

Extreme How-To

For Contractors, Handymen, Home & Auto



Media Information **2 0 0 2**

Extreme How-To

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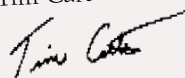
It's exciting to be part of something that's new. Just imagine, a new magazine that has tens of millions of potential readers each month. A magazine that will show millions and millions of people, the right way to get things done. That magazine is *Extreme How-To*, and I'm proud to be associated with it.

For more than 20 years, I worked for homeowners who hired professionals to get their jobs done. Even though they weren't doing the work themselves, they still wanted to know how and why things worked in new construction and remodeling. At the same time, I interacted with many do-it-yourselfers who wanted me to help them minimize mistakes and increase their productivity, in the limited time they had, to do their jobs. Up until now, there hasn't been a magazine that has filled this need — to communicate to both groups of people, the best way to get the highest return on their home improvement dollars.

For the past nine years I've been interacting with these same people. They write to me each week in response to my syndicated newspaper column *Ask the Builder* and my online archives at AsktheBuilder.com. The needs of consumers have not changed in the 30 years I have been working with them. To this day, the common question is "Tim, tell me how to get the job done the right way. I am tired of doing/paying for the job twice."

The upcoming issues of *Extreme How-To* are going to be filled with articles unlike any you've seen before. Our approach to the subject matter will be quite different. I guarantee that you will learn something new from each and every article. Get ready for the most extreme home improvement experience to date!

Tim Carter



Editor-at-Large

Mission

Mission Statement

***Extreme How-To* is a magazine designed to assist people in getting the job done right the first time.**

Our readers are serious about tackling home - improvement, landscape, and automotive jobs, or hiring the right person for the job. To these people using the right tools and materials, and having the know-how is very important. *Extreme How-To* provides tips on adding a room, enclosing a garage, adding storage space, creating a home office, cleaning a deck, installing windows and doors, and doing landscape and automotive work. To most, this work is not just a hobby but a passion. *Extreme How-To* drives that passion and valuable information through up-to-date editorial, valuable tips, and the latest on new products and services. Doing the job right takes careful planning, knowing where to get quick answers and knowing what to look for when hiring a professional. It also takes knowing which tools and materials to use to save time and money. Our Editor-at-large, Tim Carter, *askthebuilder.com* is one of the nation's foremost authorities on home improvement issues. With over 20 years of building experience, Tim Carter has been the host of hundreds of radio talk shows, and he publishes a syndicated column which appears in many of the nations largest newspapers. Tim Carter has built a reputation for knowing how to do quality work that appeals to homeowners and contractors alike. His expertise is prevalent in *Extreme How-To*. Each monthly issue of *Extreme How-To* can be found in the most popular retail outlets and bookstores in the nation. From tools to paint, chemicals, windows and doors, *Extreme How-To* is the information source that frequent purchasers will be able to rely on. Through several strategic partnerships with leading manufacturers, *Extreme How-To* has already created a market niche and built a loyal following that will shock the competition. To our readers, only the best products, materials and information will do. In *Extreme How-To* they now have the industry's best magazine.



Calendar

Editorial Calendar



Extreme How-To

Fall 2002 Resource Guide:

Cover Story: Outdoor Storage Buildings
Arc Fault Circuit Breakers, Roof Flashings, Alternative Decking Materials,
Comprehensive Directory — Solutions from the Experts

October 2002:

Cover Story: Pocket Doors
Tile Grout Restoration, Exterior Door Install, Vinyl Siding

November 2002:

Cover Story: Cork Flooring
Drywall Finish Tricks, Retaining Walls, Noise Control

January/February 2003:

Cover Story: Crown Molding
Window Replacement, Soldering Copper, Attic Ventilation

March 2003:

Cover Story: Linear French Drains
Difficult Garden Arbor, Water Heaters, Custom Trim

April 2003:

Cover Story: Cleaning and Sealing Decks the Right Way
Room Addition, Adding Electrical Circuits, Reroofing

May 2003:

Cover Story: Brick Patios
Computer Wiring — CAT 5, Toilet Install, Finishing Concrete

June 2003:

Cover Story: Screened Porch
Garage Storage Loft, Whole House Fans, Adding A Closet

July/August 2003:

