

Extreme How-To

The Enthusiast's Guide to Home Improvement



2012

MEDIA
INFORMATION

INTRODUCTION

Extreme How-To is the enthusiast's guide to home improvement, focusing on professional-grade projects for the do-it-yourselfer. When it comes to repairing and improving our readers' biggest assets—their homes—they need hard-hitting information on tough, practical projects that build equity: roofing work, deck construction, window and door replacement, landscaping, carpentry and concrete work. We focus on projects in and around the home for the DIY'er who's not afraid to bypass the contractor and tackle the job first-hand. Seasoned handymen and savvy homeowners can follow our detailed, step-by-step instructions for a wide variety of projects, while generating their own ideas to put a personal stamp on their work. *EHT* also provides the latest information on tools and materials to get these projects completed with success.

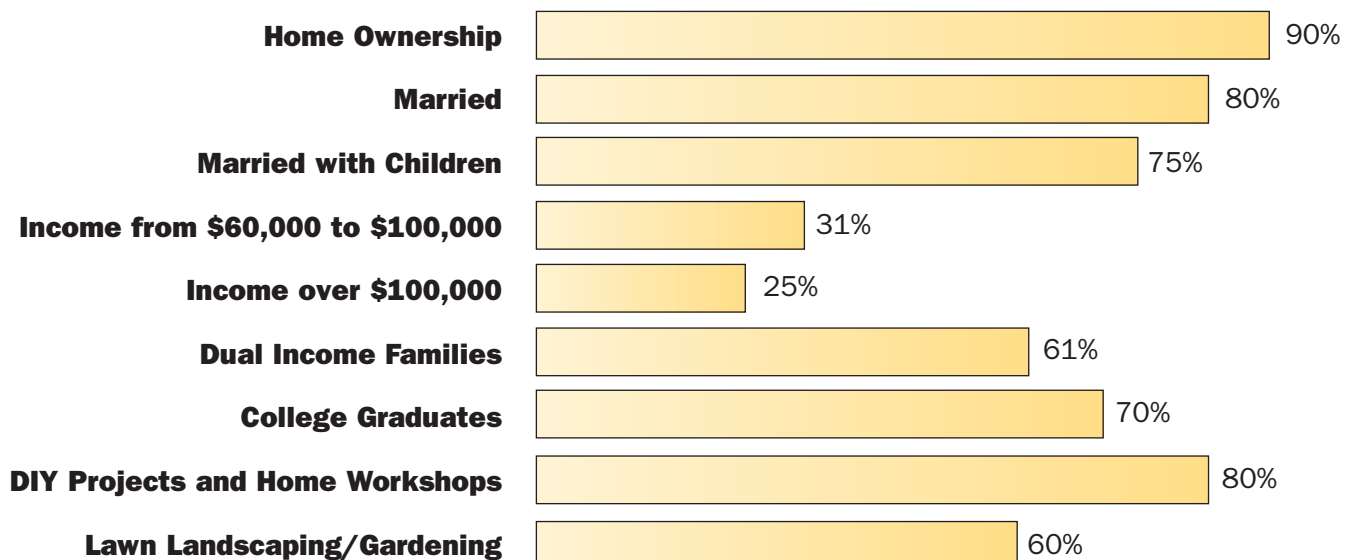
EXTREME HOW-TO PROVIDES THE LATEST INFORMATION ON TOOLS, TECHNIQUES AND HOME-IMPROVEMENT TECHNOLOGY FOR THE EXTREME HANDYMAN.

Not only does *Extreme How-To* magazine offer tons of home-improvement content, but we supplement this information on our popular website, www.extremehowto.com, and with our digital version of *Extreme How-To* magazine. Subscribers can access the digital issue online, browse through the pages with the click of a mouse, and interact with enhanced electronic features, such as video, audio and hyperlinks offering further information on a particular topic.

Our regular editorial coverage includes in-depth "how-to" features, skill building columns, new product coverage, and tips and tricks from the pros. Any smart DIY'er will tell you: In the world of home improvement, knowledge is the key to success. *Extreme How-To's* mission is to put this knowledge in the hands of people who can build it themselves, and build it better.

