

2018 Media Kit

The leading media brand for the residential construction industry



Fine Homebuilding



Fine Homebuilding



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, deeply knowledgeable enthusiasts, industry influencers, and forward-thinking companies, who are collectively committed to shaping the way we build.

<https://bcove.video/2xK5eFB>

Fine Homebuilding

Fine Homebuilding's Pro Audience: A Cut Above

The Fine Homebuilding audience is highly engaged in the building trades and appreciates the process within their craft, not just the finished product.

They trust Fine Homebuilding's best in class content to deepen their knowledge in order to achieve excellence in craftsmanship.



Fine Homebuilding Is Leading The Industry

In the Professional/Trade Category, Fine Homebuilding is...

#1 in paid circulation (157k+)

#1 in newsstand sales (33k+)

#1 in digital reach (1.2MM uniques)

#1 in social reach (600k+)

#1 in paid online memberships (20k+)

Source: BPA June 2017, Google Analytics.





Meet Our Passionate Pros

We can connect you directly with deeply engaged homebuilders.



THE LEADING BRAND YOUR BEST CUSTOMERS



Fine Homebuilding

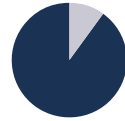
HIGHLY ENGAGED PRO AUDIENCE *with* PURCHASING POWER



2.4
hours spent
reading
each issue



\$33
average
subscription
price



92%
read
every
issue



\$150k
Avg. spent
annually
on related
purchases



\$15.3B
in buying
power
(yes,
BILLION)



\$170k
average
household
income



\$514,423
average home
market value

WELL CONNECTED



81k subscribers



182k likes



56k followers



17.3k followers



3.25k followers

360k+
total social
audience



50%
of our professional
builders and
tradesmen are
business owners or
partial owners

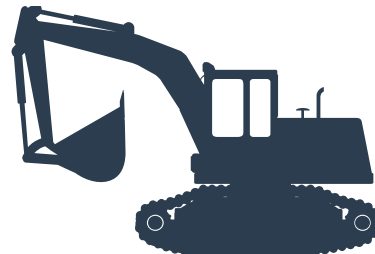
As the leading media brand for the residential construction and remodeling industry, *Fine Homebuilding* is at the forefront of shaping the way we build. With content sourced from the job sites and design offices of leading builders and designers, we are the most trusted resource for the residential construction and remodeling community.



97% of our pros would consider purchasing a product as a result of seeing advertising on Fine Homebuilding.

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.



REACH



157k+
paid
circulation



20k+
paid online
memberships



1.23MM
unique visitors
per month



150k
eletter
subscribers



40k
podcast downloads
per month

CONTACT: Fine Homebuilding Advertising Team • 800-309-8953 • fhads@taunton.com • FineHomebuildingMediaKit.com

Reach A World of Building Professionals

If you're looking to target **professional builders and tradesmen**, Fine Homebuilding has you covered, with a continuous multi-channel conversation.

Our Audience Demographics

57

average age

94%

male

\$170k

household income

50%

business owners

Committed and Engaged Professionals

2.4

hours spent reading each issue

\$33

average print subscription price

\$37

average digital subscription price

Our audience is primarily comprised of builders, general contractors, architects, designers, and remodelers – Learn More about our [2MILLION+ Brand Universe](#).

Get in Front of Our Highly Engaged Audience

Our professional audience relies on us for best-in-class industry content and best practices to help them succeed – they are **highly engaged** and willing to **pay a premium** for our content – ensuring your products get noticed.



average open rate on e-letters



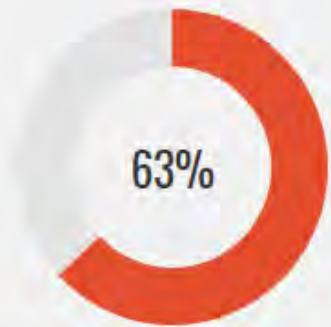
of FHB readers read every issue



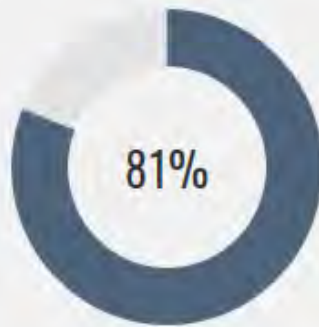
save their issues

Tap Into \$15 Billion in Collective Purchasing Power

Our professional audience has over \$15 Billion to spend, and are willing to **purchase products as a result of advertising** they see in Fine Homebuilding.



have purchased a product as a result of advertising they saw on FHB



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



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

2 Million+ Brand Universe



MAGAZINE

Core magazine

157,000+ 8x a year

Special issues (SIPs)

Single-topic themes

2x a year, newsstand only

40,000+ average sale

eLETTERS

Fine Homebuilding eLetter

150,000 email addresses

Tip of the Day eLetter

14,000 email addresses

Building Business eLetter

8,000 email addresses

Green Building Advisor eLetter

11,000 email addresses

MOBILE

49% of our audience accesses our content using mobile devices — **36%** on tablets, and **13%** on smartphones.

SOCIAL

360,000+ followers across Facebook, Twitter, Pinterest, Instagram, and YouTube. Plus, nine committed Brand Ambassadors and #KeepCraftAlive with a combined following of over **300,000** followers — **a total 600,000+ social audience.**

HOUSES AWARDS

Annual awards issue and online showcase features extraordinary homes, their builders, and the details that made the difference.

WEBSITES

FineHomebuilding.com

1,225,973+ average monthly uniques

GreenBuildingAdvisor.com

446,619+ average monthly uniques

PRO DEMONSTRATION HOME

The industry's most powerful demonstration home for educating professional builders and designers—covered in print, digital, and video.

Sources: Google Analytics, 6-Month Average, October 2017; BPA Worldwide, 2017; Social Media, October 2017

PODCAST

Dives into topics from the front lines every week with informal but rigorous conversation around home building best practices. **40,000+** downloads/month

VIDEO

Immensely popular long- and short-form videos and video series. Opportunities for pre-roll, sponsorship, and product integration with trackable video views.

200,000+ video views/month

Professional Demographic Profile

If you are looking to target **professional builders and designers**, Fine Homebuilding has you covered. When builders need professional-grade information, they turn to Fine Homebuilding's high-quality content and apply this knowledge to their building and remodeling projects.

Trade	Audience
Architects/Designers/Engineers	34%
Custom Homebuilders	19%
General Contractors	24%
Remodeling Contractor	23%



REACH OVER
100,000
PROFESSIONAL
TRADESMEN,
COLLECTIVELY SPENDING
OVER
\$15 BILLION
ON THEIR TRADES.

Other trade discipline breakouts also available, contact sales for details.



Product Capabilities Portfolio

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. Select full page (8 ½ x 11) issues in Fine Homebuilding Magazine also include a Print Ad effectiveness study as additional added value.

Option to upgrade to other High Impact units available

We offer a full suite of custom inserts and gatefolds.

Please contact sales for details.

Example of 3 Page Gatefold Specs:

Three-page unit includes:

- One (1) Page of Advertising
- Two (2) Pages of Advertorial Edit



This block contains three distinct images. On the left is a 'Table of Contents' page from the magazine, titled 'IN EVERY ISSUE'. It lists various sections and their page numbers: 6 CONTRIBUTORS, 8 LETTERS, 18 TIPS & TECHNIQUES (Track-saw mitered returns, Adding an overflow to a sink, Measuring a room, Cleaning paint-brushes, Door-hinge deck spacers), 26 TOOLS & MATERIALS (Smooth and stealthy driver, Worm-drive reimagined, No-crack caulking, Wheeled tool tote, Period bulbs and fixtures), 78 PROJECT GALLERY, 80 ASK THE EXPERTS (Saving a stone foundation, The right amount of roof membrane, Buying a vermiculite-insulated house), 84 MUSINGS OF AN ENERGY NERD (When sunshine drives moisture into walls), 88 BUILDING SKILLS (Joining rails and fittings), 94 DRAWING BOARD (Bathrooms with sloped ceilings), 98 KEEP CRAFT ALIVE (Peter Gedrys, wood finisher), 18 MITERING TREAD RETURNS, 88 FITTING STAIR RAILS, 78 BUNK ROOMS WITH STYLE, 26 USB WORM DRIVE, 94 SLOPED CEILING BATHS, 98 WOOD FINISHER. At the bottom left of this page is 'The Taunton Press' logo. On the right is a large advertisement for Festool tools. It features a carpenter in blue jeans and a brown belt using a Festool miter saw. The text reads 'NEW carpentry. unmatched.™ HK & HKC - Miter saw precision, in the size of a sidewinder. Yes, it's that good.' Below this are two smaller images: 'Reusable compound millers.' and 'Accurate guided cuts.' The Festool logo and 'Tools for the toughest demands' are at the bottom right. The website 'festoolusa.com' is at the bottom left of the ad. At the bottom of the entire collage is a small 'ON THE COVER' note: 'ON THE COVER Fine Homebuilding ambassador Tyler Grace does the final touch-up work on a living room full of built-ins. To see how he tackles spraying paint on site, see pp. 34-39. Photo by Brian McFarland.'

Targeted /Contextual ROS

Pointed to specific keywords or segmented out by your target, Run of Site (ROS) on FineHomebuilding.com allows partner to run ads alongside the most relevant expert content and build product awareness.

Analysis & Measurement:

In addition to traditional reporting, including impressions, clicks, click rate – all display advertising are tracked in MOAT. This gives us the ability to provide more robust metrics like viewability, exposure times, hover rates, and enables Fine Homebuilding to deliver on viewability requirements for all units run.

300 x 250 and 728 x 90 sizes

The screenshot displays the Fine Homebuilding website interface. At the top, the site logo and navigation menu are visible. A prominent banner advertisement for American Standard toilets is featured, with the text "Introducing ActiClean™ the new self-cleaning toilet" and a "See How It Works" button. Below the banner, the main content area includes a featured article titled "Great Ideas – Ingenious Solutions to Common Design Problems" with a sub-headline "Five clever ways to take a fresh look at kitchens and baths." The article is attributed to Maureen Friedman and dated June 2013. Social media sharing icons for Twitter, Facebook, LinkedIn, Pinterest, and Email are present. A large image of a modern kitchen with dark wood cabinetry and a white countertop is shown. To the right of the article, a sidebar contains a membership promotion: "Become a member today" with a "Start Your Free Trial" button. Below the membership promotion is a small image of a palm spring resort with the text "ICONIC CITIES PALM SPRINGS" and "DXV". At the bottom of the page, a small text block reads: "A full bath remodel, custom floating-glass kitchen shelves, a custom kitchen pot rack made from a bike wheel, a sliding storage cabinet for toiletries in a bath, and converting an existing bedroom into a combined dressing room and bathroom – explore these great ideas in the PDF article below."

