



# Fine Homebuilding

## MEDIA KIT 2025

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**



# 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
- Native Audience Extension
- Podcast
- 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
- Bespoke Sponsorship



## EXPERIENTIAL

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



## SOCIAL

- TikTok Campaigns
- Custom Social Shorts
- Brand ambassador/ Influencer Content
- Instagram Reels
- Captivate (Facebook/Instagram)
- YouTube Shorts
- Pinterest Ads
- Lead Generation Captivate



# Our Reach



## DEMOGRAPHIC PROFILE

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

**58** average male  
**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  
**\$38** average print subscription price  
**92%** of FHB readers read every issue  
**82%** save their issues



## DIGITAL ENGAGEMENT

**40-60%** average open rate on eLetters  
**236k** eLetter subscribers  
**53k** podcast downloads per month



## STATS

**1MM** unique website visitors per month  
**1.5MM** monthly views  
**1MM+** total social media audience  
**105k+** paid circulation  
**30k+** paid online memberships



## SOCIAL MEDIA FOOTPRINT

**1MM+ total social media audience**

**f** **261k**  
Facebook Followers

**@** **201k**  
Instagram Followers

**▶** **311k**  
YouTube Subscribers

**p** **116k**  
Pinterest Followers

**🎵** **88k**  
TikTok Followers

**X** **23k**  
X (Twitter) followers





# Leading the Industry

In the Professional/Trade category, Fine Homebuilding is

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

**#1** in social footprint (1MM+)

**#1** in paid online memberships\* (30k+)

**#1** in podcast downloads (53k+ per month)

**#1** in paid circulation (105k+)

**#1** in reader engagement (3+ hrs. read time)

BPA December 2022, Libsyn 2024, Google Analytics: September, 2024.

Defined by trade competitive set.

*\*Combined FHB and GBA paid online members*

# Print Editorial Calendar 2025

Calendar content details may be subject to change. For more information, contact Ad Sales at [fhads@finehomebuilding.com](mailto:fhads@finehomebuilding.com)

ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE DATE	MATERIALS DUE	IN HOME DATE
<b>December/January</b> <i>(Issue #328)</i>	<ul style="list-style-type: none"> <li>▪ Installing and Weatherproofing Windows and Doors in Thick Walls with Continuous Exterior Insulation</li> <li>▪ Continuing Education for Builders: An overview of industry trade shows, from education to manufacturer presence to networking opportunities</li> <li>▪ Update on the Changing Phius (Passive House) Program Requirements for Energy-Efficient Homes</li> <li>▪ Tool Test: The Best, Most Affordable Line Lasers for Carpentry Tasks</li> <li>▪ Removing and Replacing Structural Columns Using Heavy-Duty Shoring</li> </ul>	<b>10/4/24</b>	<b>10/11/24</b>	<b>11/20/24</b>
<b>February/March</b> <i>(Issue #329)</i>	<ul style="list-style-type: none"> <li>▪ Considerations When Pouring a Small Concrete Foundation</li> <li>▪ Building Oversized Interior Doors and Wall Paneling</li> <li>▪ Choosing Affordable Windows: How to balance performance with price, and product options</li> <li>▪ The Modern Kitchen</li> <li>▪ Top 10 Electrical Myths: Common misconceptions about electrical upgrades can lead to dangerous situations and unnecessary expense</li> <li>▪ Heat Pump Water Heaters: How they work, and answers to common questions</li> </ul>	<b>11/21/24</b>	<b>11/28/24</b>	<b>1/13/25</b>
<b>April/May</b> <i>(Issue #330)</i>	<ul style="list-style-type: none"> <li>▪ How-To Build a Floating Deck with Wraparound Stairs</li> <li>▪ Making the Jump to Multifamily: A single-family home builder shares tips from his early experience with duplexes and apartment buildings</li> <li>▪ Choosing Products and Installation Locations for ERV and HRV Intake and Exhaust Hoods</li> <li>▪ Tool Test: Paint Sprayers</li> <li>▪ An Overview of Landscape Lighting Design and Products</li> </ul>	<b>1/17/25</b>	<b>1/24/25</b>	<b>3/10/25</b>

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ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE DATE	MATERIALS DUE	IN HOME DATE
<b>June</b> <i>(Issue #331)</i>	<ul style="list-style-type: none"> <li>▪ Building a Backyard Pergola</li> <li>▪ Tool Test: The best drywall sanders, and why they're worth the money</li> <li>▪ Getting Good Results from Fiberglass Batts: Great reasons to use fiberglass-batt insulation, why fiberglass underperforms, and how to install it right</li> <li>▪ Saving and Re-Using a Japanese Timber Frame</li> <li>▪ How to Choose: Ducted vs. Ductless Minisplits</li> <li>▪ Kitchen Design: The "kitchen sink workstation" has replaced the kitchen triangle</li> </ul>	<b>2/28/25</b>	<b>3/7/25</b>	<b>4/21/25</b>
<b>July</b> <i>(Issue #332)</i>	<ul style="list-style-type: none"> <li>▪ Materials Test: The Best Paint Strippers</li> <li>▪ Working with Peel-and-Stick/Self-Adhering Water-Resistive Barriers</li> <li>▪ Details and Design of a Newly Built Energy-Efficient Home</li> <li>▪ Tips for Keeping a Building Project Affordable</li> <li>▪ An Overview of Concrete Sealers for Moisture Protection, Looks, and Longevity</li> <li>▪ Air-to-Water Heat Pumps: A primer on this innovative product</li> </ul>	<b>4/11/25</b>	<b>4/18/25</b>	<b>6/2/25</b>
<b>August/September</b> <i>(Issue #333)</i>	<ul style="list-style-type: none"> <li>▪ Installing a Fortified Roof that Will Hold Up to High Wind</li> <li>▪ Designing and Adding Trim to a Front Porch Addition</li> <li>▪ How to Get a New Old House Right: How to incorporate historically accurate design in new construction</li> <li>▪ Protect Yourself from the Most Common OSHA Violations: What small builders need to know to avoid safety issues and major fines</li> <li>▪ How To Choose an HVAC Filter</li> </ul>	<b>5/30/25</b>	<b>6/6/25</b>	<b>7/21/25</b>