Cover Story: Building Simple Stairs — NOT a Full Blown Interior Staircase.
PVC Drainage Piping, Hardwood Flooring, Hot Water Recirc. Loop

September 2003:

Cover Story: Basement Remodeling
Water Pressure Problems, Wainscoting, Mold Prevention

October 2003:

Cover Story: Faux Painting
Crawl Space Problems, Concrete Overlay, Slate Flooring

November 2003:

Cover Story: Waterproof Shower Floors
Deluxe Closet Cubbies, Septic Tanks, Fixing Wood Rot

Must-Have Tools For The New Homeowner

I remember the euphoria of buying my first home and the excitement I felt each time I successfully completed a home repair or home improvement project. Had it not been for a certain well-chosen set of tools, none of these projects could have been completed.

Smart, soon-to-be homeowners will begin their tool collection early, before the moving day. If you're like most people, you will need tools to do an assortment of projects within the first 24 hours of moving into your new home. My first piece of advice is to buy high quality tools. I have certain tools in my truck and basement that have served me well for nearly 25 years.

Must-Have Tools

Let's talk about the must-have tools first. I think every one should own a 16-ounce anti-vibration hammer. This type of hammer is designed to absorb shock that can cause arm fatigue and repetitive motion injuries. If you intend to hammer large nails, get a 20-ounce hammer. You will find that an aluminum framing square, retractable razor knife and a 30-foot tape measure with a 1-inch wide blade will come in very handy.

Next, you will need a 2-foot level. A wide pry bar that works like a traditional crow bar will come in handy for many jobs. A rubber sanding block, adjustable wrench, needle nose pliers and a combination wire cutter/wire

stripper will start to round out your hand tool collection.

Be sure to get an assortment of traditional screwdrivers that have both flat- and Phillips-head tips. A chalk line, professional caulk gun, hacksaw and several putty knives will be needed for many projects.



Cordless Power Tools

You absolutely need a power circular saw and a power drill. I have fallen in love with the cordless power tools and really think the 18-volt models have plenty of power and balance. Many manufacturers offer these two tools in a combination kit that includes a charger and two batteries. Many cordless saws have a 5.5-inch diameter blade that cuts through any 2x material. Many cordless drills have wonderful keyless chucks. You will find that you become very attached to these powerful cordless work-savers.

When you operate the power tools you will need protective eyeglasses and some foam rubber earplugs. Certain jobs will require you to get up in the air. A 6-foot tall stepladder will allow you to tackle many jobs. A tool apron, soft-sided tool storage bags, and even a plastic tool caddy on wheels will help you store your tools as you work and protect them when not in use.

Every Tool You Ever Wanted

If the tool fairy appeared before you and said that you could have every tool you could start to name in the next 60 seconds, here is where I would start (Take a deep breath!):

Power miter-box saw, impulse trim and framing nail gun or a pneumatic nail gun combo kit with hot dog air compressor, rotary hammer drill, wood rasp, cats paw nail puller, linesman's pliers, coping saw, masonry chisels, assorted squeeze clamps, propane or acetylene torch kit, copper tubing cutter, 14-inch pipe wrench, extension ladder, 4 sets of pipe scaffolding, socket set and ratchets, wet/dry vacuum, four foot level, stainless steel drywall knives and mud pan, pole sander, table saw, quick-release drill bit set, power reciprocating saw, electronic stud finder, pop rivet gun set, mason's trowel, magnesium concrete hand float, wheelbarrow, round point shovel, square point shovel, road broom, extension cords, belt sand...

Zzzzzzzzzt! Time's Up! 🏠

For more information, contact www.askthebuilder.com or contact Tim Carter at tim@askthebuilder.com.

Questions

Extreme Questions

We're building a concrete block house in central Florida and we're planning on a stucco finish. Do all of the problems associated with the synthetic stucco apply to block houses as well?



I am interested in building a deck at the rear of my house with a screened-in porch below. In trying to obtain a permit from the city, I am encountering problems with my ceiling height on the porch. In my home, I have 8-foot ceilings. In constructing the deck, the city requires me to use 9-inch boards for support (I live in Minnesota and they are concerned about snow on the roof.) With the decking and drainage, my proposed screened-in porch is left with a ceiling of only 6 feet, 8 inches. Any suggestions? Also, do you know of any how-to books on how to do this?