Audience Re-targeting (Taunton Audience Platform - TAP)

Partner will create meaningful conversations with its exact target audience through advanced data targeting based on user interests, purchase intent and occupation. TAP into our best performing audience targeting solutions including attributes, such as:

- User Interests
- Content Engagement
- Purchase Intent
- Occupation
- Behavioral Patterns
- Demographics
- Psychographics
- Media Consumption
- Cross-Channel Intelligence



How TAP works:

Custom audience segments are created based on interests, page content, occupation, and performance metrics

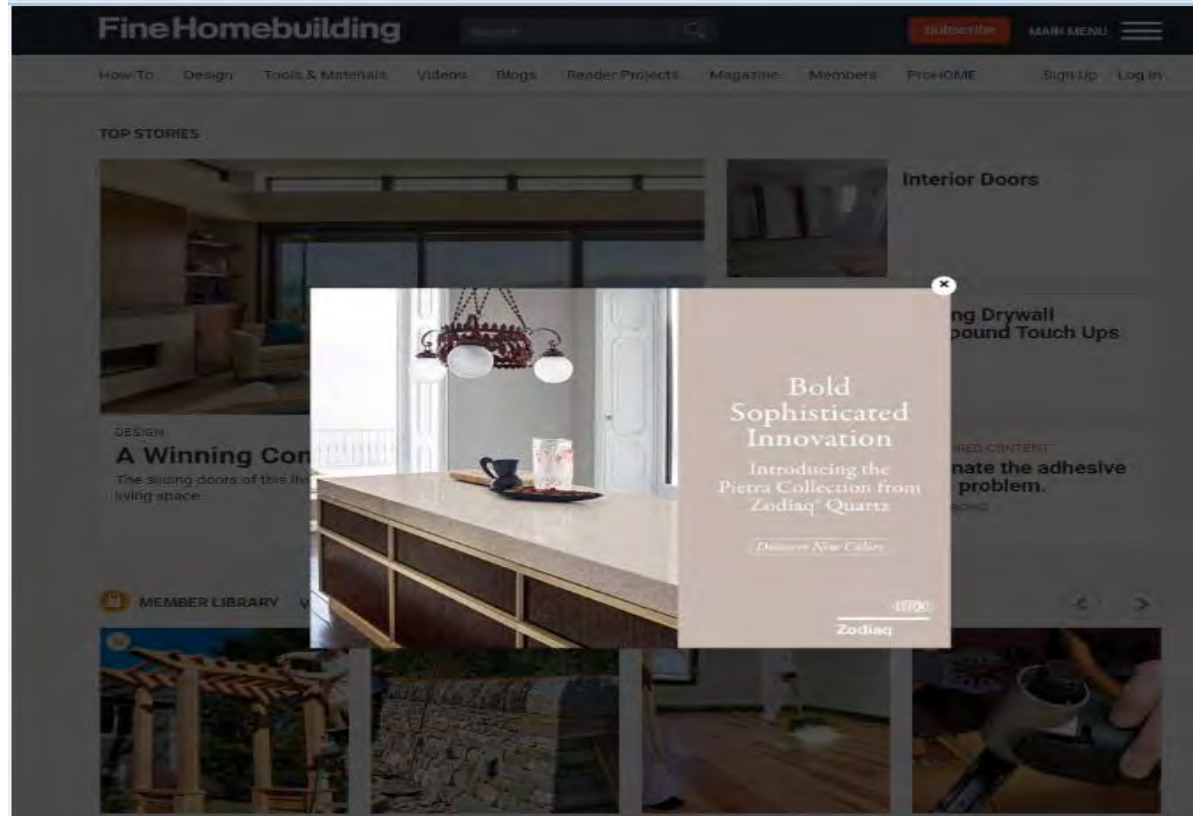


Unique audience segments are targeted across leading websites

Fine Homebuilding High Impact Interstitials

Fine Homebuilding standard ad units (leaderboards, medium rectangles, etc.) have a proven track record of outperforming industry benchmarks – the average click rate for medium rectangles on FineHomebuilding.com is 3x the rate of industry norms.

Our interstitials are ***the most responsive ad units*** available on FineHomebuilding.com, garnering click-thru rates as 12x that of our medium rectangle units.



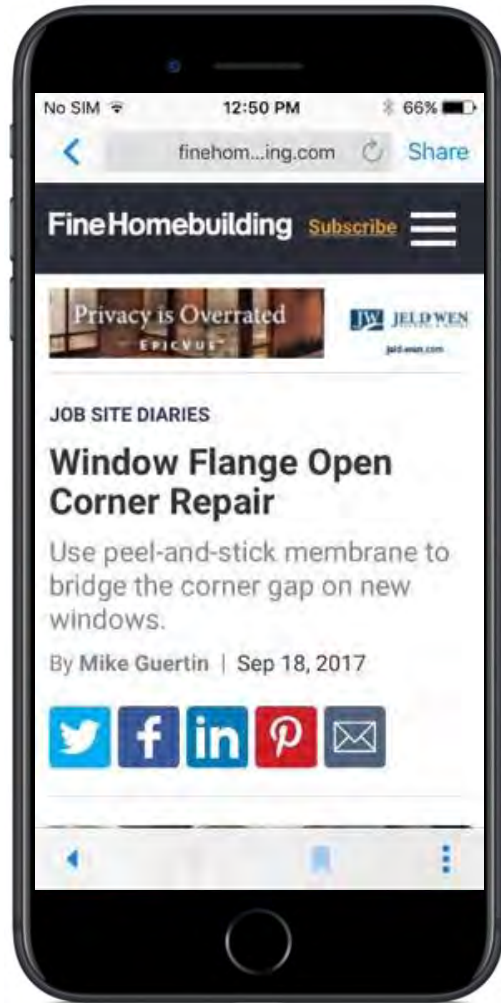
Fine Homebuilding High Impact Site Skins



Prominent site skins on Fine Homebuilding.com flank editorial content driving awareness and engagement.

- Ad Creative supplied by partner
- Fine Homebuilding can design and build ads with partner-supplied imagery for an additional cost

Fine Homebuilding Mobile Ad Units



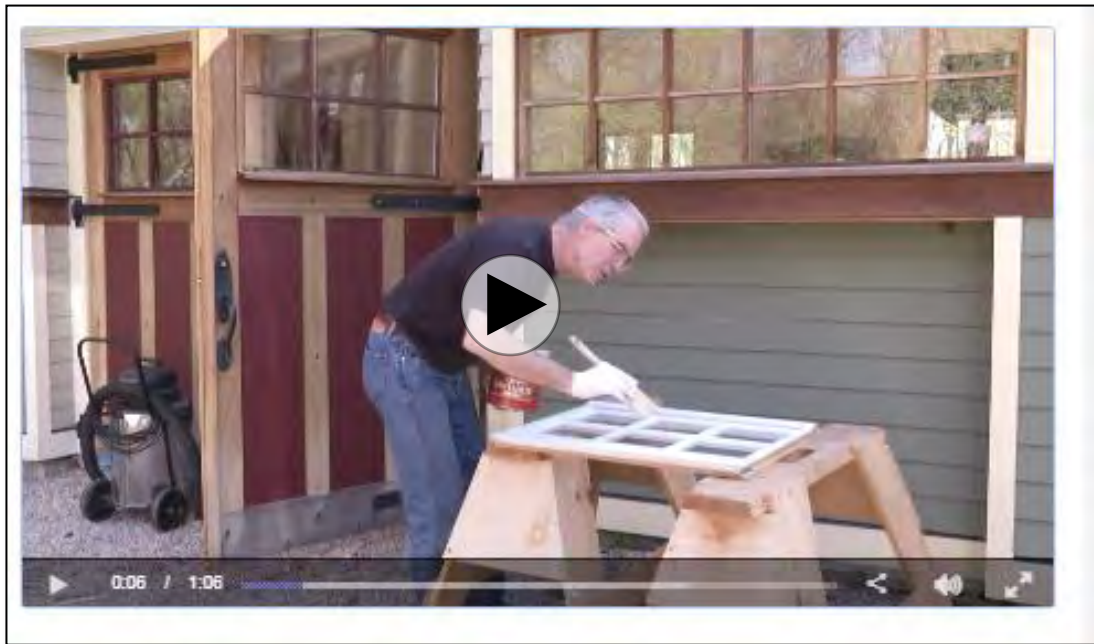
Mobile ad units are available in sizes 320x50, 300x250 and drive awareness and engagement.

- Ad creative supplied by partner
- Fine Homebuilding can design and build ads with partner-supplied imagery for an additional cost

Native Video: Mastered in A Minute Videos:



Fine Homebuilding's Mastered in a Minute video series delivers short, focused how-to video tips in 2 minutes or less that quickly gives real, best practice solutions to jobsite challenges. These videos will engage pros and give them the knowledge to take their business to the next level.



- How-To Mastered In A Minute Video includes partner product integration
- Custom topic to maximize partner product visibility
- Partner roadblock ads appear on video page
- Custom 10-second "Sponsored by" opener or pre-roll
- Each video hosted and promoted on Fine Homebuilding.com.
- Promoted through FHB digital and social channels

Native Video: “Tool Tech Factory Tours” Native Content

Fine Homebuilding’s TOOLTECH editorial video program is hosted by Fine Homebuilding’s Tools & Materials Editor, Patrick McCombe, who examines the products that help our audience build the best projects possible and get their jobs done accurately, efficiently and safely.

Factory Tours offer a sponsorable subset of the TOOLTECH series. Fine Homebuilding editors and video producers will go inside select manufacturer factories with a partner-appointed guide to capture the rigorous practices that produce premium quality products. In addition to bringing awareness to the quality of the construction and tech, we’ll also invite a mutually-selected guest expert to provide commentary and discuss the performance and design considerations that go into product selection.

Promoted through Fine Homebuilding Digital Channels

- FineHomebuilding.com Homepage
- Fine Homebuilding Weekly eLetters
- Fine Homebuilding Facebook Post
- Fine Homebuilding YouTube



Native Video: “There’s a Better Way” Video Series

Fine Homebuilding’s “There’s a Better Way” Video Series delivers quick tips and techniques that save time and money on the job site.

- Real world tips provided by Fine Homebuilding professionals
- Carefully curated, informative how-to video content including partner product integration
- One month sponsorship of video with product integration
- Pre-roll or custom opener on video and partner ad units on video page

Promoted through Fine Homebuilding Digital Channels

- FineHomebuilding.com Homepage
- Fine Homebuilding Weekly eLetters
- Fine Homebuilding Social
- Fine Homebuilding YouTube



Video: Partner-Supplied

FineHomebuilding.com will allow partner to showcase its video and marketing message within the video channel on Finehomebuilding.com:

- Avg. Two Month Sponsorship
- Includes roadblock ad units on video player pages

The screenshot shows a sponsored video post on the FineHomebuilding.com website. At the top, the site's navigation bar includes the logo, a search bar, and links for 'Subscribe' and 'MAIN MENU'. Below the navigation, a red banner for 'ZIPWALL DUST BARRIER SYSTEM' features the slogan 'Do it right. Sets up in just a few minutes!' and a 'LEARN MORE' link. The main content area displays a 'Sponsored Post' for 'ZipWall® Dust Barrier – See how easy it is.' dated 'Oct 07, 2014'. The video player shows a person using a red pencil to mark a white surface, with a large play button overlay. To the right of the video, there is a call to action: 'Become a member today. Get instant access to all FineHomebuilding.com content. Start Your Free Trial'. Below the video, there are social media sharing icons and a 'No comments yet' button.

