



FineWoodworking®

MEDIA KIT 2025

The leading media brand for the
most engaged woodworkers anywhere

WOODWORKING
GROUP
ACTIVE INTEREST MEDIA

Reaching a World of Engaged Woodworkers

Looking to target woodworking enthusiasts? Fine Woodworking has you covered, on multiple channels

Our audience reach

124,000

Average print circulation

1 Million+

Social+Youtube followers

1.2 Million+

Monthly pageviews

326,000

eMail opt-ins

Our audience demographics

\$160,032

Household Income

\$701,554

Average home value

65

Average age

96%

Male

Committed, immersed woodworkers

\$7,601

Average spent on woodworking activities

\$35

Per year print subscription price

\$99

Per year All Access Plus print membership

96%

Intermediate and higher skill level

\$3.6 Billion Buying Power

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Unparalleled Content

For 50 years, Fine Woodworking has been teaching, inspiring, and connecting with a passionate audience of engaged woodworkers. Its content is formed by experts & legends of the craft, sharing firsthand their woodworking knowledge, including timeless project ideas and new skills and techniques, both challenging and fundamental.

Fine Woodworking's compelling and authoritative content is available to audiences across a multitude of platforms, including our iconic print editions, FineWoodworking , podcasts, editorial and custom emails, YouTube and social media channels, featuring our editors and leading contributors.

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CONTACT: Fine Woodworking Advertising Team • 203-304-3590 • finewoodworking@aimmedia.com

Fine Woodworking Solutions

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



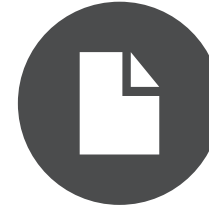
DIGITAL MEDIA

- Native advertising
- Podcasts
- High-impact interstitials
- Digital display
- eLetters
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions
- Keyword behavioral & contextual targeting
- Geo-fencing
- Addressable
- B2B IP Mapping



SOCIAL MEDIA

- TikTok campaigns
- Instagram Reels
- Social livestreaming
- Social Extension Program



PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts



EXPERIENTIAL

- Custom and owned event opportunities
- Industry event podcasts
- Custom live webinars



CUSTOM INTEGRATION

- Contests & sweepstakes (lead gen)
- Social media
- Custom content
- Product integration
- Custom podcasts
- NEW Beginning woodworker targeting program



CONTENT

- Video series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Downloadable custom build plans (lead gen)

Premium Facebook Audience

Partner with us to harness the strength of AIM Woodworking Group's curated social audiences to reach the feeds of our most active and engaged woodworkers on social, across our 5 magazine brands.

AIM Woodworking Group Premium Audiences are curated from visitors to our websites, email opt-ins, magazine subscribers, and users who engage with our content on social.

Control and monitor your social spend and effectiveness from your own dashboard.

- We provide your Business Manager Account a set of custom/targeted audiences that are refreshed monthly. This audience is fed to Meta where you deploy and manage campaigns directly. You control the creative and budget for each campaign.
- For a flat monthly fee, you have full access to our curated audience via Meta to manage and execute campaigns from your dashboard.
- Audience access can include Fine Woodworking, Popular Woodworking, ShopNotes, Woodshop News and Woodsmith.

Own the Topic

Reach consumers while they are most receptive — our approach leverages heavy brand exposure and behavioral data to deliver your message and maximize the impact.

This ongoing program provides brand awareness and offers you an effortless way to reach potential customers at the optimal time — driving traffic and lead generation.

Step 1

Select Your Topic

This is a sample of potential categories. We'll work with you to define your company's ideal topic.

- Clamping and Gluing
- Sharpening
- Abrasives
- Marking and Measuring
- Workbenches
- Furniture Projects

Step 2

Targeted Digital Display Ad Units

Gain exclusive exposure with 100% Share of Voice (SOV) on article pages related to your chosen topic.

Additionally, captivate potential customers with an exit intent ad showcasing your company before visitors leave the page.