Due to a defect in the ceiling adjacent to a stone fireplace, a 45 degree inside corner and a 45 degree outside corner requiring a 5-inch connecting piece is complicated by the two main pieces of molding being connected are offset by $\frac{3}{4}$ inch. (One of the two horizontal main pieces has to be $\frac{3}{4}$ inch lower than the other.) Is there a way to compute the required angles? Cutting the short connecting piece by trial and error is difficult for this novice even with my Dewalt DW705 compound mitre saw.

I have read your information regarding outside paints. We live on the northwest side of a quite large lake. Our house exterior is wood and I need to know, what would be the most long lasting paint. As you know when living near a lake, the evenings and nights can be quite damp. I also would like to know what the difference is between acrylic and latex paint. We intend to paint about the same color as is on the house and yes, we will soap and wash the exterior before priming and painting.



We're building a concrete block house in central Florida and we're planning on a stucco finish. Do all of the problems associated with the synthetic stucco apply to block houses as well? There is some framing (PT) around the windows but not a whole lot. Based on what we had read from your columns about the synthetic stucco we had decided that we would go with the concrete stucco. However, our contractor has been extolling the virtues of the synthetic, and now we're questioning our original decision. What would you recommend? If we remain with our decision to go with the concrete stucco, any recommendations?



I have a back yard that is a mess. It slopes down the yard to the back of the house. About 10 feet out from the house the soil is soaked and also there is a spring that flows out from the wooded lot on the top of the hill just behind my yard. I need to know what type of contractor would specialize in this type of work. I know it will not be cheap but I want it done once and to forget it. I have had my house lifted three times in the last 10 years and now with the water problem getting worse than ever, I'm afraid it might happen again. I am in Louisville, Kentucky, and would like to know if there is a particular trade organization that I should contact to find a highly knowledgeable and capable contractor. Any info you can provide would be greatly appreciated.



Our newly laid brick in sand patio is too dark. Do you know any way that it might be lightened? The brick is rather smooth and a brick-red color. We would be most grateful for your help.



I am thinking of building a tiled steam shower and was curious how a person would go about building the floor of the shower. Can you point me in the right direction?

The mortar between my brick needs to be repaired. I want the patchwork to blend as closely as possible with the existing mortar. Should I use regular pre-mixed mortars that I see on construction sites? What is the best way to ensure a color match?

I'm thinking of adding a skylight to my kitchen area. I would really like to tackle the project myself even though my skills are limited. Many skylight manufacturers talk about flaring the shaft so that more light gets into the room. I only have three days to complete the project. My wife has started a neighborhood betting pool. The smart money says I can't finish the job in time. Can you share any tips or suggest an alternative method to get sunlight into my kitchen?

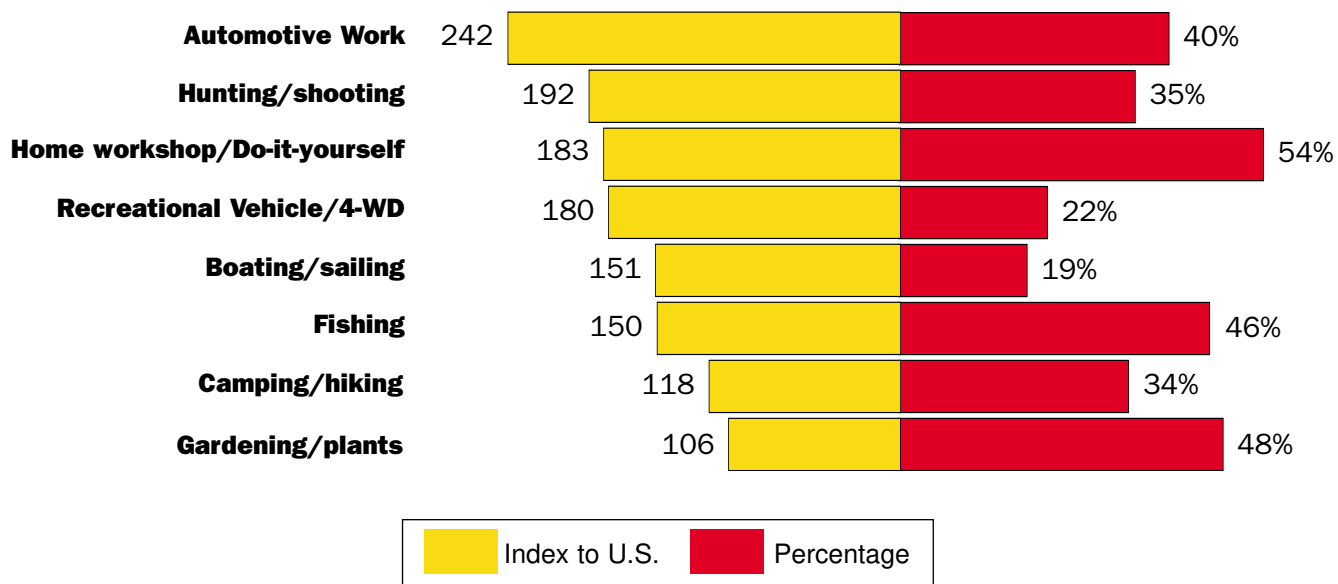
I am interested in adding a hand rail to the three concrete steps leading up to my front door. Could you suggest some easy methods to do so? Or suggest a Web site or book that would be helpful?