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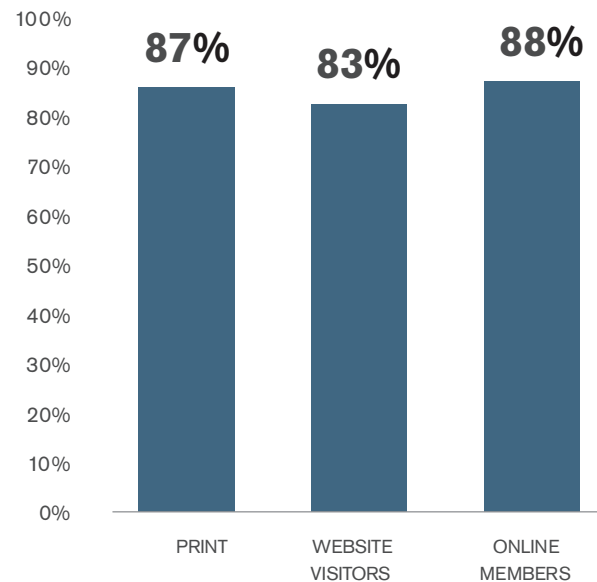
ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE DATE	MATERIALS DUE	IN HOME DATE
<b>October</b> <i>(Issue #334)</i>	<ul style="list-style-type: none"> <li>Fast, Efficient Layout and Framing for Straight, Sturdy Walls</li> <li>Tool Test: Tile Saws rated by ease of use, efficiency of the water cooling system, cutting performance, durability, and value</li> <li>Tying Together Exterior Elements: Choosing color, texture, and other material elements for roofs, siding, decking, foundations, and hardscaping</li> <li>Seven Things to Know About Solar (before signing a contract), including details of sizing a PV array and choosing reliable and maintainable components</li> <li>Five New Insulation Materials to Consider</li> <li>How to Choose and Correctly Install a Dual Vapor Retarder/Air Barrier</li> </ul>	7/11/25	7/18/25	9/1/25
<b>November</b> <i>(Issue #335)</i>	<ul style="list-style-type: none"> <li>Creating a Built-In Window Seat (without a bay window)</li> <li>Wood Floor Finishes: A product overview of standard poly finishes, UV and LED cured finishes, oil finishes, and more</li> <li>A Small-House Remodel Showcases Lessons in Smart, Accessible Design</li> <li>When Does Spray Foam Make Sense, and When Should You Avoid It?</li> <li>Designing an Interior Foundation Drain: Consider the site conditions and determine the best approach to below-grade drainage</li> </ul>	8/22/25	8/29/25	10/14/25
<b>December/January</b> <i>(Issue #336)</i>	<ul style="list-style-type: none"> <li>Installing an HRV or ERV for Balanced Ventilation: Includes locating the unit and planning the supply and exhaust locations, adding vents, and running ducts</li> <li>10 Tips For Longer Lasting Paint</li> <li>The Pros and Cons of Building Off-Site: An expert framer cuts components for large homes in his shop and ships them to the job site</li> <li>Designing a Walkout Basement: Advantages of walk-up vs. walkout, adding retaining walls, and more</li> <li>We Need to Talk About Ductwork: Key components, basic design principals, and how to approach a retrofit</li> <li>Choosing a Water Filtration System: Types of filters from under-sink to whole-house versions, and a comparison of brands and models</li> </ul>	10/3/25	10/10/25	11/24/25

## Our Pro Profile

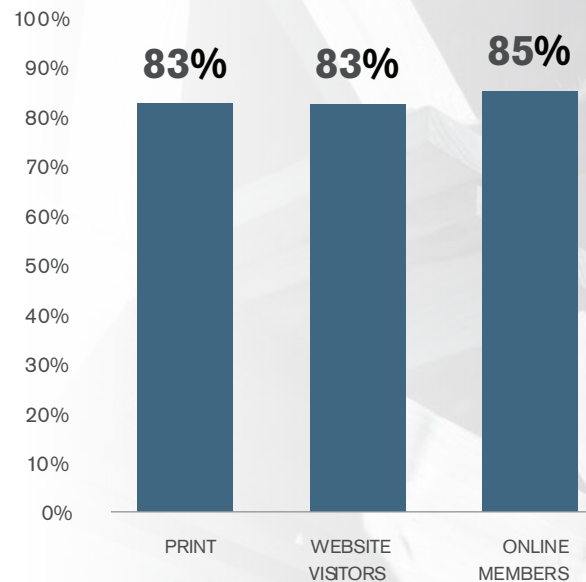
Our pro audience is involved in every step of the building process, especially purchasing.

- 67% are building professionals
- 63% are a business owner / part owner

**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	Facebook	Instagram	X	YouTube	Pinterest	TikTok	TOTAL
Fine Homebuilding	261,000	201,000	23,300	311,000	116,100	88,000	1,000,400
Pro Remodeler	33,000	7,333	14,700	1080	382	n/a	112,990
Professional Builder	80,000	4,532	7,074	849	334	n/a	92,789
Remodeling Magazine	14,000	2,674	17,200	1,910	7,500	n/a	43,284
Journal of Light Construction	8,900	25,800	1,601	8,740	2,200	n/a	47,241
Qualified Remodeler	8,000	3,882	17,900	20	1	8	29,803
Builder	18,000	17,700	30,200	707	1,500	n/a	68,107
Green Builder	11,000	5,701	9,707	4,060	2,500	82	32,968
Custom Builder	10,000	4,349	520	525	52	n/a	15,446
All Others Combined	182,900	71,971	98,902	17,891	14,469	90	386,133



# 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 highquality 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.