Step 3

Targeted Email Deploys

Targeted partner emails are deployed to known page visitors of your selected content topic. You provide the email content, and we'll deploy to known visitors. Reach consumers when they are most receptive and likely to act on your advertisement. This approach leverages recency for delivering your marketing message while still top-of-mind, to maximize impact and help drive conversion.

Custom Social Campaigns

Partner with Fine Woodworking to elevate your brand by integrating your content into our social channels.

Highlight your products and reached highly engaged audiences.

- We post your sponsored content
- Video shorts recommended
- Tags to include @ and #
- Tik Tok, Instagram, YouTube, Facebook

Custom Download Campaigns

Partner with Fine Woodworking to create a Lead-Gen downloadable plans campaign, across digital and social platforms, to create awareness and generate leads with our online and social media audiences.

- Content creation available
- Tags to include @ and # (product specific tags)
- Primary use case: lead-gen, reach, awareness

Podcast Sponsorships

Our editors, authors, and guests answer audience woodworking questions and connect with the online woodworking community. They discuss woodworking tips, tricks, tools, and techniques, through candid discussions about real-life woodworking challenges. All podcast videos are hosted on Fine Woodworking's YouTube channel and FineWoodworking.com

Our Reach

Tap into \$3.6 billion in collective purchasing power and harness the strength of a combined multi-platform reach of our 2 Million Brand Universe.



DEMOGRAPHIC PROFILE

Average age by audience
65 print/digital/member
44 social media
46 podcast
96% male
\$161k average household income
\$701k average home value

KEY AUDIENCE STATS

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

SOCIAL MEDIA FOOTPRINT

Over 977,000 total
376k+ Instagram followers
247k+ YouTube subscribers
128k+ Facebook followers
118k+ Twitter followers
108k+ Pinterest followers
6.2k+ TikTok followers



PURCHASING POWER

\$4.7k spent yearly on related purchases
\$3.6 billion in buying power (yes, BILLION)
97% have access to a workshop

100% bought woodworking materials this year
65% have requested information on a product or service they saw advertised in FWW

86% would consider purchasing a product as a result of seeing advertising in FWW



CONTENT & BRAND ENGAGEMENT

3.4 hours spent reading each issue
9.8 years average subscription length
95% trust the information in Fine Woodworking

23% average open rate on eLetters
3.1mm video views/year
330,000 email newsletter subscribers
55-65k podcast downloads per month

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

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Demographics

Affluent, Educated Homeowners	Subscriber	Website Visitor	Member
Gender	98% male	96% male	98% male
Graduated from college (or higher)	82%	76%	83%
Average income	\$154,000	\$161,000	\$173,000
Approximate home value	\$699,000	\$689,000	\$850,000
Mean age	64.5	64.5	64
Married	85%	86%	87%
Highly Engaged Woodworkers	Subscriber	Website Visitor	Member Visitor
Skill level: Intermediate or above	98%	96%	96%
Years involved in woodworking	31.3	28.7	26.7
Average amount spent per year on woodworking related activities	\$6,923	\$7,579	\$9,687
Projects per year	5.6	5.4	5.8
Sought further information as a result of advertising you saw in/on Fine Woodworking in past 12 months	64%	66%	64%
Interests and Skills	Subscriber	Website Visitor	Website Visitor
Skill level: intermediate or above	98%	96%	96%
Own/access a workshop	98%	97%	100%
Workspace size: average feet	426	433	442
Bought materials	91%	94%	94%
Bought tools/machinery	87%	92%	92%
Bought books/magazine/video about woodworking	49%	50%	68%

Taunton Audience Profiling Study May 2022

Fine Woodworking 2025 Editorial Calendar

January/February – Issue 315

- Bookshelves by Charles Peterson • Small tote by Michael Pekovich • Craftsman doors by Robert Webb
- Creative marquetry by Chelsea Van Voorhis • Tablesaw safety by Roland Johnson