Custom Video Content Creation

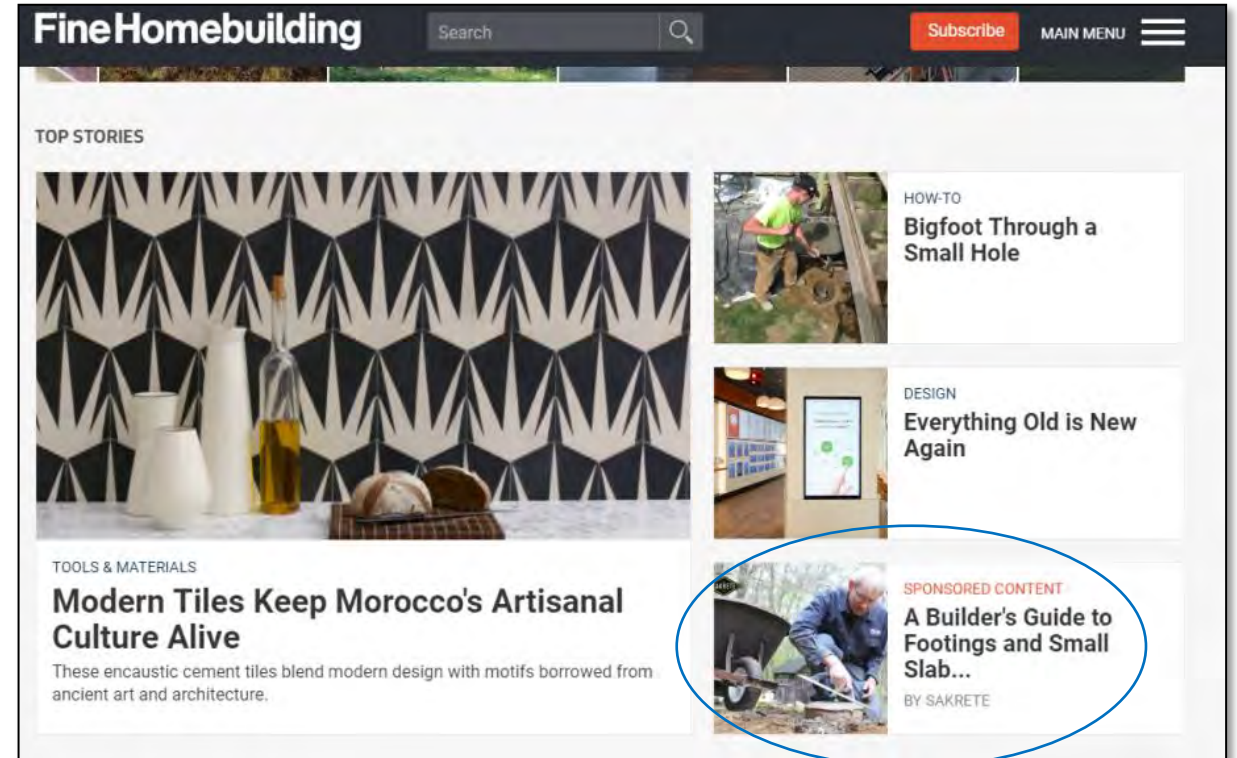
- Custom video content includes product and messaging of partner's choice and allows partner to provide direction and maintain creative control
- Content created in collaboration with partner and Fine Homebuilding team
- Fine Homebuilding will secure talent, location, write script and provide production schedule to meet partner's deadline
- Partner will review and provide feedback before finalizing the product
- Partner owns the rights to the content and can use it anywhere, anytime in the United States and Canada. (International rights available as well)
- Option to drive additional traffic to content through FineHomebuilding.com Native Advertising programs



Native Advertising Program

Fine Homebuilding's Native ad units provide premium visibility for branded content and have the power to drive further product loyalty and generate leads. The native unit is impression-based and is seamlessly placed within the content well on FineHomebuilding.com.

Native ad units will drive traffic to a whitepaper download, video or other content hosted on Fine Homebuilding.com



The Fine Homebuilding Podcast Sponsorship

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.



- One (1) Podcast Per Week (4 podcasts for 1 month sponsorship)
- Engaging, audience-submitted topics (45-60 min.)
- In-content, 30 second live-read audio commercial (4 in-reads total per month)
- 300x250 and 728x90 ads on podcast pages
- Avg. 35,000- 40,000+ downloads per month

Promoted through Fine Homebuilding Digital Channels

- FineHomebuilding.com
- Social Media
- Fine Homebuilding Weekly eLetter



A recent podcast research study showed that 70% of our audience plans to research products mentioned in the podcast, and also there was a 28% increase in "very likely" to purchase the specific branded products mentioned in the podcast.

IBS LIVE Show Podcast Sponsorships

Join Fine Homebuilding editors, ambassadors and experts at one of our live Podcasts at the IBS Show January 9-11th 2018.

Each exclusive podcast will feature a 10-15 minute interview with a partner sponsor representative and cover news from the show floor, best practices, construction tips, recommended products and more.

- Podcasts conducted LIVE at the International Builders Show (IBS) held in Orlando and located in Fine Homebuilding's Booth
- Limited show sponsorships available
 - January 9, 10, 11, 2018: 10am and 3pm (Dates and Times TBC)
 - Available while supplies last on first come first serve basis
- Each exclusive sponsorship includes a 10-15 minute interview with sponsor-chosen representative
- Optional Partner product giveaway to be mentioned in one (1) in-read during podcast for lead generation opportunity
- Logo inclusion on in-booth podcast signage
- Promotion through FHB digital channels: Fine Homebuilding.com, eLetter, and social

NAHB IBS™



Live recorded show podcasts feature a 10-15 exclusive interview with a partner chosen representative.

Weekly Fine Homebuilding eLetter Sponsorship

Fine Homebuilding's weekly eLetter is packed with pro-level building and design information, innovative ideas, and deep, trusted content to help builders be more successful while they are on the job. 300x250 ad units allow partner to align a marketing message with the best of Fine Homebuilding's content.


Avg. Open Rate: 45% -50%

The latest online features from FineHomebuilding.com - August 14th, 2017



FineHomebuilding Hello, Dedwards@taunton.com!
[Save up to 52% - Subscribe Now](#)

HOW-TO DESIGN TOOLS & MATERIALS VIDEOS MEMBERS



TRENDING VIDEOS, FEATURES, AND PODCASTS




Video: Resurfacing Damaged Concrete
Due to exposure to the elements, it's common for exterior concrete surfaces to eventually need repair.
Here's how to prepare the existing surface, mix, apply, and finish a concrete patch.

[WATCH NOW](#)  

Video: Festool Sysrock BR10
In this episode of Tool Tech, Patrick McCombe shows off the new job-site speaker/radio from Festool, the Sysrock BR10. Once the device is paired with your phone, you can listen to music or podcasts while you work.

[WATCH NOW ▶](#)  

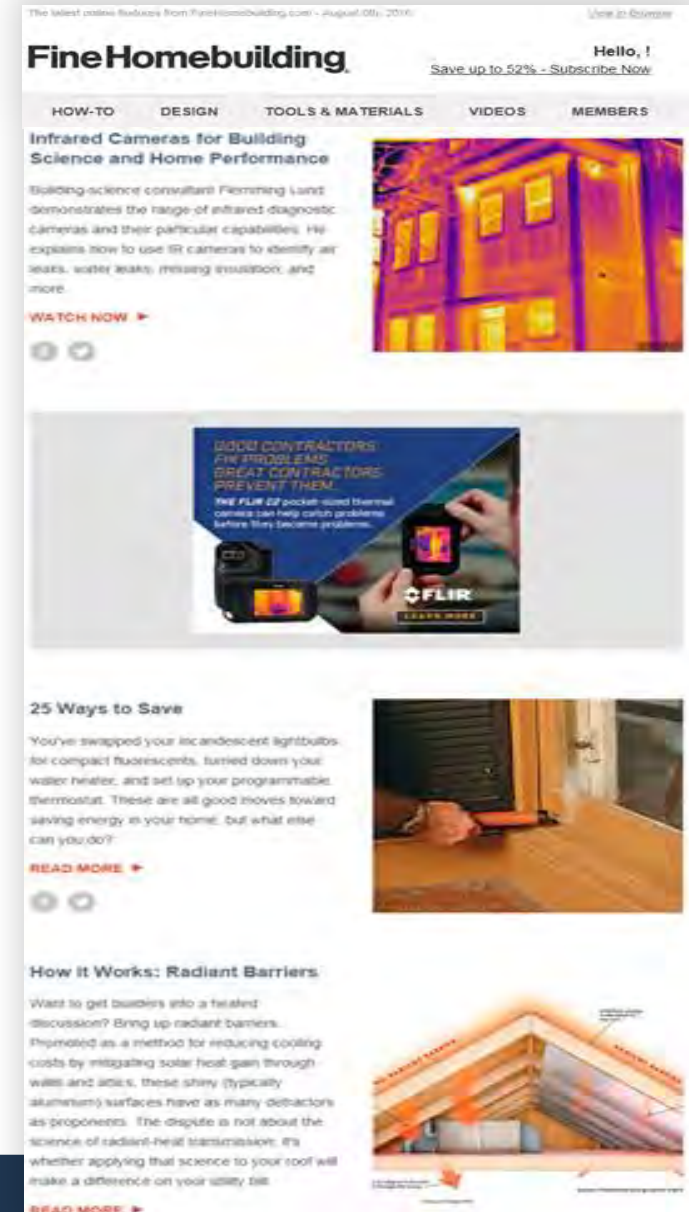


Weekly Category-Themed eLetter Sponsorship

Fine Homebuilding's Thursday themed eLetter is packed with pro-level building and design information, innovative ideas, and deep, trusted content to help builders be more successful.

These single-topic, broad-themed eLetters provide 100% SOV with multiple ad units and allow partner to align a marketing message with the best of Fine Homebuilding's specific category content.

Avg. Open Rate: 50%



Tip of the Day eLetter Sponsorship

Distributed daily to building professionals and skilled craftsmen, Fine Homebuilding Tip of the Day eLetters provide quick tips and click through to more comprehensive information that our viewers value.

- Deploy 7 days a week
- Weekly sponsorships available

Avg. Open Rate: 73%

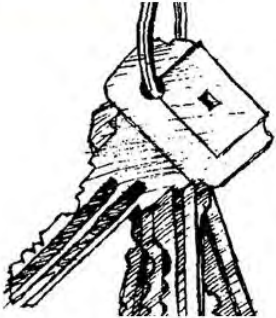
Your Daily Tip From FineHomebuilding.com. [Trouble viewing?](#)

FineHomebuilding
DESIGN • BUILD • REMODEL

YOUR ACCOUNT:
[Save up to 52% when you subscribe today!](#)

tipoftheday


The educated key



After 70 years, I still couldn't find my front-door key in the dark. Until now. I sat down and thought about it and came up with the idea shown in the drawing. I drilled an off-center hole in the body of the key and put the key back on my...

[Read full tip ▶](#)

Recent Tips:
[Better Call-out Measurements ▶](#)
[Easy Flat Basement Ceilings ▶](#)
[White Stair Risers ▶](#)




DOGS DROOL
YOUR ADHESIVE SHOULDN'T
SEE THE COMPARISON VIDEO

FAST
POLYURETHANE ADHESIVE
Titebond
CONSTRUCTION ADHESIVE

More great tips from *Fine Homebuilding*...