# Fine Homebuilding

✦ Celebrating 40+ Years of Craftsmanship ✦



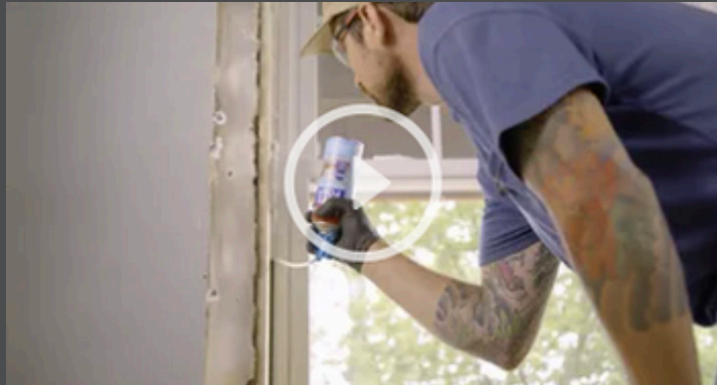
## PARTNERSHIP OPPORTUNITIES



# 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-play 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

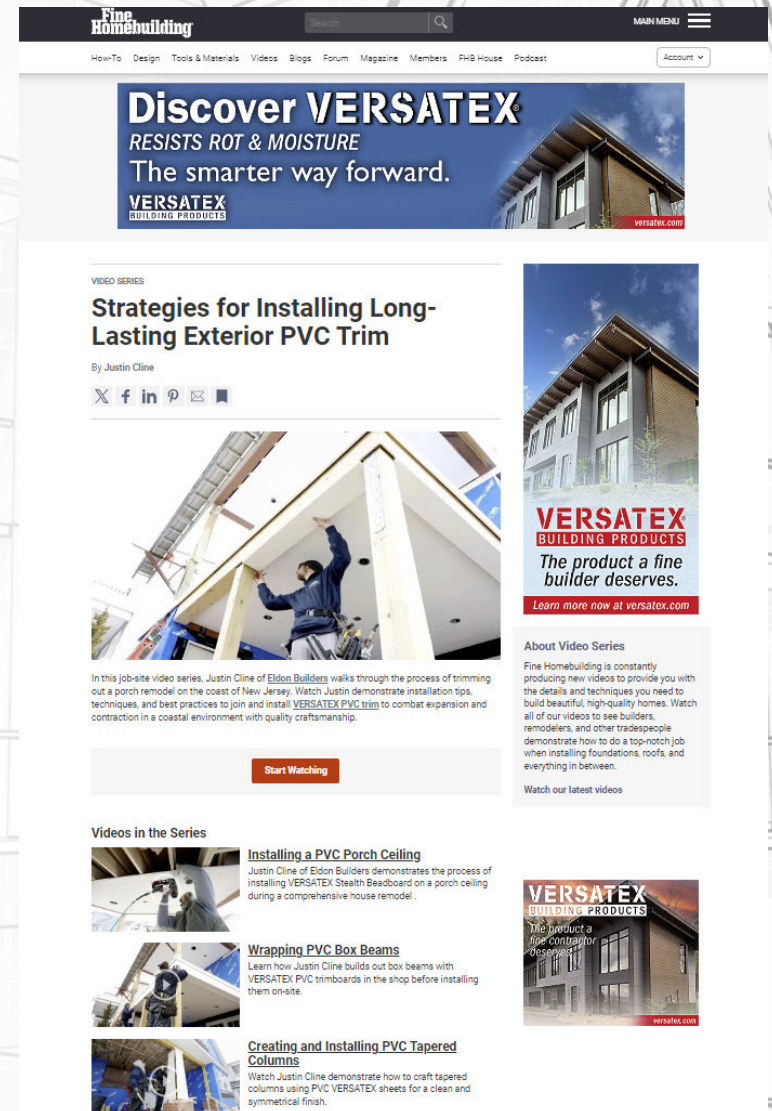


This custom video, developed exclusively for our partner, leverages our Brand Ambassador/Influencer talent with social amplification.

# 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 displays the Fine Homebuilding website's interface. At the top, the navigation bar includes the site logo, a search bar, and links for 'How-To', 'Design', 'Tools & Materials', 'Videos', 'Blogs', 'Forum', 'Magazine', 'Members', 'FHB House', and 'Podcast'. A 'MAIN MENU' icon is also present. Below the navigation bar, a large banner for Versatex Building Products is featured, with the text 'Discover VERSATEX', 'RESISTS ROT & MOISTURE', and 'The smarter way forward.' The banner includes a small image of a modern house and the Versatex logo.

The main content area is titled 'VIDEO SERIES' and features the article 'Strategies for Installing Long-Lasting Exterior PVC Trim' by Justin Cline. Below the title are social media sharing icons for Facebook, Twitter, LinkedIn, and YouTube. A large image shows a worker installing trim on a house. Below the image, a 'Start Watching' button is visible.

To the right of the main article is a vertical sidebar for Versatex Building Products, featuring the text 'The product a fine builder deserves.' and a link to 'Learn more now at versatex.com'. Below this is an 'About Video Series' section, which states: 'Fine Homebuilding is constantly producing new videos to provide you with the details and techniques you need to build beautiful, high-quality homes. Watch all of our videos to see builders, remodelers, and other tradespeople demonstrate how to do a top-notch job when installing foundations, roofs, and everything in between. Watch our latest videos'.

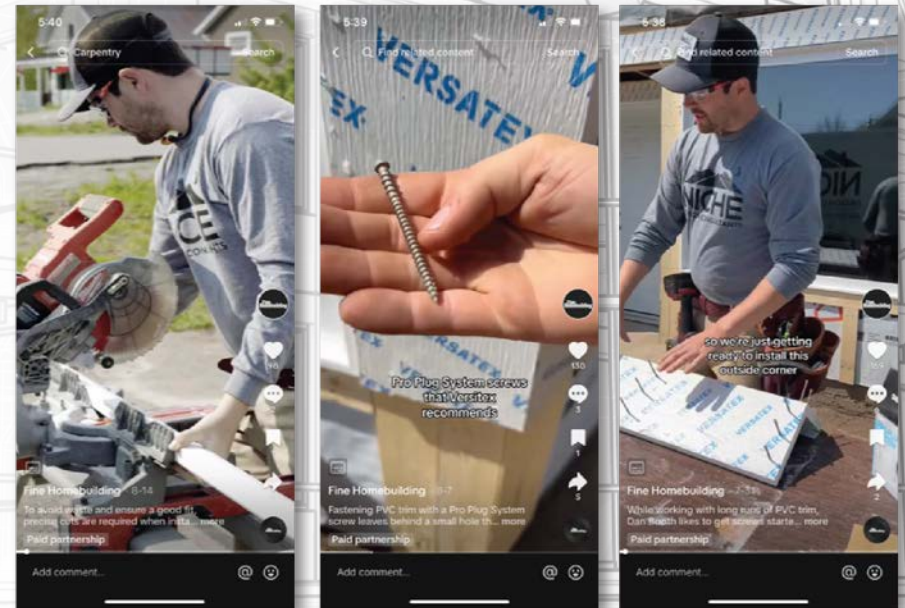
Below the main article, a section titled 'Videos in the Series' lists three additional videos: 'Installing a PVC Porch Ceiling', 'Wrapping PVC Box Beams', and 'Creating and Installing PVC Tapered Columns'. Each video is accompanied by a small thumbnail image and a brief description.



# 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





# Mastered In A Minute



This Mastered in a Minute editorial video delivers short, focused how-to video tips in 2 minutes or less that quickly give real, best practice solutions to jobsite challenges

- Includes product integration
- Custom topic to maximize partner product visibility
- Partner roadblock ads appear on video page
- Partner logo on end-card in perpetuity
- Each video hosted and promoted on FineHomebuilding.com and YouTube
- Custom 3-second “Sponsored by” opener or pre-roll on FineHomebuilding.com site
- Promoted through FHB digital, eLetter and social channels (500,000 promotional impressions per video)

**Fine Homebuilding** Search [ ] MAIN MENU [ ]

How-To Design Tools & Materials Videos Blogs Forum Magazine Members FHB House Podcast Account [ ]

**Mastered In A Minute**

## Assemble Housed Stairs With Construction Adhesive

Using polyurethane adhesive to glue housed stairs ensures a squeak-free, solid bond.