Ad close: 10/20/24
Materials due: 10/27/24
In-home: 12/6/24

March/April – Issue 316

- Bathroom rack by Leah Amick • Recessed pulls by Owain Harris • Airbrushing by Aspen Golan
- Cutting beads by Bill Pavlak

Ad close: 12/26/24
Materials due: 1/2/25
In-home: 2/17/25
On newsstand: 2/25/25

May/June – Issue 317 Special 50th Anniversary Issue

- 50 years of Fine Woodworking • History of Woodworking Tools • Grinder wheels by Chris Gochnour
- Gluing strategies for miters by Eric Curtis • Finishing with Mike Mascelli

Ad close: 3/5/25
Materials due: 3/12/25
In-home: 4/28/25
On newsstand: 5/6/25

August/September – Issue 318

- Dressing mirror by Meredith Hart • Hinge overview by Chris Gochnour • Lantern by Ellen Kaspern
- Curved beading by Chuck Bender

Ad close: 5/29/25
Materials due: 6/5/25
In-home: 7/21/25

Tool Buying Guide for 2026 – Newsstand Only Special Issue

Packed with tool reviews from Fine Woodworking and Fine Homebuilding, this annual guide helps readers make informed buying decisions. Our editors and experts evaluate and rate the best tools in each category, from big machines to small accessories.

Ad close: 7/4/25
Materials due: 7/11/25
On newsstand: 9/2/25

October/November – Issue 319

- Glass-top table by Doug King • Chess board by Eric Curtis • Photographing furniture by Wayne Brown
- Free-form coopering by Rob Hare

Ad close: 8/08/25
Materials due: 8/15/25
In-home: 9/29/25

Tools & Shops December – Issue 320

- Woodworking tools by Chris Becksvoort • Lathe jig for round legs by Chance Coalter
- Woodworking without a tablesaw by Vic Tesolin • Shop lighting by Graeme Doggart

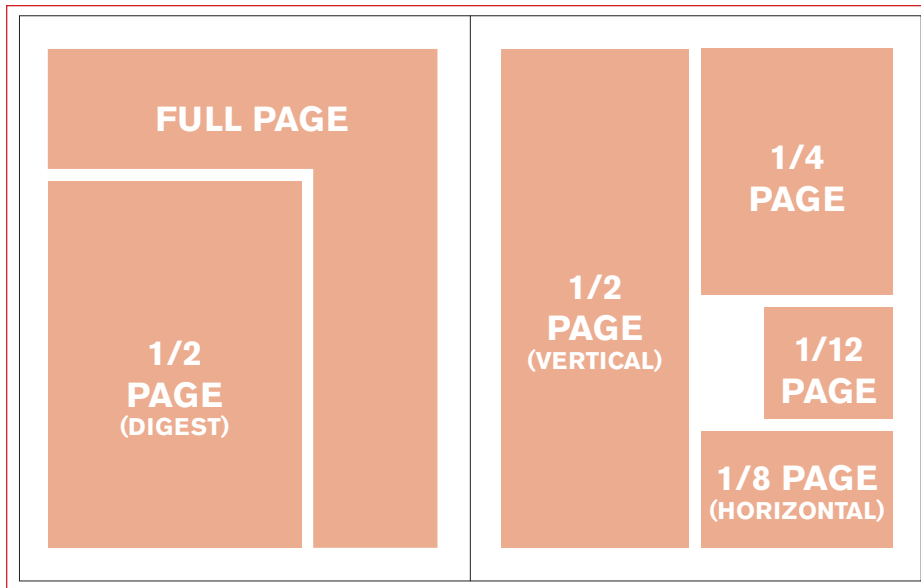
Ad close: 9/5/25
Materials due: 9/12/25
In-home: 10/28/25
On newsstand: 11/4/25

Fine Woodworking Print Spec Sheet

Page Unit Sizes (= width x height)

Spreads = bleed all sides; 17 1/2" x 11 1/8"