There's a Better Way
Quick Video Tips with Chuck Miller



Shimming Roof Jack
If you're setting up staging on a roof for a repair or skylight installation, you could just set the roof brackets on the shingles and hope they don't end up...

Check out more shortcuts and money savers from our readers ▶

FineHomebuilding
STAY CONNECTED



63 South Main Street, Newtown CT 06470

You received this message because you are a Fine Homebuilding or Taunton customer or have registered at finehomebuilding.com or Taunton.com. This email was sent to you by The Taunton Press. [Click here](#) to update your email preferences.

Building Business eLetter Sponsorship

Deployed on a bi-monthly basis to building professionals and business owners, this eLetter distributes solid advice on how to overcome daily day-day business challenges and gives tips on how pros can successfully manage and grow their business.

- Deploys twice monthly
- Monthly sponsorships available

Avg. Open Rate: 43%

The latest online features from FineHomebuilding.com - September 2nd, 2016 [View in Browser](#)

building**business**
by FineHomebuilding

THE FOUNDATION FOR YOUR BOTTOM LINE



Self-Taught MBA: Unclogging Business Bottlenecks
Spot bottlenecks in your operation that inhibit productivity and profitability — and unplug the blockage.
By Fernando Pages Ruiz

The key to spotting your bottlenecks comes with those "if only" moments, when you say, "If only I had more time," or "if only I had more business," or "if only I had more guys," or "if I only had more money." Where are the bottlenecks in your business?

Print Issue Alert Sponsorship Email


Fine Homebuilding issue alert emails notify our subscribers that the next print issue is on its way and provide an exclusive preview of the content featured in the issue.

With a full-page ad in several issues, partner can have the opportunity to run a 300x250 digital ad in three issue alert emails.

Sneak Peek: Issue 262 An offer from Fine Homebuilding and The Taunton Store.

FineHomebuilding EXCLUSIVE PREVIEW ISSUE #262

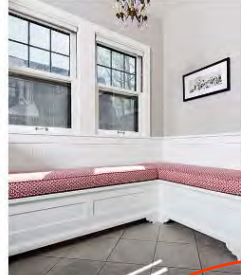
INSIDE THE LATEST ISSUE



READY TO READ

Our latest issue is hot off the presses and filled with in-depth articles, expert advice, and field-tested tips you won't want to miss. Read on to see what's inside, or click below to check it out.


[PREVIEW NOW >](#)



INCREASE STORAGE WITH BUILT-IN BENCHES

Add seating, storage, and charm to a breakfast nook with this space-saving bench. Get all the details you need: dimensions, fabrication, on-site tips, and finishing touches.

[LEARN MORE >](#)



Whirlpool IT MATTERS WHO MAKES IT >

Email: Dedicated Custom email

With 100% SOV, a dedicated email will get partner's message in front of our professionals, providing both branding and lead gen opportunities.

- 100% SOV - reach the Fine Homebuilding audience with partner's product specific creative and marketing message
- Offers an incentive that drives building professionals to partner's website for traffic and lead generation
- Dedicated message could also promote custom whitepaper content or drive traffic to partner's site
- 25.3% Avg. Open Rate


Geo-targeting, email design, and HTML build services available for an additional fee.

A message from Fine Homebuilding and The Taunton Store
If you cannot read the information below, [click here](#).

FineHomebuilding

An offer from LP SmartSide. Only for our best Fine Homebuilding Customers.

See how durable, easier-to-install LP® SmartSide® siding can help you [save time on the job](#).



**TOUGH TO BREAK
EASIER TO INSTALL**


Say goodbye to the accidental breakage, frustrations and wasted time that can come with fiber cement siding.

LP® SmartSide® siding offers advanced durability and lap pieces up to **25% longer** and **39% lighter** than fiber cement — so installation can be easier and more efficient.

**FIND OUT HOW TO BREAK FREE IN 3 SIMPLE STEPS
AND ASK ABOUT A FIRST-TIME USER REBATE:**

[SWITCH NOW >](#)

More Installation Advantages



LP SmartSide lap can be carried by one person without breaking

Category Content Page Sponsorship

Each category page on FineHomebuilding.com features Fine Homebuilding's best category-related content dedicated to developing skills and knowledge through articles, videos and applications.

One Month Sponsorship

- Partner 728x90 and 300x250 Roadblock ad units on page
- Promotion of Topic Page during sponsorship FineHomebuilding.com
- Fine Homebuilding Social Media
- Fine Homebuilding Weekly eLetter

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[How-To](#) [Design](#) [Tools & Materials](#) [Videos](#) [Blogs](#) [Reader Projects](#) [Magazine](#) [Members](#) [ProHOME](#) [Sign Up](#) [Log In](#)

28% LIGHTER CORDLESS FINISH NAILERS

Decks

Episode 20: Trusses, Windows, Decking, and Foundations
NOVEMBER 4, 2016
In this podcast episode, host and managing editor Justin Fink talks with editor in chief Rob Yagid and design editor Brian Pontolillo about trusses, windows, decking, and foundations.

How to Make Rot-Resistant Deck Railings
SEPTEMBER 29, 2016
Use bevels, drip kerfs, and good planning to keep water from pooling on deck rails.

Extra Footings In Lieu of a Ledger
SEPTEMBER 14, 2016
Footings need to bear on undisturbed soil, dig down to where foundation footings will bear.

SPONSORED CONTENT
BEAUTIFY BASEMENT SUPPORT COLUMNS WITH POLE-WRAP
BY POLE-WRAP
Learn to select the right model size and choose a wood type for your application. Then watch how simple it is to cover a

300x250

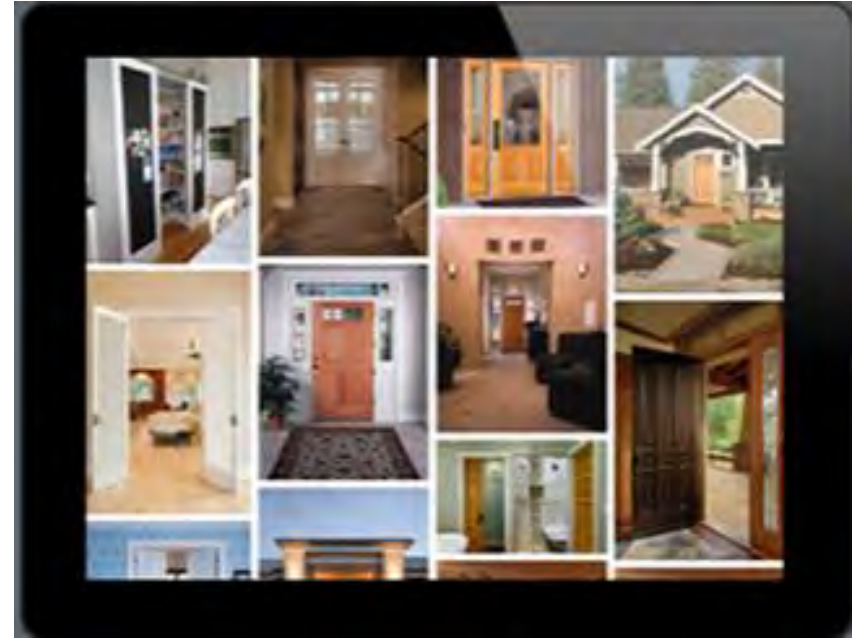
MOST POPULAR

- 1 Bending Rebar with Pipes
- 2 Upside-Down Roofing
- 3 The Path to Legal Tiny Houses
- 4 Roof Pitch and Orientation for PV
- 5 Episode 18: Linear Drains, Exterior Weatherization, and Mudsill Repair

Category Slideshow Sponsorship

Our editorial-based slideshow on FineHomebuilding.com provides beautiful imagery for professional builders and design enthusiasts looking for inspiration in specific categories.

- Integration of up to two to four (2-4) partner images
- 300x250 and 728x90 ad units with click through URL
- Avg. two month sponsorship
- Promoted in Fine Homebuilding digital channels: Fine Homebuilding.com, eLetters and social



Fine Homebuilding Blog Sponsorship

- Partner can sponsor a themed blog created by Fine Homebuilding's professional bloggers (content provided by Fine Homebuilding TBD) OR
- Partner can supply content that would be posted within blog and noted as content "sponsored by"
- One blog post (Avg. two month sponsorship)
- Guaranteed promotional impressions via:
 - FineHomebuilding.com
 - Fine Homebuilding e-letter
 - Fine Homebuilding Facebook



Native/Custom Whitepaper

Fine Homebuilding can create a native whitepaper (topic TBD) that will be a source of leads for partner.

- Whitepaper will be developed leveraging creative assets (copy and imagery) supplied by partner
- Potential topics agreed upon by partner and Fine Homebuilding
- Whitepaper lives on Fine Homebuilding.com
- Topic page hosting the whitepaper includes partner logo and ad units
- Fine Homebuilding will promote on native, social and e-letter channels and partner will have the ability co-promote
- Lead Gen: List of opt-in names and email addresses provided for partner's future promotional use



The screenshot shows the Fine Homebuilding website interface. At the top, there is a navigation bar with the site logo, a search bar, a 'Subscribe' button, and a 'MAIN MENU' icon. Below the navigation bar, there are several menu items: 'How-To', 'Design', 'Tools & Materials', 'Videos', 'Blogs', 'Reader Projects', 'Magazine', 'Members', 'ProHOME', 'Sign Up', and 'Log In'. The main content area features a banner for 'POLE-WRAP' with the tagline 'The Best Solution for Finishing Basement Poles'. Below the banner, the heading 'Get the Guide:' is followed by the title 'Basement Finishing and Remodeling' and 'Sponsored by Pole-Wrap'. The form includes input fields for 'First Name', 'Last Name', and 'Email'. There are two checkboxes: 'Yes! I'd like to receive information and offers from Fine Homebuilding' and 'Yes! I'd like to receive information and offers from Pole-Wrap'. A 'Submit' button is located at the bottom of the form. To the right of the form is a thumbnail image of the whitepaper cover, which features the title 'Basement Finishing and Remodeling' and a photograph of a modern living space.

Social: Engagement Program

Fine Homebuilding's Sponsored Social Engagement Program lets partner attach their brand to our best and most engaging social content and provides an opportunity to optimize for maximum engagement.

Target pros and tap into our dedicated social audience with:

- Adjacency to highly engaging editorial content
- Most engaging, branded in-feed posts
- Posts click through to Fine Homebuilding article content with partner Roadblock ad units, providing 100% SOV
- Custom audience segment can be created for partner comprised of users who engage with post
 - Partner may overlay Facebook topics and categories with Custom Audience criteria for more precise targeting
 - Partner may retarget ads to this segment for 30 days following the social campaign (premium opportunity)

A screenshot of a Facebook post from "Fine Homebuilding Magazine" dated March 24 at 6:06pm. The post text reads: "Marvin introduces a new line of windows and doors designed to complement any modern home. <http://trib.al/9WMd4BE>". Below the text is a photograph of a modern kitchen with a large window. At the bottom of the post, there is a sponsored section with the "Integrity" logo (a red diamond) and the text "Sponsored By Integrity Windows and Doors". Below this, it says "Contemporary Casement" and "Marvin introduces a new line of windows and doors designed to complement any modern home." There is a "Learn More" button and the website "FINEHOMEBUILDING.COM". At the very bottom of the post are the interaction buttons: "Like", "Comment", and "Share".