Sponsored by Titebond

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Mastered In a Minute: Assemble Housed Stairs with Construction...  
Using polyurethane adhesive to glue housed stairs ensures a squeak-free, solid...

A well-built staircase is more than just a functional necessity; it's a hallmark of craftsmanship and attention to detail. One of the secrets to achieving a staircase that's free of creaks and can stand the test of time lies in the adhesive used during installation. Titebond Fast Set construction adhesive is a reliable option for gluing housed stairs, offering a strong bond that ensures durability and quietness.

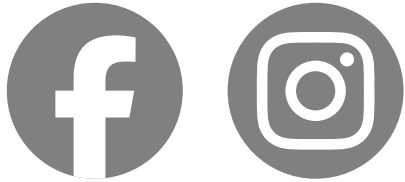
### How to Assemble Housed Stairs With Construction Adhesive

Watch the video above and follow these steps to glue-up housed stairs so they won't develop squeaks over time:

**Faster. Stronger. Better.** Titebond **FAST SET** Construction Adhesive. [LEARN MORE](#)

**Faster. Stronger. Better.** Titebond **FAST SET** Construction Adhesive. [LEARN MORE](#)

# Captivate Social Extension Program

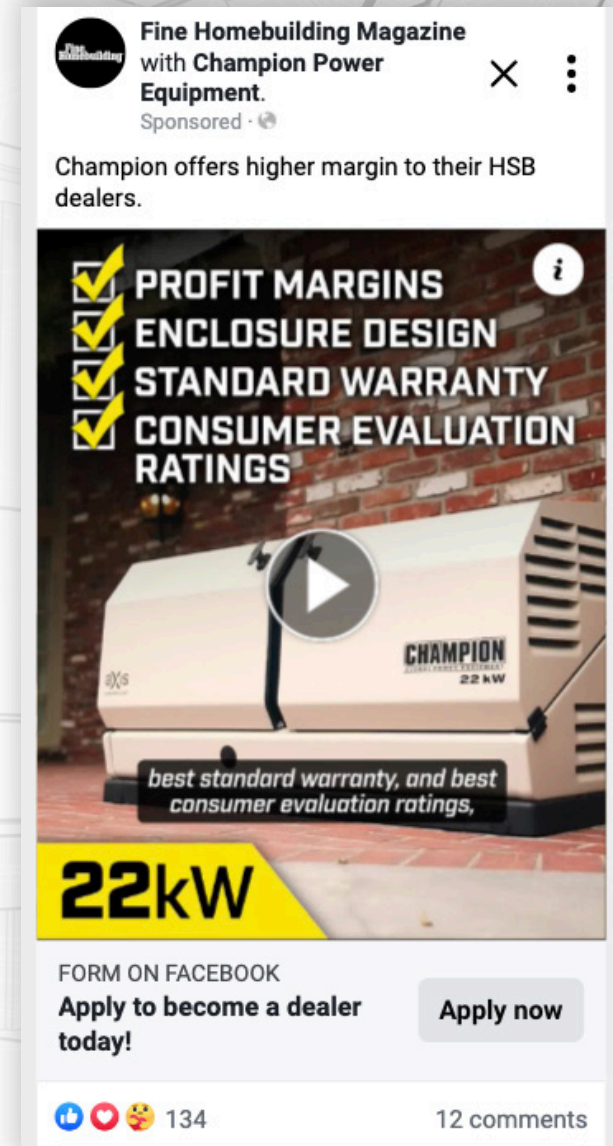


Fine Homebuilding's Captivate is a robust social audience extension program that allows partners to leverage ***Fine Homebuilding's proprietary 1st party data and our custom Facebook pixel data.***

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
- Option to run lead generation campaign to garner leads for an additional cost





## 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.

- 88k+ followers
- FHB to run paid TikTok
- Video shorts approximately :30-:60 seconds
- Tags to include brand @ and #
- Effective reach and engagement campaign, highly targeted

### 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

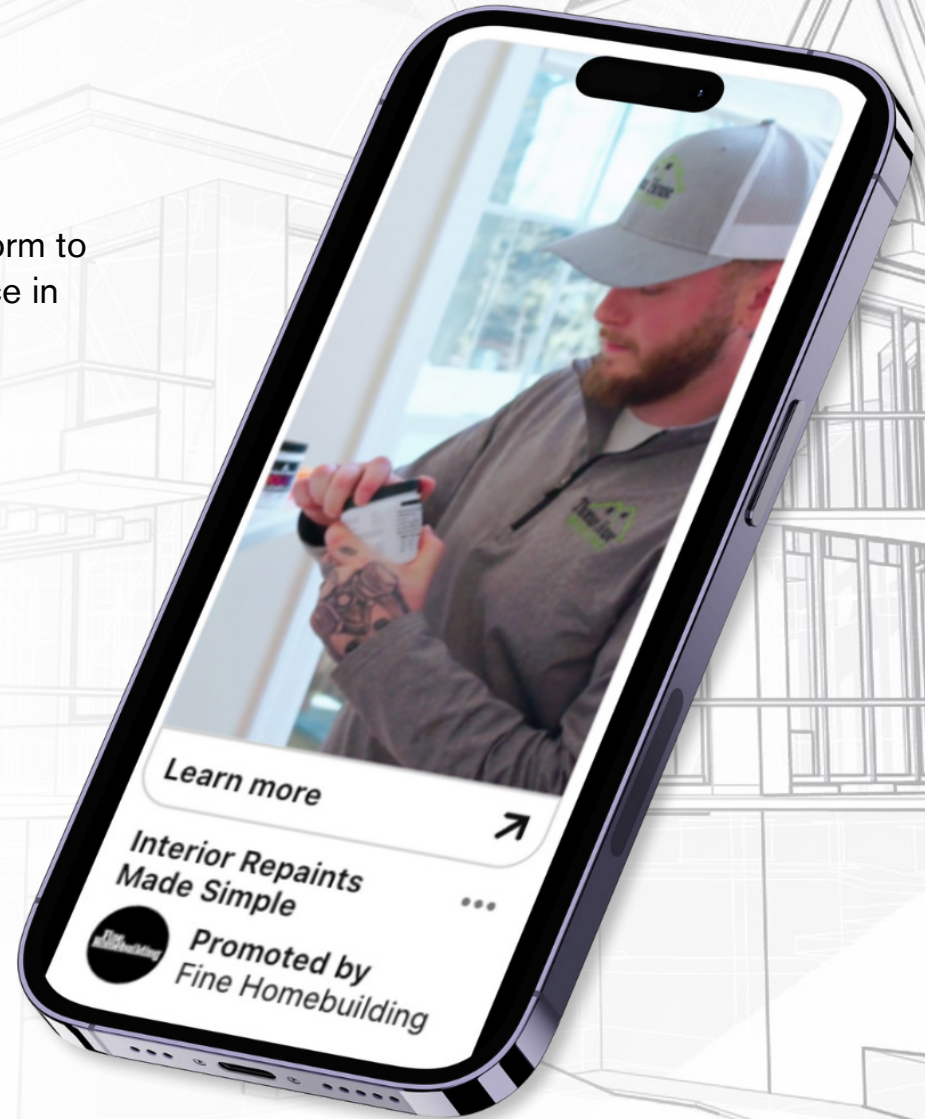


# Pinterest



We invite our selected partners to join us on this social platform to highlight your products and services to our Pinterest audience in highly engaging sponsored content posts.

