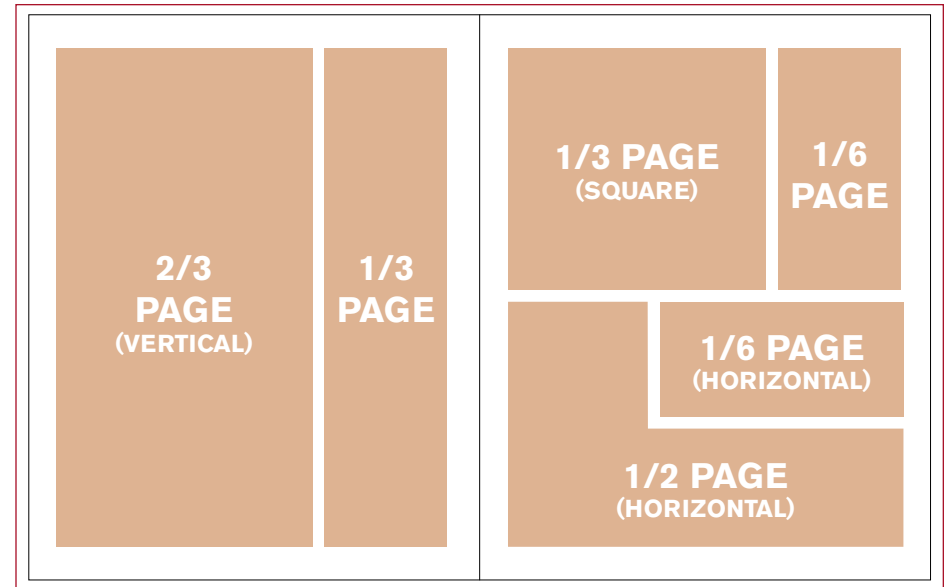
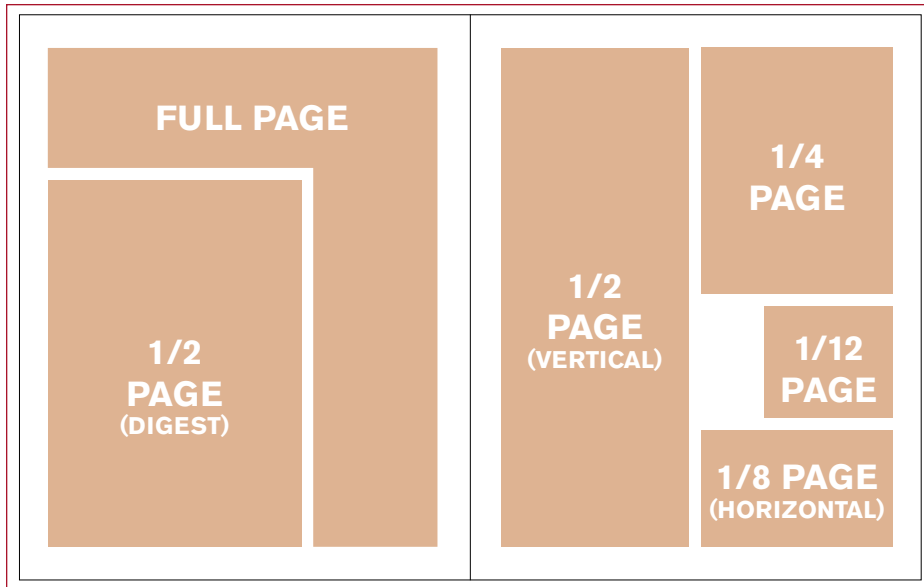
Woodworking Media Brands	Facebook	Instagram	Twitter	YouTube	Pinterest	TikTok	Total
Fine Woodworking	128,385	373,000	117,691	247,000	104,166	6,263	976,505
Popular Woodworking	101,000	98,500	105,212	255,000	185,600	71	745,383
Woodcraft	341,000	92,300	61,832	7,240	77,000	102,800	682,172
Wood Magazine	153,719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

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)

For more information:

ASSOCIATE PUBLISHER

Alex Robertson

203-304-3590 arobertson@taunton.com

FineWoodworking®

PRINT PRODUCTION:

Laura Bergeron: lbergeron@taunton.com

Kathryn Simonds: ksimonds@taunton.com

DIGITAL PRODUCTION:

John Maher: jmaher@taunton.com

Erin Nikitchyuk: enikitchyuk@taunton.com