Dealer/Distributor Content Development Program

Fine Homebuilding Content Program Supporting Partner Dealers/Retailers.

Fine Homebuilding will leverage our content creating expertise to develop a co-branded custom content package and make it available for all partner's dealer network/retailers to use on their digital and in-store platforms. The goal of this program is to use content marketing tactics to support and reinforce the premier quality of partner products and to enable local dealers to bring knowledge to their customers on the value of the partner's product quality.

Includes content creation, design and development of download that partner distributors and retailers can:

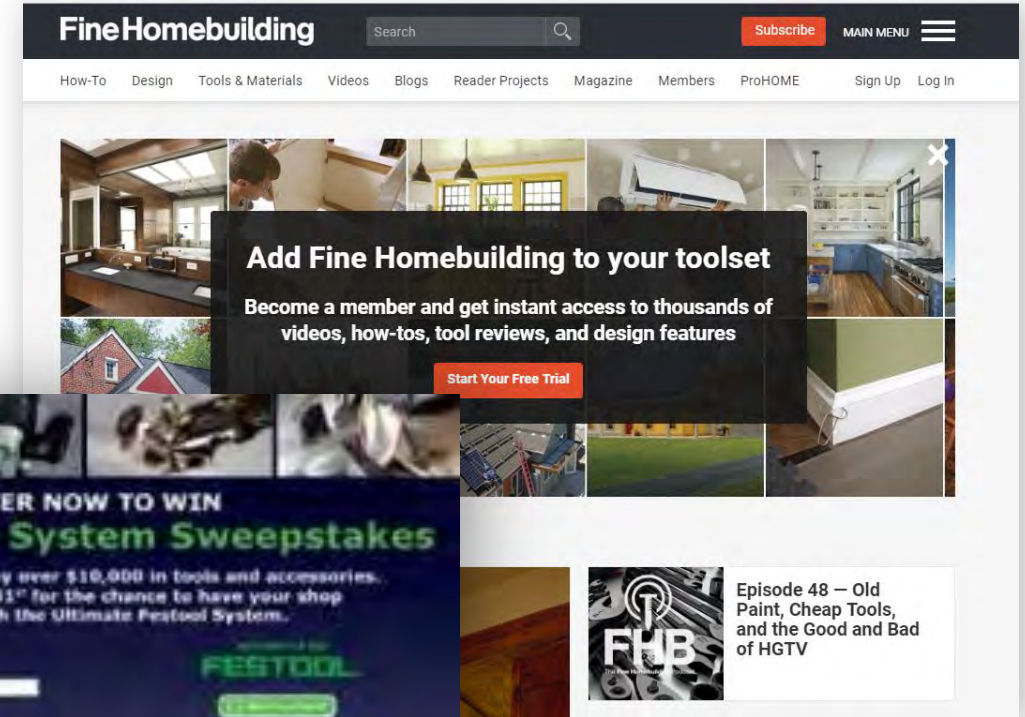
- Print out and use in store
- Downloadable site content that dealers can promote through their own dedicated emails and e-letters
- Co-branded partner and Fine Homebuilding logos
- Includes product integration and positions partner as a thought leader



Contests & Sweepstakes

Branded Contests and Sweepstakes on Fine Homebuilding.com generate excitement, brand awareness and qualified leads. They're also a great way to get partner's products in the hands of our building and trade professionals.

- Entry page may live as an interstitial ad on FineHomebuilding.com or on Fine Homebuilding Facebook page
- Promoted on FineHomebuilding.com, Fine Homebuilding eLetters and social media channels
- Lead Generation: Opt-in leads supplied to partner for future promotional use



Custom Lead-Generation Webinar

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 would have the option to choose their own topic, content and speakers and Fine Homebuilding will do the rest to produce and deliver a 45 minute webinar (including Q&A session) with lead generation:

- Topic consultation to align partner strategy and FHB audience's needs
- Partner to provide content (e.g. speaker and PowerPoint slides; FHB will host and promote)
- Includes Technology setup, hosting and support
- Registration management
- Moderator services
- Webinar recording file for your own content marketing efforts
- On-demand webinar playback via Fine Homebuilding.com website
- Opportunity for Fine Homebuilding to create the custom content showcased in the webinar for an additional cost (premium opportunity)



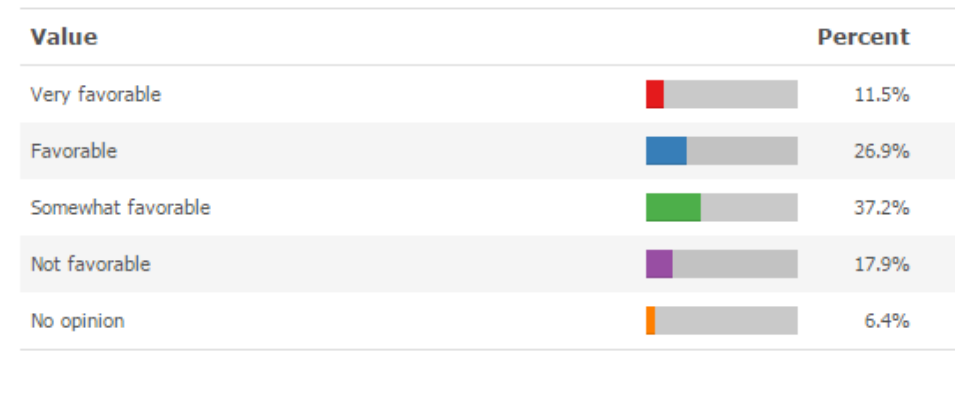
Web: Pre- and Post-Campaign Research

Partner can benefit from both a pre- and post study survey conducted by Fine Homebuilding prior to airing a podcast or general full-circle digital campaign to determine how overall brand awareness and likeliness to purchase partner's products was affected.

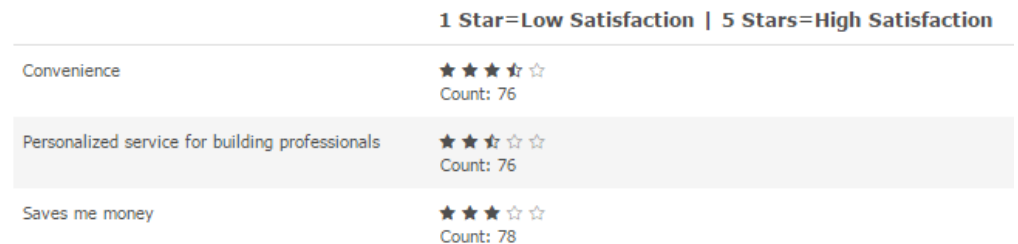
These surveys provide metrics and insights into:

- Recall
- Brand Perception
- Likelihood to purchase
- Other custom questions depending on partner's goals, (factors considered with purchase consideration, brand loyalty, TBD)

How would you describe your opinion of partner overall?



Please rate your satisfaction with partner on the following aspects.



Fine Homebuilding Product Sampling Campaign

Fine Homebuilding can promote product trial and develop a turnkey product sampling program to get partner's products into the hands of building professionals and expert craftsman.

- Fine Homebuilding will develop media/ call to action to get free product samples
- First 1000 (or TBD) responders to claim their sample will receive the product
- Potential promotion via ROS, mobile ads, a sponsored Podcast in-read, social promotion and/or editorial promotion on Fine Homebuilding.com
- Lead Generation: Opt in Leads provided to partner



Fine Homebuilding Custom Events

- Fine Homebuilding will travel to partner's key markets or headquarters and host an event for trade professionals (could be one event or a series – e.g. Advanced Summit Building Event Series)
- We'll invite thought leaders and area pros to panel discussions on construction industry topics and building techniques
- Fine Homebuilding Brand Ambassadors can attend and amplify the event as appropriate
- Partner representatives on-site are available for podcast interviews and panel discussions
- Video and content from event will be shared on Fine Homebuilding channels
- Lead Generation: Leads supplied to partner after the event





Special Opportunities

Fine Homebuilding's Demonstration Home Series



Fine Homebuilding's ProHOME 2016

- East Greenwich, RI, designed by Michael Maines and built by Mike Guertin
- Net-zero energy, completed March 2016



Fine Homebuilding's ProHOME 2017

- Just completed in Wilder, VT
- Net-zero energy designed for production builders
- Development project built by Paul and Tim Biebel of Prudent Living



2018: Fine Homebuilding's California 2020 Home

- Theme: California Energy Commission's building recommendations and targets for adoption by year 2020
- Handcrafted modern, designed by Atmosphere Design-Build, near Sacramento, CA
- Construction: Spring-Summer 2018

2018 California Project At A Glance

- Location: Nevada City, California
- Size: 2,400 sq.ft. 3 bedroom, 2 bath
- Themes: California's 2020 Zero Net Energy Action Plan, Passive House Certification, High Performance Construction, Solar Panel-Powered
- Aspirational: A high-end, finely crafted home with premium materials, fixtures and finishes
- Design: Modern lines that express a strong form, with finishes that celebrate materiality and craftsmanship
- Lifestyle: Fit for a contemporary family seeking an energy efficient, durable, fun and easy home to live in



ATMOSPHERE DESIGN · BUILD

Nevada City, California

The California 2020 Home

The industry's most powerful home for educating designers and builders who aspire to create zero energy, hand-crafted, high performance homes that comply with California's 2020 Zero Net Energy Action Plan standards.

The Build

Location: Nevada City, CA

Style: Hand-Crafted Modern with high-end, premium materials and finishes

Size: ~2,400 sq. ft.

Features: Zero-Energy, Solar-Power, Fire Resistant, Seismic Reinforcement, Contemporary Floor-Plan, Indoor/Outdoor Living

Goal: This project showcases the entire build process of a high-performance zero net energy home in order to educate builders and designers who will soon face the country's toughest energy-related building code. The next iteration of California's Building Energy Efficiency Standards coincide with California's Zero Net Energy Action Plan, the state's goal of having all residential buildings be zero net energy by 2020. By bringing designers and builders the critical information they need to build to this progressive standard, this project will empower anyone—those within the California market and beyond—who aspires to create beautiful, durable and low-energy homes.

The Builders

Atmosphere Design Build is founded on an impassioned desire to design authentic structures that are built in a conscientious and ecological manner. Founded by principal designer Mela Breen and builder David Good, the firm places a specific focus on designing and constructing modern homes that achieve superior levels of energy efficiency. Driven by a belief that great design and building performance are inherently complementary, they strive to continuously craft beautiful and functional homes that are inspiring to live in.



Program Summary:

The California 2020 Home showcases the entire build process of a high-performance zero net energy home.

By highlighting the “what and why” behind every detail of the home’s construction, we can educate builders and designers who will soon face the country’s toughest energy-related building code. The next iteration of California’s Building Energy Efficiency Standards coincide with California’s Zero Net Energy Action Plan, the states goal of having all residential buildings be zero net energy by 2020. Beyond bringing designers and builders the critical information they need to build to this progressive standard, this project will empower professionals anywhere who aspire to create beautiful, durable and low-energy homes.

This demonstration home project provides a unique opportunity for your product to be integrated and showcased in this powerful home. Our content approach highlights the benefits of your product in the context of the project and aligns your brand with an elevated standard of building.