I am thinking of building a tiled steam shower and was curious how a person would go about building the floor of the shower. Can you point me in the right direction?

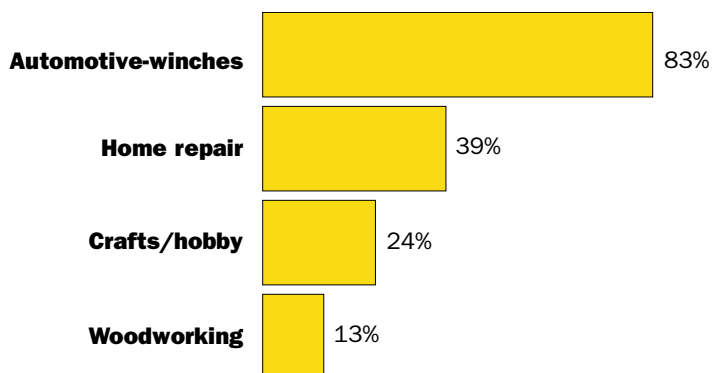
Profile

Demographic Profile

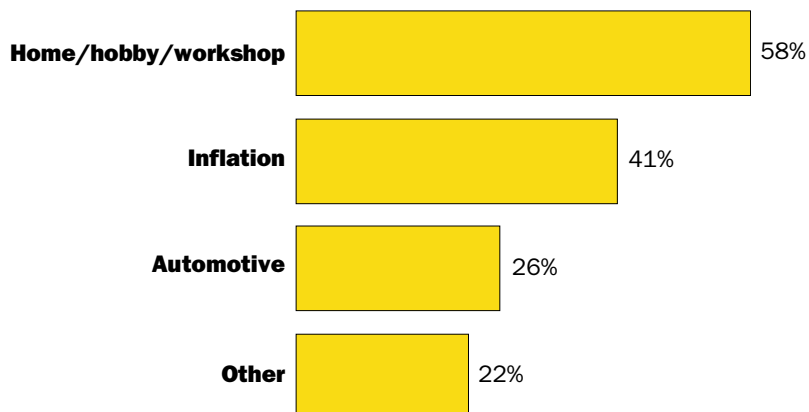
Top Interests and Activities of *Extreme How-To* Subscribers