READER DEMOGRAPHICS

EXTREME HOW-TO SUBSCRIBERS:



EDITORIAL CALENDAR

JANUARY/FEBRUARY

Ladders, Scaffolds and More
Tiling a Backsplash
Roll-on Truck Bed Liner
Installing Larger Windows

MARCH

Choose the Right
Air Compressor
Deck Materials
Roof Work
Radiant Heat

APRIL

Paint a House with
a Sprayer
Tools for Tile
Replace a Window Sill
Crown Moulding Review

MAY

Handy Flooring Tools
Replace a Broken
Lug Nut Stud
Build a Play Set
Build an Entertainment
Center

JUNE

Glues & Adhesives
Countertop Options
Dig a Perfect Post Hole
Refinish a Deck

JULY/AUGUST

Lawn & Landscape Tools
Backyard Gardening
Interior Trim Tips
Flooring Options

SEPTEMBER

Painting Equipment
Garages and Workshops
Deck Update
Landscaping Ideas

OCTOBER

Hand Tool Highlights
Organizing a Home
Renovation
Home Energy Savings
Tile Cutting Techniques

NOV/DEC

Laser Tools
Plumbing Tools & Supplies
Wall Framing Fundamentals
Prep the Auto for Winter

SPECIAL DIGITAL-ONLY EDITIONS

Decks & Patios – Summer

Garages & Workshops – Fall

Holiday Issue – Winter

PRODUCTION SCHEDULE

ISSUE	SALES CLOSE/ARTWORK DUE	ON SALE
JAN/FEB	10/28/11	12/20/11
MARCH	12/23/11	02/21/12
APRIL	01/27/12	03/20/12
MAY	02/24/12	04/17/12
JUNE	03/23/12	05/15/12
JULY/AUGUST	05/01/12	06/19/12
SEPTEMBER	06/29/12	08/21/12
OCTOBER	07/27/12	09/18/12
NOV/DEC	08/24/12	10/16/12

ADVERTISING RATES

Ad Size	1x	3x	6x	12x
2 Page Spread	\$13,655	\$12,970	\$11,670	\$11,090
Full Page	\$7,900	\$7,515	\$6,600	\$6,280
2/3 Page	\$6,115	\$5,700	\$5,025	\$4,775
1/2 Page	\$4,750	\$4,515	\$3,975	\$3,775
1/3 Page	\$3,625	\$3,440	\$3,025	\$2,875
1/4 Page	\$2,660	\$2,525	\$2,225	\$2,115
1/6 Page	\$2,010	\$1,900	\$1,680	\$1,595
1/8 Page	\$1,535	\$1,455	\$1,280	\$1,220
Back of Cover	\$9,885	\$9,390	\$9,200	
Inside Front	\$9,085	\$8,650	\$8,450	
Inside Back	\$9,085	\$8,650	\$8,450	

AD DIMENSIONS

Trim Size: 8 x 10.875

Add .125" on all sides for full-bleed advertisements.

Trim Safety: Restrict "live" area .25" on all sides for full page ads. This will prevent the loss of important information during the trimming process.

Full Page

8 x 10.875
(Bleed: 8.25 x 11.125)

2/3 Vert.

4.75
x
9.875

1/3 Vert.

2.25
x
9.875

2 Page Spread

16 x 10.875
(Bleed: 16.25 x 11.125)

Full Page
4.75 x 7.75

1/2 Vertical

3.5 x 9.875

1/8 Vert.

3.5
x
2.333

1/4 Vert.

3.375
x
4.75

1/6 Vert.

2.25
x
4.75

1/3 Island

4.75 x 4.75

1/2 Horizontal

7.25 x 4.75

ELECTRONIC REQUIREMENTS

Extreme How-To utilizes a digital workflow and all ad materials must be submitted in digital format.

PREFERRED FORMATS

QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines, total area density should not exceed 300%.

ACCEPTED FORMATS

Native Desktop Application Files (Quark, Illustrator, PhotoShop). JPG, TIFF, or PDF files that are created at 300 dpi image resolution are also acceptable.

FONTS

All native format files must be accompanied by the screen and printer fonts used in those files. Truetype fonts should not be used. Black type on white background must be defined as 100% black only.

PHOTOS

All scanned images must be at a resolution of 300 dpi, and at the size they are used in the layout document.

GRAPHICS

Vectorized EPS graphics files are preferred (all fonts must accompany file even if text has been converted to paths); TIFF line art is acceptable.

PROOFS

All advertisers **MUST** submit a color correct proof for all files. The publisher and printer will not accept responsibility when no proof is provided.

MEDIA TRANSFER

Files may be sent by CD, DVD, email, or FTP download. Please contact your sales representative for FTP download information. All disks must be clearly labeled and are not returnable unless otherwise requested in writing.

Ship all advertising and/or production materials to:

Extreme How-To
Attn: Art Director
1111 Edenton Street
Birmingham, AL 35242



CALL FOR INFO ON WEB AND DIGITAL AD PROGRAMS

Toll Free: 866-222-3722 x1617 | Email: emedialatitude3.com

Extreme How-To

1111 Edenton Street
Birmingham, AL 35242

Toll Free: 866.222.3722

205.949.1600

Fax: 205.949.1601