- 116k+ followers
- FHB to run a paid Pinterest campaign
- Video shorts approximately :30-:60 seconds
- Tags to include @ and #
- Effective reach and engagement campaign
- Engage through CTA link back to partner's site



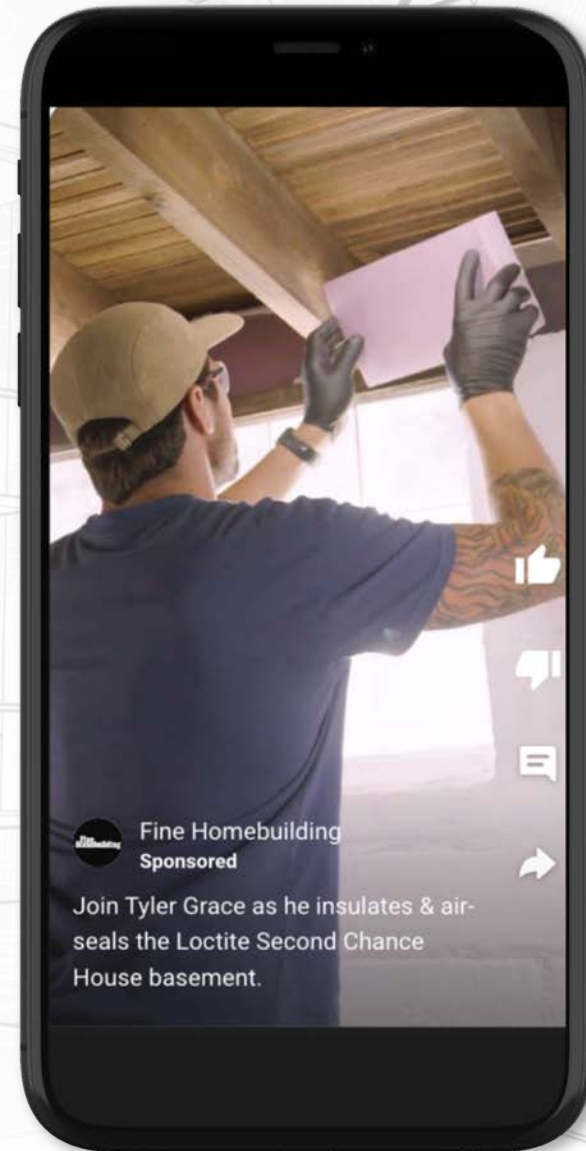


# YouTube Shorts



Fine Homebuilding has developed highly specific targeting models for our professional trade audiences and can reach and engage them across their social streams at scale. We invite our selected partners to join us on this social platform to highlight your products and services to our YouTube audience in highly engaging sponsored content posts.

- 300k+ followers
- FHB to run paid YouTube shorts
- Video shorts approximately :20-:59 seconds
- Effective reach and engagement campaign, highly targeted
- Engage through CTA link back to partner's site



# 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.

Because the sponsor's ads are the only ads on every page of relevant content, both in and out of the guide this is a **great competitive conquering tactic!**

## TOPICS INCLUDE...

- Decks
- Framing
- Roofing
- Siding & Exterior Trim
- Insulation & Air Sealing
- Plumbing
- Painting
- Energy Retro-Fit
- Windows & Doors
- Drywall
- Finish & Trim Carpentry
- Tiling
- Kitchens
- Bathroom Design
- Wiring
- Foundations and Masonry Work

### Project Guides

Trusted, comprehensive guidance from the pros for building, design, and remodeling projects

#### Kitchens

A complete resource for designing, building, or remodeling the kitchen of your dreams

157 ARTICLES 24 VIDEOS

[View the Guide](#)



#### Tiling

Trusted, comprehensive guidance from the pros for a great-looking tile job in any room of the house

156 ARTICLES 45 VIDEOS

[View the Guide](#)

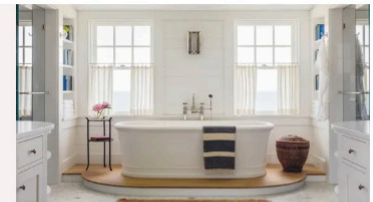


#### Bathroom Design

A complete resource for designing your dream bathroom

122 ARTICLES 29 VIDEOS

[View the Guide](#)



#### Siding & Exterior Trim

Trusted, comprehensive guidance from the pros for choosing, installing, and repairing siding and exterior trim

83 ARTICLES 49 VIDEOS

[View the Guide](#)



#### Windows & Doors

Trusted, comprehensive guidance from the pros for choosing, installing, replacing, and repairing windows and doors on any house

144 ARTICLES 91 VIDEOS

[View the Guide](#)



#### Roofing

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

149 ARTICLES 31 VIDEOS





# Project Guide Sponsorship

## Project Guide Landing Page

728x90

200x800

## Project Guide Article Page

728x90

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



## 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:



300X250



## 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—53K
- 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


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.

WITH  Chris Laumer-Giddens

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

[Register](#)


### On-Demand



On-Demand

#### Considerations for Building a Successful Staircase


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



On-Demand

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

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



On-Demand

#### Mixing Exterior Cladding the Right Way

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 **TruExterior**  
Siding & Trim

**REGISTER NOW**

IG 1080x1080



**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)

## Precision Targeting

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 through this technology

### Sample impressions delivered each month:

Builders- 622,340 companies/**1,867,020 impressions**

Remodeling Contractors- 165,425 companies/**496,275 impressions**

Residential Architects- 53,845 companies/**161,535 million impressions**

Building Materials and Supplies Dealers –129,469 companies/ **388,407 impressions**

***Opportunity to target Hispanic contractors***

*IP address targeting  
allows your brand message  
to reach highly qualified  
target groups to  
maximize efficiency*

## Trade

Custom Builders  
Residential Architects  
Remodelers  
Interior Design Services  
Roofing Contractors  
Electrical Contractors  
Siding Contractors  
Painting Contractors  
Exterior Contractors  
Framing Contractors  
Drywall plasterer  
Insulation/Air Sealing  
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

## WHAT IT LOOKS LIKE:

- Your marketing message is delivered through IAB-standardized ads on top sites included in the ComScore 1,000, such as CNN, ESPN, Fox, The Wall Street Journal, and many more.
- 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.