Bleed only available for 1/2 page and larger ads



FULL PAGE

Live Area 7 5/8" x 9 3/4"

Trim Size 8 5/8" x 10 7/8"

Bleed Size 8 7/8" x 11 1/8"

1/2 PAGE (DIGEST)

Live Area 5" x 7 1/4"

Bleed available

1/2 PAGE (VERTICAL)

Live Area 3 11/16" x 9 3/4"

Bleed available

1/4 PAGE

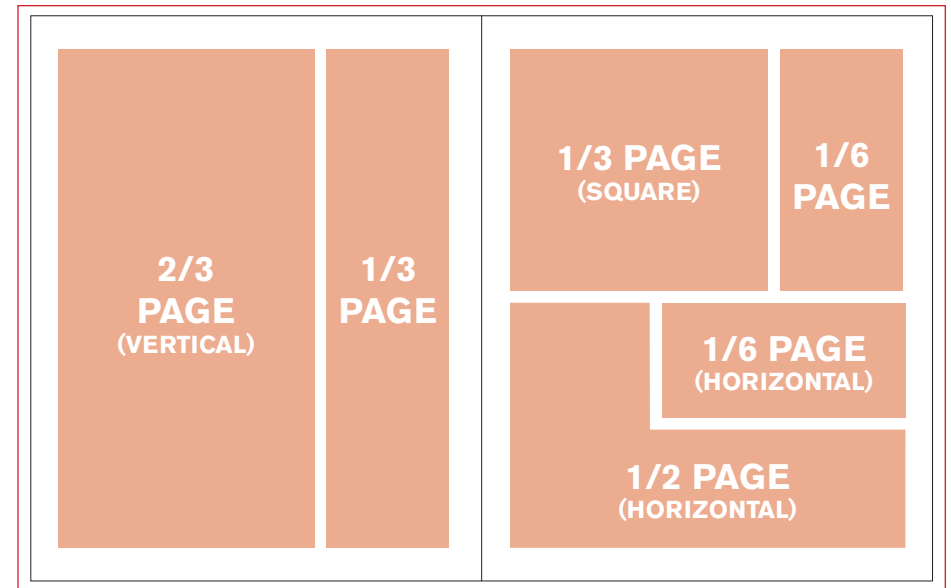
Live Area 3 11/16" x 4 3/4"

1/12 PAGE

Live Area 2 3/8" x 2 1/4"

1/8 PAGE (HORIZONTAL)

Live Area 3 11/16" x 2 1/4"



2/3 PAGE (VERTICAL)

Live Area 5" x 9 3/4"

Bleed available

1/3 PAGE (VERTICAL)*

Live Area 2 3/8" x 9 3/4"

1/3 PAGE (SQUARE)

Live Area 5" x 4 3/4"

1/6 PAGE (VERTICAL)

Live Area 2 3/8" x 4 3/4"

1/6 PAGE (HORIZONTAL)

Live Area 5" x 2 1/4"

1/2 PAGE (HORIZONTAL)

Live Area 7 5/8" x 4 3/4"

Bleed available

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Fine Woodworking Print Spec Sheet

Final Trim Size 8 5/8" x 10 7/8" inches

***1/3 Bleed Ad** only allowed when purchased with a full-page as a unit

For full-spread buys, text and images can run across spreads (keep text .25" from gutter trim)

2 PAGE SPREAD

Live Area (w x l) 16.5" x 9.75"

Bleed Available (w x l) 17.5" x 11.25"

FULL PAGE

Live Area (w x l) 7.625" x 9.75"

Bleed Available (w x l) 8.875" x 11.125"

2/3 PAGE VERTICAL

Live Area (w x l) 5" x 9.75"

Bleed Available (w x l) 5.625" x 11.125"

1/2 PAGE DIGEST (TOP)

Live Area (w x l) 5" x 7.25"

Bleed Available (w x l) 5.625" x 7.847"