All Sponsors receive:

- + Category exclusive product integration in the building process
- + Content featuring your product in print, digital & social media
- + Promotional alignment with *Fine Homebuilding* and our professional demonstration home series
- + Inclusion in industry event/tour with lead generation

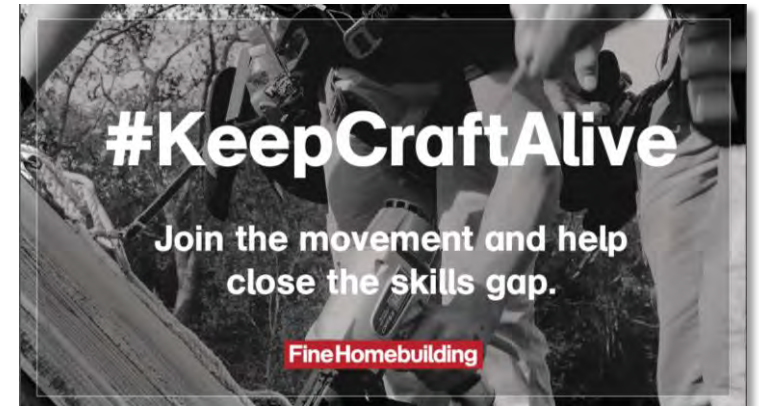
Fine Homebuilding's #KeepCraftAlive Scholarship Program



Fine Homebuilding, in partnership with SkillsUSA, has established a scholarship fund for at least twenty scholarships (\$100K total) to be used towards any continuing education opportunity in the building trades, including, community colleges, undergraduate programs, and certifications.

Fine Homebuilding will host an exclusive award event for scholarship winners at the Skills USA annual conference in June 2018 (Date TBC). Sponsors of Fine Homebuilding's Keep Craft Alive program, along with FHB's brand ambassadors, will be able to attend and participate in the June awards event.

- Funding of student scholarships (starting at \$5k; specific trade categories available)
- Logo inclusion on Fine Homebuilding #KeepCraftAlive print ads and KeepCraftAlive.org site
- Social promotion and amplification
- Additional premium opportunity: Development and distribution of 2-3 min video interviewing partner reps/spokespeople on the importance of the cause and why they chose to be involved



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.

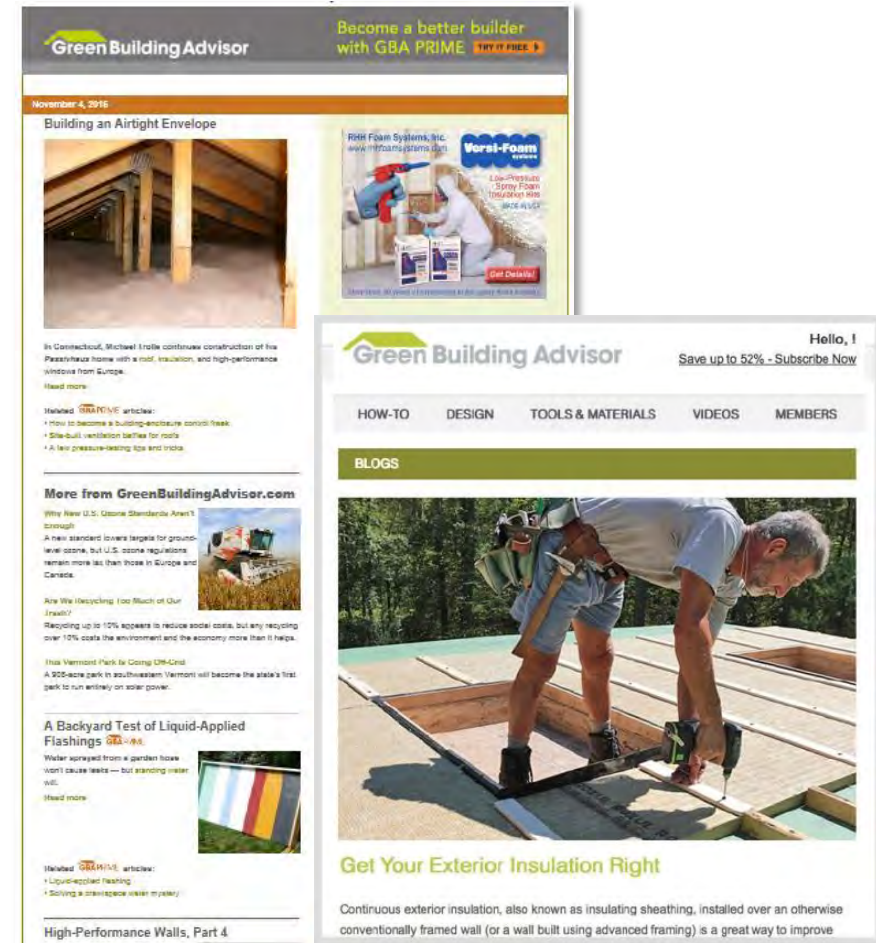
The screenshot shows the Green Building Advisor website homepage. At the top, the logo is followed by navigation links: Sign In, Free 10-day GBA Prime Trial, Glossary, and Videos. Below the logo is the tagline "The Complete Source for Building, Designing, and Remodeling Green Homes" and a search bar with a "SEARCH" button and a "Start Your Free Trial" button. A horizontal menu contains links for Home, Green Basics, Blogs, Green Homes, Product Guide, Strategies & Details, and Q&A. A large banner for Fujitsu Ductless Heating & Cooling Systems is featured, with the text "Energy Efficient | Wi-Fi Capable | Individual Zoning". Below the banner, there are three main sections: "News" with a headline "Millennial Renters Will Pay for Smart-Home Tech" and a "Read More" link; "Recent Comments" with a list of three comments; and "Editor's Picks" with three article thumbnails and titles: "Solar Thermal Is Really, Really Dead", "Exterior Walls: An article on exterior", and "Denver Developer Focuses on".

Green Building Advisor eLetters



eLetter placements on Fine Homebuilding's companion brand, Green Building Advisor, will allow partner to run ads alongside the most useful, accurate, and sought after information specifically geared toward designing, building, and remodeling energy-efficient, sustainable, and healthy homes. Exposure in this eLetter showcases partner as a thought leader in environmental sustainability and innovation.

Avg. Open Rate: 60%





Rates, Specs & Terms

Print Rates

2018 Rates—Net



2018 FHB PRINT RATE CARD (NET)			
	4-Color Display	2-Color Display	B&W Display
Full	\$19,503	\$16,167	\$13,940
2/3	\$13,651	\$11,314	\$9,758
1/2	\$11,309	\$9,376	\$8,084
1/3	\$7,616	\$6,311	\$5,440
1/4	\$5,321	\$4,412	\$3,804
1/6	\$4,365	\$3,621	\$3,120
1/8	\$2,805	\$2,324	\$2,006
1/12	\$1,964	\$1,628	\$1,403

PRINT (NET) PREMIUM POSITIONS	
Cover 2	\$22,427 (\$40,762 for spread)
Cover 3	\$22,427
Cover 4	\$24,378

Print Rates

2018 Rates—Gross



2018 FHB PRINT RATE CARD (GROSS)			
	4-Color Display	2-Color Display	B&W Display
Full	\$22,945	\$19,020	\$16,400
2/3	\$16,060	\$13,310	\$11,480
1/2	\$13,305	\$11,030	\$9,510
1/3	\$8,960	\$7,425	\$6,400
1/4	\$6,260	\$5,190	\$4,475
1/6	\$5,135	\$4,260	\$3,670
1/8	\$3,300	\$2,735	\$2,360
1/12	\$2,310	\$1,915	\$1,650

PRINT (GROSS) PREMIUM POSITIONS	
Cover 2	\$26,385
Cover 3	\$26,385
Cover 4	\$28,681

Print SIP Rates

2018 Rates—Net



2018 SIP PRINT RATE CARD (NET)			
	4-Color Display	2-Color Display	B&W Display
Full	\$6,749	\$5,674	\$4,658
2/3	\$4,722	\$3,961	\$3,264
1/2	\$4,046	\$3,400	\$2,797
1/3	\$2,699	\$2,270	\$1,866
1/4	\$2,027	\$1,696	\$1,403
1/6	\$1,517	\$1,254	\$1,084
1/8	\$973	\$808	\$693
1/12	\$680	\$570	\$489

SIP (NET) PREMIUM POSITIONS	
Cover 2	\$7,761
Cover 2 spread	\$7,761

Print SIP Rates

2018 Rates—Gross



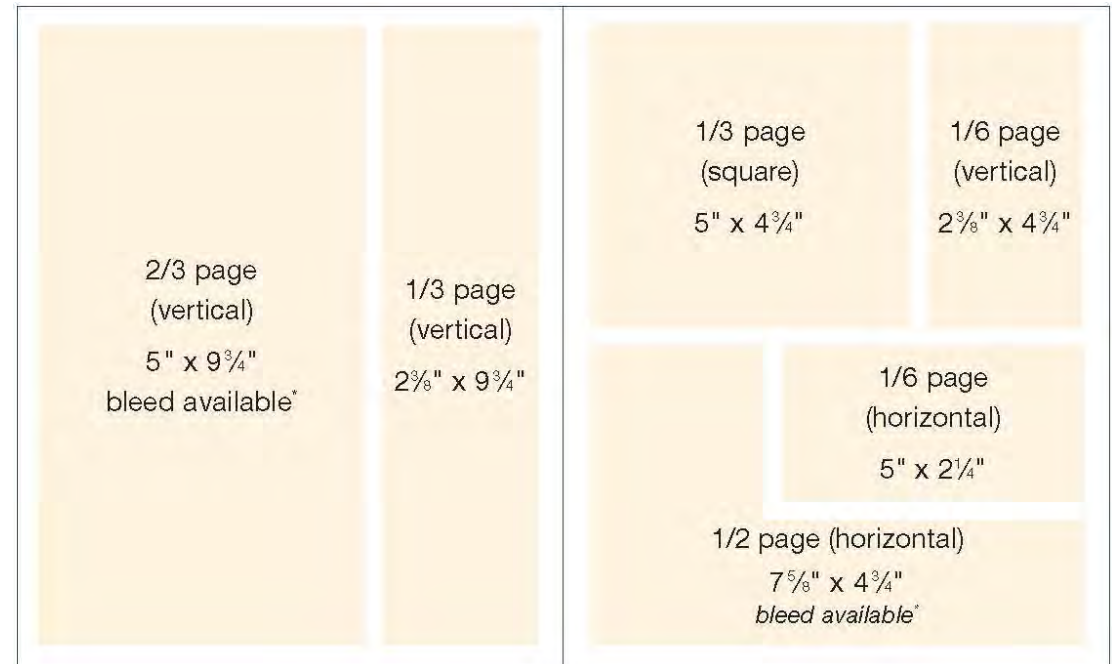
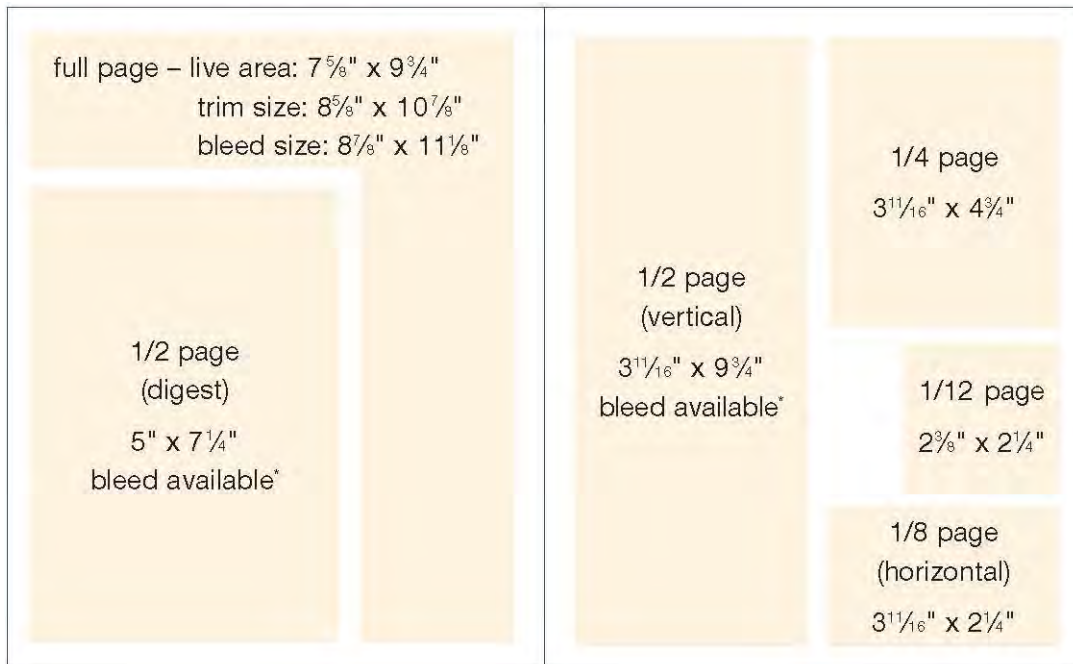
2018 SIP PRINT RATE CARD (GROSS)			
	4-Color Display	2-Color Display	B&W Display
Full	\$7,940	\$6,675	\$5,480
2/3	\$5,555	\$4,660	\$3,840
1/2	\$4,760	\$4,000	\$3,290
1/3	\$3,175	\$2,670	\$2,195
1/4	\$2,385	\$1,995	\$1,650
1/6	\$1,785	\$1,475	\$1,275
1/8	\$1,145	\$950	\$815
1/12	\$800	\$670	\$575

