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.

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:**

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>80%</td>
</tr>
<tr>
<td>Married with Children</td>
<td>75%</td>
</tr>
<tr>
<td>Income from $60,000 to $100,000</td>
<td>31%</td>
</tr>
<tr>
<td>Income over $100,000</td>
<td>25%</td>
</tr>
<tr>
<td>Dual Income Families</td>
<td>61%</td>
</tr>
<tr>
<td>College Graduates</td>
<td>70%</td>
</tr>
<tr>
<td>DIY Projects and Home Workshops</td>
<td>80%</td>
</tr>
<tr>
<td>Lawn Landscaping/Gardening</td>
<td>60%</td>
</tr>
</tbody>
</table>
**EDITORIAL CALENDAR**

**JANUARY/FEBRUARY**
Builder’s Show Preview
Painting Equipment
Basement Remodeling
Jigsaws

**MARCH**
Deck Update
Innovative Hand Tools
Crown Molding
Roofing

**APRIL**
Arched Doorway
Lawn & Garden Equipment
Cedar Window Boxes
Fences

**MAY**
Hardware Show Preview
Make a Man Cave
Paint a House
Patio Accessories

**JUNE**
Install a Kitchen Range Hood
Storage Solutions
Landscape Design
Mold Detection & Prevention

**JULY/AUGUST**
Building Outdoors
Garage & Workshop Products
Latest Caulks & Sealants
Kitchen Countertops

**SEPTEMBER**
Remodeling Show/Deck Expo Preview
Build a Firewood Holder
Floor Installation
Cabinet Door Replacement

**OCTOBER**
Power Tool Accessories
Double Deck Build
Woodworking Tips & Tricks
Trim Carpentry Shortcuts

**NOV/DEC**
Trends in Tile
Build a Boardwalk
Prepare your Home for Winter
KBIS Preview

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**SPECIAL DIGITAL-ONLY EDITIONS**

**Decks & Patios** – Summer
**Garages & Workshops** – Fall
**Holiday Issue** – Winter

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**PRODUCTION SCHEDULE**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SALES CLOSE/AD ARTWORK DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>10/23/15</td>
<td>12/15/15</td>
</tr>
<tr>
<td>MARCH</td>
<td>12/11/15</td>
<td>02/16/16</td>
</tr>
<tr>
<td>APRIL</td>
<td>01/22/16</td>
<td>03/15/16</td>
</tr>
<tr>
<td>MAY</td>
<td>02/19/16</td>
<td>04/12/16</td>
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<tr>
<td>JUNE</td>
<td>03/18/16</td>
<td>05/17/16</td>
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<tr>
<td>JULY/AUGUST</td>
<td>05/06/16</td>
<td>06/28/16</td>
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<tr>
<td>SEPTEMBER</td>
<td>06/17/16</td>
<td>08/16/16</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>07/23/16</td>
<td>09/13/16</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>08/19/16</td>
<td>10/11/16</td>
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## Advertising Rates

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

### 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
- **1/2 Island:** 3.5 x 9.875
- **1/4 Vert.:** 3.375 x 4.75
- **1/6 Vert.:** 2.25 x 4.75
- **1/8 Vert.:** 3.5 x 2.333
- **1/3 Island:** 4.75 x 4.75
- **1/2 Horizontal:** 2.75 x 4.75
- **1/2 Vertical:** 4.75 x 7.75
- **2 Page Spread:** 16 x 10.875 (Bleed: 16.25 x 11.125)
**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**
Vectored 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  
2300 Resource Drive, Suite B  
Birmingham, AL 35242

**CONTACT US FOR INFO ON WEB AND DIGITAL AD PROGRAMS**

866-222-3722 x1617  
Email: emedia@latitude3.com
Extreme How-To

2300 Resource Drive, Suite B, Birmingham, AL 35242

866.222.3722    205.949.1600
Fax: 205.949.1601

GO EXTREME OR GO HOME...