**Cut through the clutter with a turnkey, precise solution.**

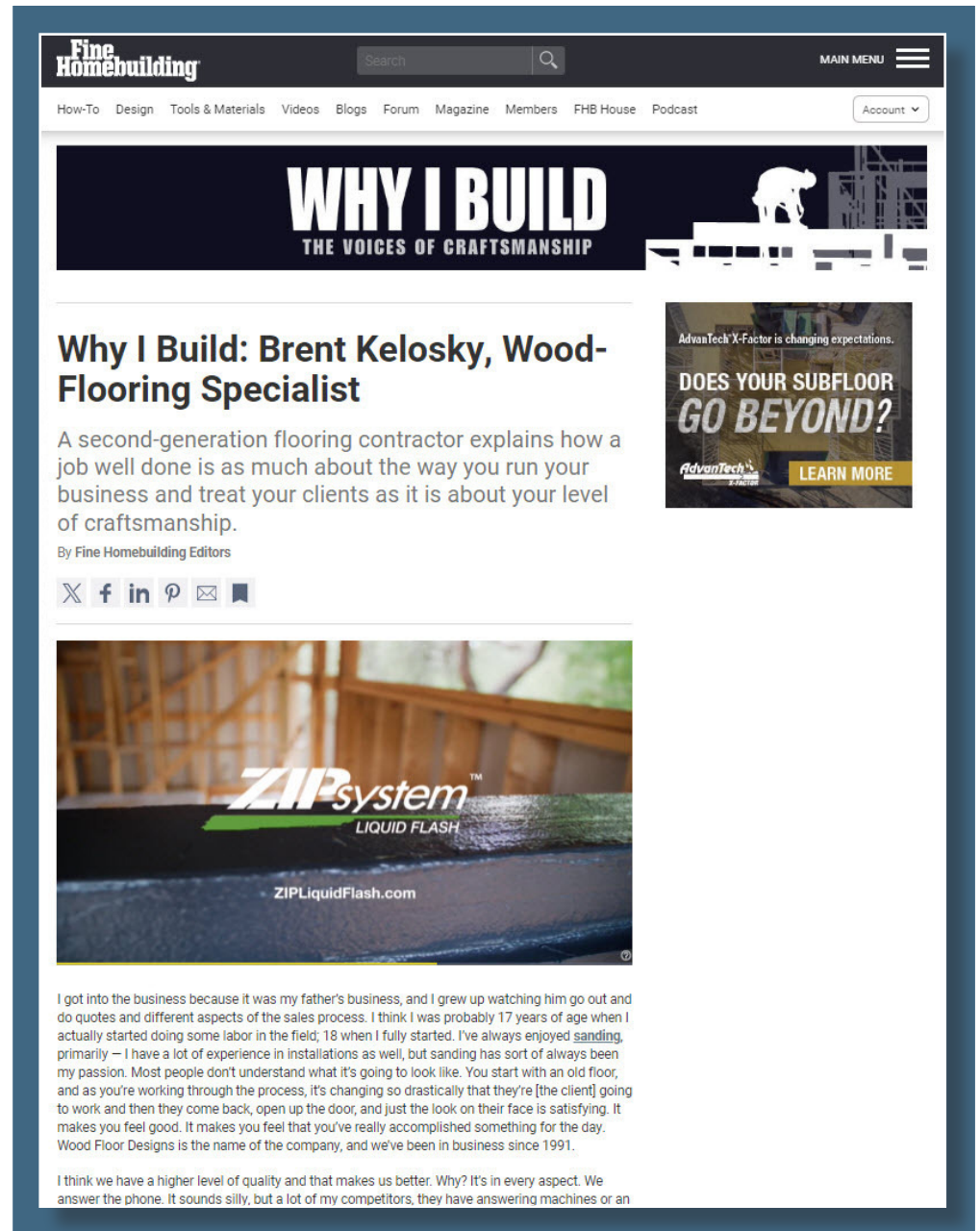
# Video Pre-Roll/In-Read Units

Fine Homebuilding ROS pre-roll and in-read/teads units will foster additional brand and product awareness and will put partner at the forefront for viewers who choose to engage with any of our video content.

Place a partner video in a premier in-content location for maximum viewability and engagement.

Or, as a visitor scrolls through a page, partner video will appear within content and as viewers scroll over, the sound will automatically begin.

No video length limit. Recommended length :15-:20.  
Video clicks through to partner supplied URL



The screenshot shows a web page from Fine Homebuilding. At the top is a navigation bar with the site logo, a search bar, and a main menu. Below the navigation bar is a large banner for "WHY I BUILD THE VOICES OF CRAFTSMANSHIP" featuring a silhouette of a person on a roof. The main content area displays an article titled "Why I Build: Brent Kelosky, Wood-Flooring Specialist" by Fine Homebuilding Editors. To the right of the article is a sidebar advertisement for AdvanTech X-Factor with the text "DOES YOUR SUBFLOOR GO BEYOND?" and a "LEARN MORE" button. Below the article title is a video player showing a ZIPsystem Liquid Flash advertisement. The video frame includes the ZIPsystem logo, the text "LIQUID FLASH", and the website "ZIPLiquidFlash.com". Below the video player is a text block containing a quote from Brent Kelosky about his experience in the flooring business. At the bottom of the page, there is a small text block stating, "I think we have a higher level of quality and that makes us better. Why? It's in every aspect. We answer the phone. It sounds silly, but a lot of my competitors, they have answering machines or an".

# NEW! Native Audience Extension

## Connect Content to Outcomes

Native Audience Extension is the ability to serve direct sold ad campaigns across a network of 8,000+ premium publisher sites.

Reach multiple high-value audiences aligned with your brand.

These ad units provide high visibility for branded content and have the power to drive further product awareness and loyalty. Native ad units are impression-based and seamlessly placed within the content well, driving traffic to partner's site, a proposed article or video content

## Opportunity to target Hispanic contractors

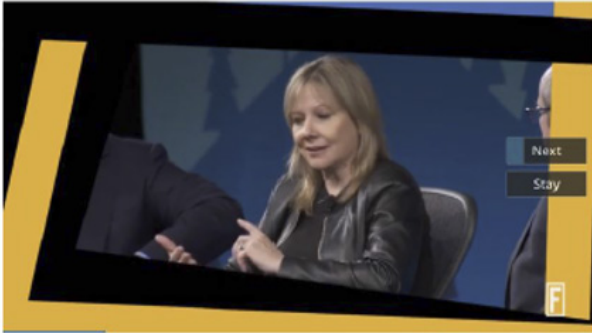
**Note: This is a great tactic to promote video content.**

### FORTUNE

performance is powered by gas: GM's quarterly gains were led by its popular SUVs and gas-powered car lines, while producing EVs continues to lose the company money.