SIP (GROSS) PREMIUM POSITIONS	
Cover 2	\$9,130
Cover 3	\$9,130
Cover 4	\$9,925

Fine Homebuilding Magazine

Mechanical Requirements

NOTES: 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.



Fine Homebuilding Magazine

Print Spec Sheet

NOTES: Final trim size 8 5/8 x 10 7/8 inches
 *1/3 bleed ad is only allowed when purchased with a full page as one unit

Print Specs	Live Area (w x l)	Bleed Available (w x l)
2 Page Spread		17.5 x 11.25
Full Page	7.625 x 9.75	8.875 x 11.125
2/3 Page Vertical	5 x 9.75	5.625 x 11.125
1/2 Page Digest - Top	5 x 7.25	5.625 x 7.847
1/2 Page Digest - Bottom	5 x 7.25	5.625 x 8.028
1/2 Page Horizontal - Top	7.625 x 4.75	8.875 x 5.347
1/2 Page Horizontal - Bottom	7.625 x 4.75	8.875 x 5.528
1/2 Page Spread - Bottom		17.5 x 5.528

Print Specs	Live Area (w x l)	Bleed Available (w x l)
1/2 Page Vertical	3.688 x 9.75	4.312 x 11.125
1/3 Page Square	5 x 4.75	N/A
1/3 Page Vertical*	2.375 x 9.75	3 x 11.125
1/4 Page	3.688 x 4.75	N/A
1/6 Page Horizontal	5 x 2.25	N/A
1/6 Page Vertical	2.375 x 4.75	N/A
1/8 Page Horizontal	3.688 x 2.25	N/A
1/12 Page	3.375 x 2.25	N/A

Digital Specs & Rates

Web Ad Units

FILE FORMAT:

.jpg, .gif, .html5

MAX FILE SIZE:

40k at 72 dpi, 200k for .html5

ANIMATION LOOPS:

15 seconds at 3 loops max with CTA in final frame

RUN OF SITE SPECS AND EXPANSION UNITS:

Accepts third-party banners and site-served banners

Ad Unit	Size	Rate
MREC (Big Box)	300 x 250	\$25
MREC (Big Box) Expansion	300 x 250 (max 504 x 250)	\$30
Half-Page	300 x 600	\$30
Leaderboard	728 x 90	\$23
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$26
Homepage Roadblock Sponsorship	728 x 90 (2)	\$2000/week
Mobile Sponsorship	320 x 50	\$20
Taunton Audience Platform (TAP)	728 x 90	\$21
Taunton Audience Platform (TAP)	300 x 250	\$23
Geo, Contextual, and Behavioral Targeting	300 x 250	\$30
Geo, Contextual, and Behavioral Targeting	728 x 90	\$28
Pro Targeting	300 x 250, 728 x 90	\$35
Native Advertising	Ask sales rep for specs	\$40

Digital Specs & Rates

Rich Media Units

TP = Third Party Banners

SS = Site Serve Banners

PLEASE NOTE:

We accept html5 for all 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 specs.

Rich Media Units				Banners		
Ad Unit	Dimensions	File Format	Max File Size	TP	SS	Rate
Pre-Roll	High res at 1080p (1920 x 1080), 16 x 9 aspect ratio	.mp4	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes	\$30
Site Skin	Two (2) images 200 x 800 at 60kb for each side (left/right) Site content is 1100px	.jpg, .gif	100k at 72dpi	No	Yes	\$3,325 per day
Interstitial	640 x 480	.jpg, .gif, .html5	10 seconds with 24 frames per second max	Yes	Yes	\$60

Digital Specs & Rates

Rising Star Units

TP = Third Party Banners

SS = Site Serve Banners

PLEASE NOTE:

We accept html5 for all 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 specs.

Rising Star Units				Banners		
Ad Unit	Dimensions	File Format	Max File Size	TP	SS	Rate
Billboard	970 x 250	.mp4, .jpg, .gif, .html5	60 at 72dpi with 24 frames per second; 15 sec at 3 loops max	Yes	No	\$35
Portrait	300 x 1050	.jpg, .gif, .html5	80k at 72 dpi with 24 FPS, 15 sec at 3 loops max	Yes	No FHB Yes GBA	\$35
Push Down	970 x 90	.jpg, .gif, .html5	60k at 72 dpi with 24 FPS, 15 sec at 3 loops max	Yes	No FHB Yes GBA	\$35
Film Strip	300 x 600	.gif, .html5, .jpg	60k at 72 dpi with 24 FPS	Yes	No FHB Yes GBA	\$35

Digital Specs & Rates

eLetter Rate Card

eLetter Specs:

Site serve banners only.

File Format:

.jpg, .gif, .png

Max file 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.

eLetter Type	Rate
Weekly eLetter (Mondays)	\$25 CPM
Themed Weekly eLetter (Thursdays)	\$30 CPM
Enhanced eLetter	\$35 CPM
Tip of The Day eLetter	\$1,500 Flat Fee
Themed Tip of the Day eLetter	\$1,800 Flat Fee
Green Building Advisor eLetter	\$1,000 Flat Fee
Building Business eLetter	\$1,000 Flat Fee
Dedicated Custom email (partner supplied assets)	\$75 CPM

Online Specs & Rates Web Ad Units

FILE FORMAT:

.jpg, .gif, swf, .html5

MAX FILE SIZE:

40k at 72 dpi, 200k for .html5

ANIMATION LOOPS:

15 seconds at 3 loops max with CTA in final frame

RUN OF SITE SPECS AND EXPANSION UNITS:

Accepts third-party banners and site-served banners

Ad Unit	Size	Rate
MREC (Big Box)	300 x 250	\$30
MREC (Big Box) Expansion	300 x 250 (max 504 x 250)	\$35
Leaderboard	728 x 90	\$28
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$30
Wide Sky	160 x 600	\$30
Wide Sky Expansion	160 x 600 (max 200 x 600 left)	\$35
SOV Button Ad	300 x 100	\$850 Flat
Homepage Roadblock Sponsorship	728 x 90 and 300 x 250	\$2,000/week
Mobile Sponsorship	320 x 50	\$20
Taunton Audience Platform (TAP)	728 x 90	\$25
Taunton Audience Platform (TAP)	300 x 250	\$27
Geo, Contextual, and Behavioral Targeting	728 x 90	\$40
Geo, Contextual, and Behavioral Targeting	300 x 250, 728 x 90	\$40
Geo, Contextual, and Behavioral Targeting	160 x 60	\$40
GBA eLetter	300 x 250	\$1000/week

Fine Homebuilding Magazine

Print Spec Details

Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, cymk, font-embedded PDF or PDF/X-1a. Ads must be prepared according to our specification guidelines, which are available by contacting the Advertising Coordinator at 866-505-4687 or emailing inquiries to Ads@Taunton.com. All ads must be accompanied by a proof made from the file submitted to verify content. Color ads must be accompanied by a high-quality, full resolution color proof calibrated to SWOP specifications. For black & white ads without halftone images, a high-quality computer printout (600 dpi or greater) is acceptable. We reserve the right to charge for processing time in the event the file does not meet ad specification guidelines. All ads must reach the size of the space ordered at some point in width and height.

Production Data

Trim size: 8 5/8" x 10 7/8" • Binding: Perfect bound • Printing: Black & white, 4-color process; text and cover – web offset • Paper: Text – 45-lb. coated stock; cover – 100-lb. coated stock

Bleed Requirements

Bleed available only for ½ page and larger. Bleed image should be limited to tints or background. Live matter, including type, must be kept within the live area, which starts 5/8" from top, ¾" from bottom, 5/8" from left, and 5/8" from right of the bleed ad size.

Publication Services

In-house production services are available for an additional charge and they are non-commissionable. Contact the Advertising Coordinator for details. Please note: All publication services will be billed at trade rates. Ads requiring work by the Publisher may not qualify for the camera-ready discount. **Deadline for Publisher-set copy is 7 days prior to closing date.** Position Requests considered but not guaranteed.

Shipping and Production Information

All advertising materials should be shipped directly to: Advertising Coordinator, The Taunton Press, 63 South Main Street, PO Box 5506, Newtown, CT 06470-5506
Phone: 866-505-4687 • Fax: 203-426-3434 • Email: Ads@taunton.com (Please indicate ad is for *Fine Homebuilding*.)

Billing Questions

Please contact the Business Office at 800-926-8776, ext. 3606 • Email: BusinessOffice@Taunton.com

Terms and Conditions: Print (Page 1 of 2)

The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, or distribution. The Publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published. Advertising is sold only at earned published rates. Contracts, insertion orders, and units for lower rates are accepted. Advertisements which in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."

The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher. Oral agreements will not be binding on the Publisher. The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled. The liability of the Publisher for any error, delay, or commission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

Frequency Discounts

Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount. Frequency discounts also apply to marketplace advertising. Display advertisements, marketplace advertisements, cannot be mixed to earn frequency discounts. Unfulfilled contracts will be short-rated to the lowest rate earned.