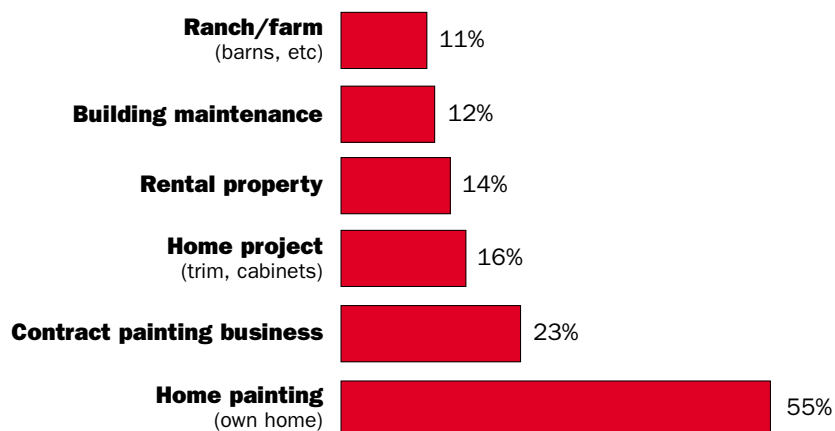
Primary Use of Air Tools



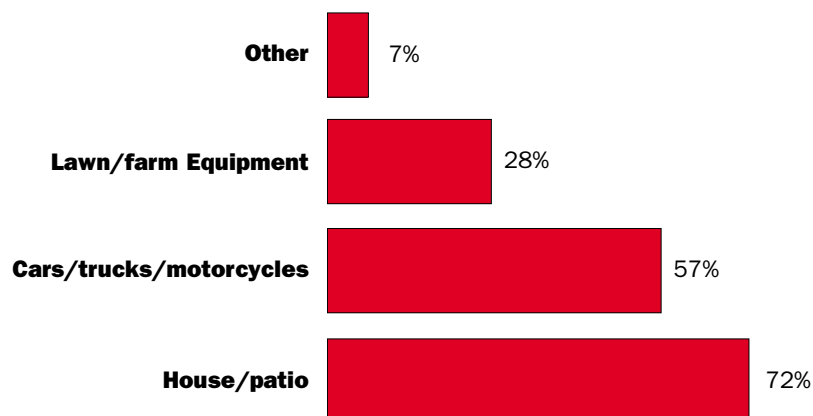
Primary Use of Compressors



Primary Use of Paint Sprayers



Primary Use of Pressure Washers



Other Demographic Information:

Marital Status	83% married
Home Ownership	92%
Median Household Income	over \$50,000
At Least One Child in Household	27%
Married With Two Incomes	48%
Median Age of Respondent	55
Online Information Requests	58% male / 42% female

Distribution

This is easily the most exciting aspect of the launch of *Extreme How-To*. Simply put, we have access to more than 1,000,000 proven, extreme-duty equipment purchasers, and thousands of visitors that frequently log on to the askthebuilder.com Web site. In addition, through relationships with key manufacturers we expect to have *Extreme How-To* subscription buttons on the home page of many popular Web sites. Our Editor-At-Large, Tim Carter, will be instrumental in promoting this title through his expertise as a contractor and his popularity as a leading voice in the industry.

We have been publishing newsstand titles for more than seven years and Curtis Circulation Company in Hackensack, New Jersey, is our magazine distributor. John Willett, our newsstand consultant, has more than 30 years experience, and he will focus his efforts on the top bookstores, grocery stores, variety stores and newsstands where all competing titles are selling. Through a combination of paid subscribers and retail distribution our goal for *Extreme How-To* is to be the fastest-growing title in the handyman/DIY and contractor markets. Today we are receiving more than 6,000 subscription requests each month, and our premier issue is due to roll off the presses in fall 2002.

Our \$4.99 cover price is attractive to retailers, who have received the title very well. The content of the magazine, with its many practical tips and product reviews, will prove to be a good value to consumers. Because we will assist handymen and professionals alike in gaining the knowledge to get projects done right, we have carved a niche that appeals to millions of people.



DIY Room Addition in 7+ Weeks? — Get Serious!



So you want to build a modest 25 x 20-foot single-story room addition — a new family room with a half bath? You've accumulated seven weeks of vacation time, and after watching countless home improvement TV shows and reading many books, you're convinced that you can tackle this project.

If you aren't already insane, you very likely will be at the end of your seven-week vacation period. Based on the TV home improvement shows I've watched, I think that many of the problems, difficulties, nightmares and hard work end up on the floor in the editing room. Books can also be deceiving. Just because you read the best medical textbooks doesn't mean you can operate successfully on yourself.

The average room addition project can be broken down to about 40 major tasks, beginning with the initial foundation stakeout and ending with lawn restoration and landscaping. Some of these tasks can be completed in a day or two, while others can last for several days or a week.

Distinct Advantages

Residential contractors and sub contractors have a distinct advantage over do-it-yourselfers. On any given day, my truck is stocked with nearly \$15,000 worth of transits, levels, saws, masonry tools, drills, ladders, scaffolding, etc. Many of these tools — such as my pneumatic nail guns and the compressor that powers them — are huge labor saving devices. Renting tools like this can be expensive.