GM's stock went on a hot streak last quarter, buoyed in part by falling raw materials prices for its EV batteries. Share prices peaked at \$45 in late March, up from a low of \$27 last November. Its stock surged another 6.5% following the earnings release.


#### Related Video



The strategy that delivered GM's strong financials represents a departure from the "all-in" EV strategy the company has been pushing for years. GM's earnings are a win, but underline that the company will have to solve the problem of EV profitability to keep the ball rolling—a hurdle GM representatives say they're on the verge of clearing.

"There's no denying it: GM had a nice quarter," wrote Piper Sandler analyst Alex Potter in a note issued after the earnings release. "However, as always, there's a caveat. GM's 2024 guidance... implies significant margin degradation in [the second half of 2024], due to rising EV sales. Nobody really knows how well (or how poorly) the EV launch will go."

GM's EV rollout has faced a bumpy road, in line with the rest of the industry. GM has been one of the more aggressive legacy automakers when it comes to EV strategy, committing to phase out all of its gas-powered vehicles by 2035 and spending billions on new EV production capacity. But, along with its peers, it's faced challenges: Its EV production numbers have routinely fallen below expectations, and it has yet to turn a profit on its electric models.



#### SPONSORED CONTENT

### Preserving Historical Homes Through Painting

Painter Zach Kenney talks about his passion for preserving historic homes in New England using colors from the Benjamin Moore Williamsburg Collection.

EVs were in the backseat Tuesday, though. GM beat analysts' expectations and raised its profit projections by half a billion dollars, to a target range of \$12.5-\$14.5 billion, largely off the back of its bread-and-butter gas-vehicle line. GM sold 3% more Chevrolet and GMC pickup trucks than a year prior, CEO Mary Barra told analysts in a call following the earnings release. In an SEC disclosure, GM cited strong sales of trucks and SUVs for generating increases in net sales and



# Highly Targeted Data Capabilities

## REACH AND ENGAGE YOUR TARGET AUDIENCE.

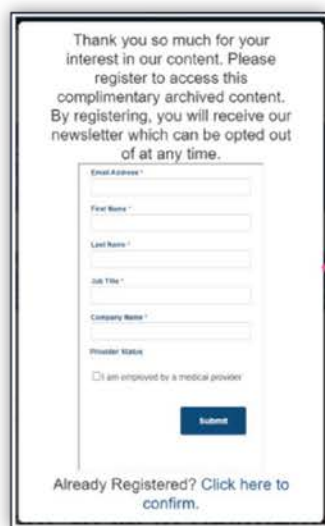
Our Customer Data Platform (CDP) personalizes the consumer's content experience.

### 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

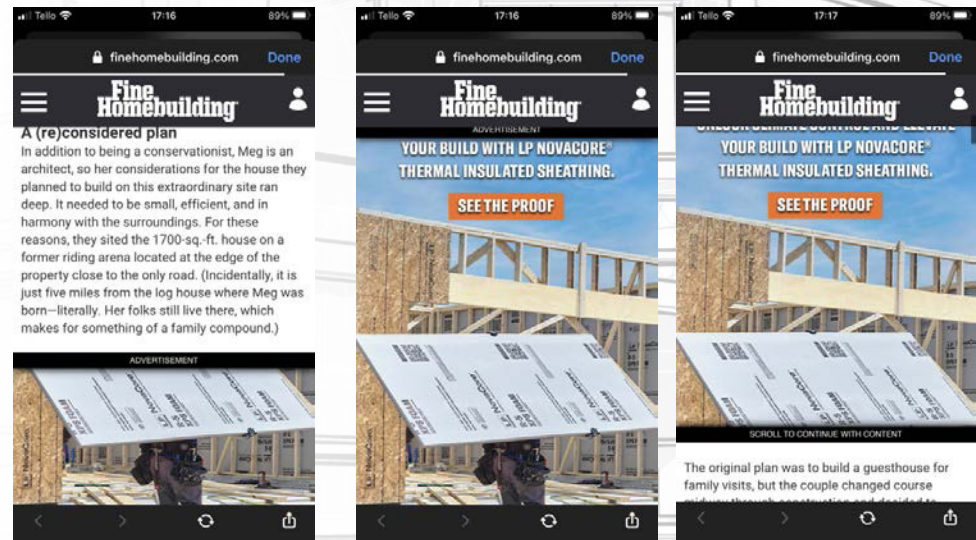
## REACH AND ENGAGE YOUR TARGET AUDIENCE ON THE GO.

**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







# The Home Performance & Sustainable Building Initiative

Powered by Fine Homebuilding



# HOUSE+ Sustainability Program

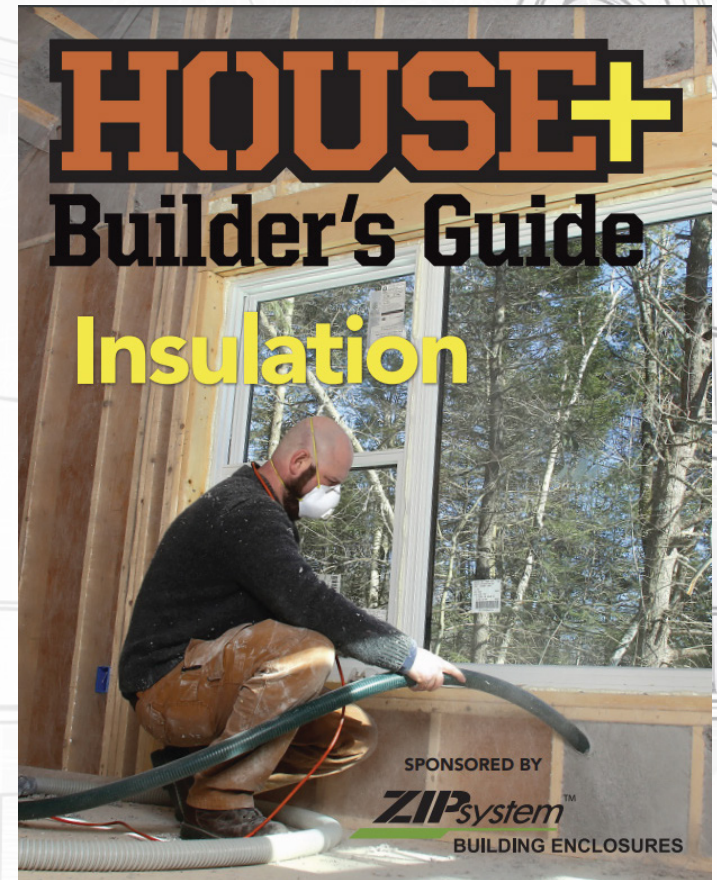
## WE'RE TAKING ACTION

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.