1/2 PAGE DIGEST (BOTTOM)

Live Area (w x l) 5" x 7.25"

Bleed Available (w x l) 5.625" x 8.028"

1/2 PAGE HORIZONTAL (TOP)

Live Area (w x l) 7.625" x 4.75"

Bleed Available (w x l) 8.875" x 5.347"

1/2 PAGE HORIZONTAL (BOTTOM)

Live Area (w x l) 7.625" x 4.75"

Bleed Available (w x l) 8.875" x 5.528"

1/2 PAGE SPREAD (BOTTOM)

Live Area (w x l) 16.5" x 4.75"

Bleed Available (w x l) 17.5" x 5.528"

1/2 PAGE VERTICAL

Live Area (w x l) 3.688" x 9.75"

Bleed Available (w x l) 4.312" x 11.125"

1/3 PAGE SQUARE

Live Area (w x l) 5" x 4.75"

No bleed available

1/3 PAGE VERTICAL*

Live Area (w x l) 2.375" x 9.75"

1/4 PAGE

Live Area (w x l) 3.688" x 4.75"

No bleed available

1/6 PAGE HORIZONTAL

Live Area (w x l) 5" x 2.25"

No bleed available

1/6 PAGE VERTICAL

Live Area (w x l) 2.375" x 4.75"

No bleed available

1/8 PAGE HORIZONTAL

Live Area (w x l) 3.688" x 2.25"

No bleed available

1/12 PAGE

Live Area (w x l) 2.375" x 2.25"

No bleed available

Digital Specs - Web Ad Units

File Format JPG, GIF, SWF, HTML5

Max File Size 40k at 72dpi, 200k for HTML5

Animation Loops 15 seconds at 3 loops max with CTA in the final frame

Run of site specs and expansion of units Accepts third-party banners and site-served banners

MREC (BIG BOX)

Size 300 x 250

MREC (BIG BOX) EXPANSION

Size 300 x 250

Max 504 x 250

HALF PAGE

Size 300 x 600

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION

Size 728 x 90

Max 728 x 225

HOMEPAGE ROADBLOCK SPONSORSHIP

Size 728 x 90 (2)

MOBILE SPONSORSHIP

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 300 x 250

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 728 x 90

PRO TARGETING

Size 300 x 250 or 728 x 90

PRO TARGETING

Ask a sales rep for specs

Digital Specs - Video and Rich Media Units

TP Third-party banners

SS Site-serve banners

File Format We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units To be advertiser created/supplied.

Visual Interactive
Advertiser Bureau (IAB)
website at www.iab.com for more detailed
Rising Star specs.

RICH MEDIA UNITS

PRE-ROLL

Size High res, 1080p (1920 x 1080), 16 x 9 aspect ratio

Format MP4

Max Size 40k at 72dpi with 25 fps max, 15 seconds

TP Yes

SS Yes

SITE SKIN

Size Two 200 x 800 Images at 60kb for each side (left/right) Site content is 1100px.

Format JPG, GIF

Max Size 100k at 72dpi

TP No

SS Yes

INTERSTITIAL

Size 640 x 480

Format JPG, GIF

Max Size 10 seconds with 24 fps max

TP Yes

SS Yes

RISING STAR UNITS

BILLBOARD

Size 920 x 250

Format MP4, JPG, GIF, HTML5

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

TP Yes

SS No

PORTRAIT

Size 300 x 1050

Format JPG, GIF, HTML5

Max Size 80k at 72dpi with 24 fps, 15
seconds at 3 loops max

TP Yes

PUSH DOWN

Size 970 x 90

Format JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps

TP Yes

FILM STRIP

Size 300 x 600

Format JPG, GIF, HTML5

Max Size 60k at 72dpi with 24 fps

TP Yes

SS No (FHB), Yes (GBA)



For more information:

ASSOCIATE PUBLISHER

Alex Robertson

203-304-3590

finewoodworking@aimmedia.com

FineWoodworking®