(CONTINUED ON NEXT PAGE)

Terms and Conditions: Print (Page 2 of 2)

Combined Frequency

In many cases we do offer combined frequency with other Taunton Press titles pursuant to the guidelines stated above.

Other Discounts

15% discount for “camera-ready” files prepared to our specifications. Ads are not camera-ready if they require more than a key change. Net due 30 days from invoice date. 2% of net discount if paid within 10 days of invoice date. New advertisers must submit payment with first insertion. Credit references are given individual consideration for accredited agencies. Publisher-set ads do not qualify for discounts. A 25% discount is available to advertisers able to produce evidence that they are educational enterprises, i.e., schools. The ad must be for an educational program. This discount is taken from the gross earned frequency rate and the resulting amount is commissionable.

Special Ad Requests

All special advertising requests, such as: inserts, gatefolds, A/B splits, and regional requests will be quoted on an “as requested” basis. All special insertions are subject to limitations as set forth by the publisher.

Cancellations/Changes

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

Returns

The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

Web Advertising

Call your Advertising Representative for details regarding advertising or go to: www.finewoodworkingmediakit.com, www.finehomebuildingmediakit.com, www.threadsmagazinemediakit.com, www.finegardeningmediakit.com, or www.finecookingmediakit.com.

Terms and Conditions: Digital (Page 1 of 3)

By placing an Insertion Order for advertising on a Web site of Taunton Interactive, Inc., the Advertiser and its agency, if there be one, each agree to the following terms and conditions with respect to such advertising (collectively, "Terms")

1. Insertion Order; Optimization; Ad Servers. Taunton Interactive, Inc. agrees to deliver, and Advertiser and/or its agency, if there be one, each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms, Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted ("optimized"); provided that the total financial obligation of the Advertiser and/or the agency, if there be one, under the Insertion Order are not reduced ("Optimization"). Optimizations are subject to Taunton Interactive, Inc.'s prior approval, with applicable terms documented via email, and the confirmation of acceptance by either Advertiser or its agency, if there be one, via reply email, and such terms shall be jointly and severally binding on Advertiser and agency, if there be one, and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Taunton Interactive, Inc. shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Taunton Interactive, Inc. and the Advertiser and/or its agency, if there be one, in advance but Taunton Interactive, Inc.'s applicable ad server(s) shall be the official counter(s) for determining impressions delivered, invoices and payment. Any of Advertiser's and/or its agency's third party ad server reporting that is not previously affirmatively approved by Taunton Interactive, Inc. in writing is not accepted.

(a) Makegoods. If actual inventory delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to Taunton Interactive, Inc.'s applicable ad server counts by not more or less than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and/or its agency, if there be one, and Taunton Interactive, Inc. will make an effort to agree upon the conditions of a makegood at the time of shortfall. If no makegood can be agreed upon, Advertiser and/or its agency, if there be one, may execute a credit equal to the value of the under-delivered portion of the Insertion Order for which it was invoiced. In the event Advertiser and/or its agency, if there be one, made a cash pre-payment to Taunton Interactive, Inc., specifically for the Insertion Order for which under-delivery applies, then if Advertiser and/or its agency, if there be one is current on all amounts owed to Taunton Interactive, Inc. under any other advertising agreement, Advertiser and/or its agency, if there be one, may elect to receive a credit for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the Insertion Order. Makegoods are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Taunton Interactive, Inc. to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Where Advertiser and/or its agency, if there be one, utilizes a previously approved third party ad server, Taunton Interactive, Inc. will not bonus more than 10% above the guaranteed levels on the Insertion Order on the difference between the third party counts of Taunton Interactive, Inc. and Advertiser without the prior written consent from the Advertiser and/or agency, if there be one. Permanent or exclusive placements shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity. Advertiser and/or its agency, if there be one, shall not be charged by Taunton Interactive, Inc. for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser and/or its agency, if there be one, notifies Taunton Interactive, Inc. that the guaranteed level

stated in the Insertion Order has been reached, Taunton Interactive, Inc. will use commercially reasonable efforts to suspend delivery and, within 48 hours, may either: (i) serve any additional advertisements itself or (ii) be held responsible for all applicable incremental advertising serving charges incurred by Advertiser and/or its agency, if there be one, after such notice has been provided and associated with over-delivery by not more than 10% above such guaranteed levels.

3. Cancellation.

(a) At any time prior to the serving of the first impression of the Insertion Order, the Advertiser and/or its Agency, if there be one, may cancel the Insertion Order with 30 days prior written notice, without penalty. For clarity and by way of example, if the Advertiser and/or its Agency cancels the Insertion Order 15 days prior to the serving of the first impression, Advertiser and/or its Agency will only be responsible for the first 15 days of the Insertion Order. Cancellation notice must be sent via facsimile to Taunton Interactive, Inc. at (203) 426-3434 Attn: WEB ADs and will be deemed given upon Taunton Interactive, Inc.'s confirmation of receipt.

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3. Cancellation. **(CONTINUED FROM PREVIOUS PAGE)**

(b) Once accepted by Taunton Interactive, Inc., Insertion Orders seeking exclusive placement/ sponsorship by an Advertiser and/or its Agency, if there be one, may only be cancelled, altered and/or modified on prior written notice to Taunton Interactive, Inc. no less than 30 days prior to the scheduled commencement date of such exclusive placement/sponsorship. In no event may any exclusive placement/sponsorship be cancelled, altered and/or modified within such 30 day period without the acknowledgement and written consent of Taunton Interactive, Inc. Upon the serving of the first impression of the Insertion Order, Advertiser and/or its Agency, if there be one, may cancel the Insertion Order for any reason, without penalty, by providing Taunton Interactive, Inc. Written notice which will be effective after the later of: (i) 30 days after serving the first impression of the Insertion Order; or (ii) 14 days after providing Taunton Interactive, Inc. with such written notice.

(c) Either party may terminate an Insertion Order at any time if the other party is material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches. (d) Short rates will apply to buys that are cancelled to the degree stated in the Insertion Order. (e) Cancellations or changes in Eletter orders are not accepted after an Eletter deploy date. (f) Digital campaigns including Added Value items, sponsorships or other program elements that include development on the part of The Taunton Press or Taunton Interactive cannot be cancelled once the program elements go into production. "Production" may include, but are not limited to, creative development and design, script writing, video production, post editing, recipe development, or other specifically defined project element.

4. Ad Materials; Late Creative.

(a) Artwork, copy, other content, active URL's and other components of the advertisement (collectively, "Ad Materials") must comply with Taunton Interactive, Inc.'s criteria and specifications at <http://www.taunton.com/advertise/terms.asp> for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Taunton Interactive, Inc.'s discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Taunton Interactive, Inc.'s obligations will be reduced pro-rata for the period of time that reserved space was not filled without affecting Advertiser's financial responsibility for all impressions ordered and inventory reserved. (b) For Eletters a previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

5. Editorial Approval. All Ad Materials are subject to Taunton Interactive, Inc.'s approval. Taunton Interactive, Inc. reserves the right, at any time and for any reason in its discretion, to reject, cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability for the same except as provided above for makegoods.

6. Payment Terms; Taxes. If Taunton Interactive, Inc. approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order and payment shall be made to Taunton Interactive, Inc. within thirty (30) days from the date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Taunton Interactive, Inc. in collecting such amounts. Taunton Interactive, Inc. reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Taunton Interactive, Inc.'s net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. Taunton Interactive, Inc. reserves the right to hold agency and its client jointly and severally liable for all payments.

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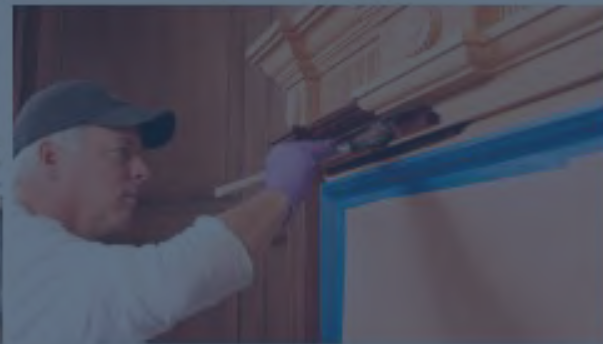
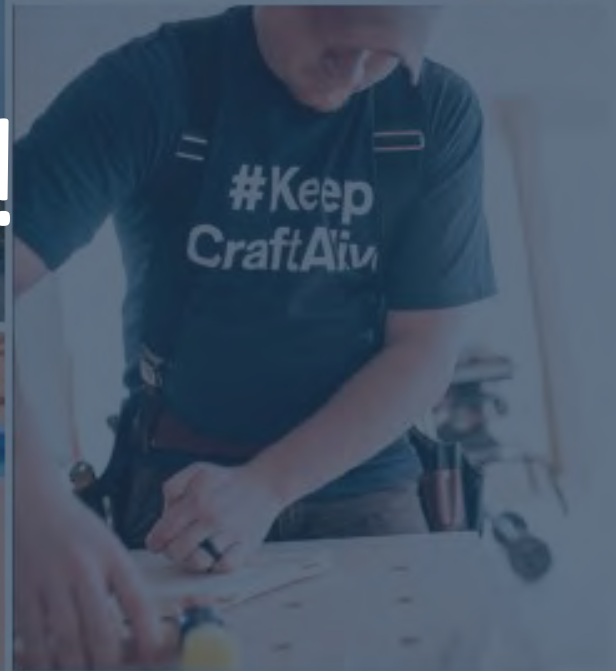
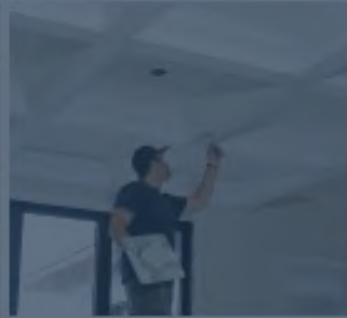
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7. Warranties; Indemnity. Advertiser hereby represents and warrants to Taunton Interactive, Inc. that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Taunton Interactive, Inc. , its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser in which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). If agency is the Signing Party placing an Insertion Order for the benefit of its client, then client and agency shall each be considered the Advertiser for purposes of this section, and agency, by signing below, represents and warrants that it has the authority, as agent, to bind its client to these Terms and the Insertion Order. TAUNTON INTERACTIVE, INC. MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

8. Limitation of Liability. TAUNTON INTERACTIVE, INC. SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT TAUNTON INTERACTIVE, INC. HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL TAUNTON INTERACTIVE, INC. 'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO TAUNTON INTERACTIVE, INC. FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.

Miscellaneous. Taunton Interactive, Inc. shall not be liable to Advertiser or its Agency, if there be one, for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of Connecticut, without regard to its conflicts of law principles. The parties agree to submit to the exclusive jurisdiction of the state and federal courts located in Connecticut, with respect to any legal proceeding arising out of the Insertion Order or Terms, waiving all defenses with respect to jurisdiction, forum and venue. These Terms and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Taunton Interactive, Inc. will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Taunton Interactive, Inc. and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason.

THANK YOU!



Fine Homebuilding