# Print Advertising

Full page, four-color print ads generate brand awareness among our trade professionals and are an essential medium to any cross-platform, multi-faceted campaign. Full + 1/2-pg ads in select issues also include a Print Ad Effectiveness Study.

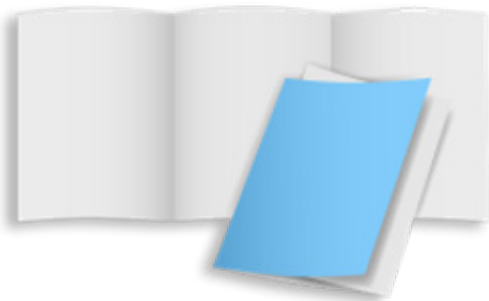
- Option to upgrade to other High-Impact units.
- We offer a full suite of custom inserts and gatefolds

## Example of 3 Page Gatefold Specs:

Three-page unit includes:

One (1) Page of Advertising

Two (2) Pages of Advertorial Edit



\*One gatefold print campaign study showed a 25% improvement in building brand recall, a 26% increase in improved perception and a 36% increase on intent to purchase over the issue average.





# Print: Ad Effectiveness Study

With a full page or half page print ad in Fine Homebuilding's core Feb/March and Aug/Sept issues, partner will receive one post issue ad effectiveness survey conducted by Fine Homebuilding to determine the success of the Ad placements in these issues.

**These surveys provide metrics and insights into:**

- Recall
- Perception
- Likelihood to purchase
- Verbatims

## Fine Homebuilding

ISSUE 326 // OCTOBER 2024

**REINTRODUCING LINSEED OIL PAINT**  
This centuries-old, plant-based finish has a lot to offer when properly applied, but it helps to know its limitations



# 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

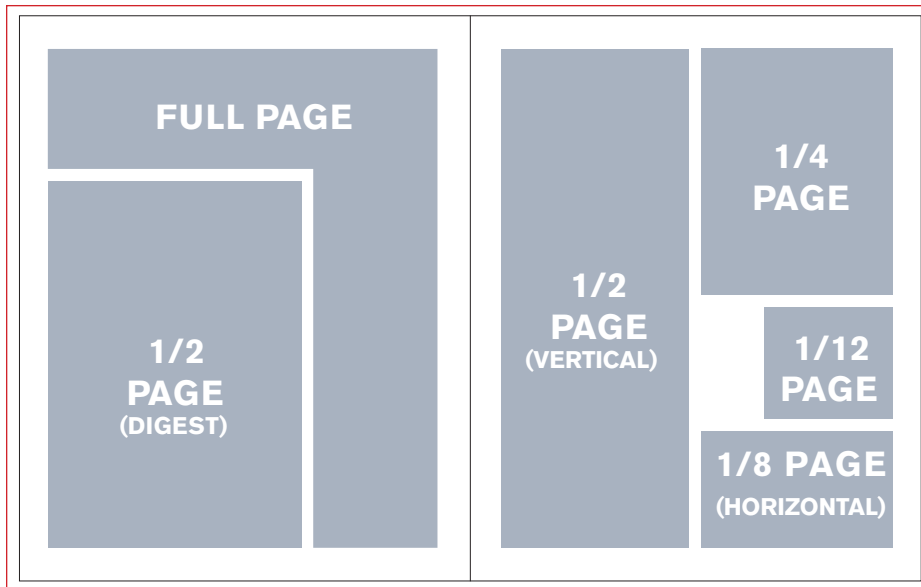
## OPPORTUNITIES FOR CUSTOM RESEARCH

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

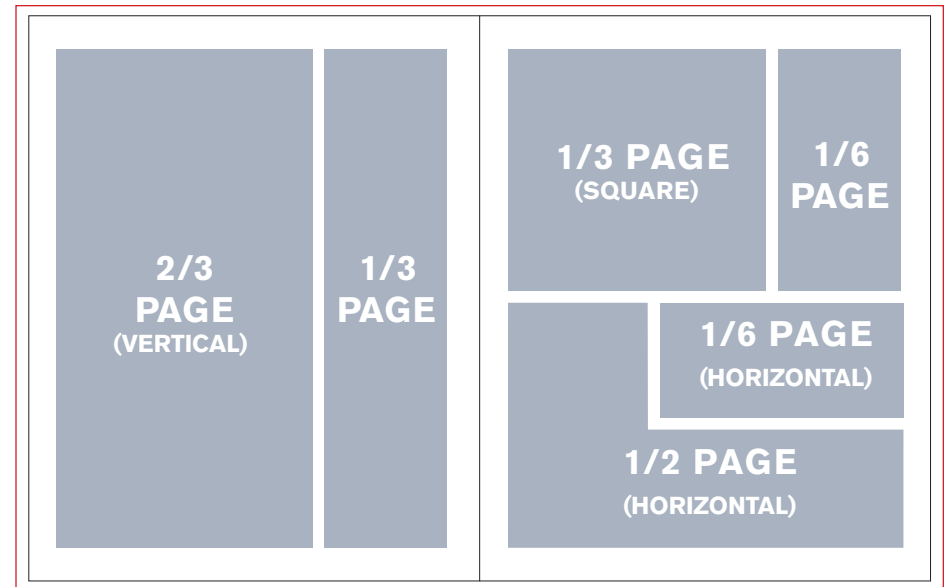
**Live Area** 3 11/16" x 4 3/4"

## 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**

## 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](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)

**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** 970 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**

**Fine Homebuilding**  
An offer for our Fine Homebuilding readers.

**WE'RE EXCITED TO CELEBRATE CONTRACTORS**



**Contractor Appreciation Month is April 1-30!**

Receive discounts, enter giveaways, see product demos and more

 **Benjamin Moore®**

**LEARN MORE**

Throughout the month of April, Benjamin Moore and their network of locally owned stores are extending a heartfelt "Thank You!" to contractors in our communities.

We invite you to join us in celebrating the dedication and patronage of professional contractors, who continuously contribute their hard work throughout the year.

Thank you for your ongoing support and dedication to your craft.

# 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

### ASSOCIATE PUBLISHER - EAST COAST AND SOUTH

**Noelle Kennedy**

203-304-3530

NKennedy@aimmedia.com

### SENIOR NATIONAL ACCOUNT MANAGER - MIDWEST AND WEST

**Michael Boyle**

847-778-9877

MBoyle@aimmedia.com

## PRINT PRODUCTION

Kim Hoff: KHoff@aimmedia.com

## DIGITAL PRODUCTION

Erin Nikitchuk: webads@taunton.com