Extra helpers and laborers are a must. Who will help you hold the addition walls plumb while you brace them? Setting roof trusses can be done by one person, but three people make the job go five times faster.

Extra Help is a Must

I used to tackle projects like yours with two experienced laborers. At the conclusion of the first week, we would be right on schedule if the foundation was complete and backfilled. Weather conditions must be perfect, concrete trucks and building inspectors must show up on time, and productivity must be high to achieve this goal. Depending on the degree of difficulty in connecting the roof of the addition to the roof of the house, the three of us would complete the rough framing and roofing by the end of week two.

Weeks three and four find multiple contractors and inspectors on-site. Plumbers, HVAC mechanics, electricians and insulators are all working like well oiled machines if the scheduling is perfect. If you do this work yourself and fail your inspections, you will spend extra time and money redoing work already in place.

Rookie Friendly?

Week five is generally reserved for the drywall contractor. Even a job this small will consume five days to hang, tape, finish and sand the drywall. You can possibly shave two days off this time if you use rapid-setting type joint compounds. Beware though, setting-type joint compounds are not rookie friendly.

Weeks six and seven on the job would find me, my crew, the tile setter, flooring people and the painter, all trying to work in unison to bring the job to a close. Invariably work would stretch into the eighth week.

Do the math. You will quickly see that a typical room addition project can consume more than 1,000 hours of work, when you add up all the workers' time cards. Even if you work at peak productivity for 60 hours a week, you will fall short by nearly 800 hours!

Okay, okay I know some of you still want to try to do the room addition yourself. "Working Alone" is a great book, offering more than 50 innovative tips. This book will tell you how to handle nearly every aspect of home construction alone, from foundation layout, to raising walls, to building decks. 🏠

For more information, visit www.askthebuilder.com. or contact Tim Carter at tim@askthebuilder.com.

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Trim Size:
8 $\frac{3}{16}$ " x 10 $\frac{3}{16}$ "

Safety: Allow $\frac{1}{4}$ " from trim on all sides

*For all full page and spread ads please note 1" gutter allowance for perfect bound book.

Note: Pull back $\frac{1}{4}$ " on both left and right sides from center mark. This will become your gutter safety.

Full Page

Live Area: 7 $\frac{11}{16}$ x 10 $\frac{3}{16}$
Non-Bleed: 7 $\frac{11}{16}$ x 10 $\frac{3}{16}$
Bleed: 8 $\frac{7}{16}$ x 11 $\frac{1}{16}$

$\frac{2}{3}$ Vertical

4 $\frac{3}{4}$ x 9 $\frac{7}{16}$

2 Page Spread:

Non-Bleed: 15 $\frac{3}{8}$ x 10 $\frac{3}{16}$
Bleed: 16 $\frac{7}{16}$ x 11 $\frac{1}{16}$

$\frac{1}{2}$ Page Horizontal Spread:

Non-Bleed: 15 $\frac{3}{8}$ x 4 $\frac{3}{4}$
Bleed: 16 $\frac{7}{16}$ x 5 $\frac{1}{4}$

$\frac{1}{2}$ Island

4 $\frac{3}{4}$ x 7 $\frac{3}{4}$

$\frac{1}{2}$ Vertical

3 $\frac{1}{2}$ x 9 $\frac{7}{16}$

$\frac{1}{2}$ Horizontal

7 $\frac{1}{4}$ x 4 $\frac{3}{4}$

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Square
2 $\frac{1}{4}$ x 2 $\frac{1}{4}$

$\frac{1}{6}$ Horizontal
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Vertical
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$\frac{1}{6}$ Horizontal
3 $\frac{1}{2}$ x 2 $\frac{1}{8}$

$\frac{1}{6}$ Island

4 $\frac{3}{4}$ x 4 $\frac{3}{4}$

$\frac{1}{3}$
Vertical

2 $\frac{1}{4}$ x 9 $\frac{7}{16}$

$\frac{1}{4}$ Vertical

3 $\frac{3}{8}$ x 4 $\frac{3}{4}$

ELECTRONIC MEDIA REQUIREMENTS

Extreme How-To accepts Zip or CD. Only Macintosh format will be accepted using one or more of the following applications: QuarkXpress 4.0, Photoshop 5.0, and Illustrator 8.0. All screen fonts and printer-font extensions that are used must be included or substitutions may have to be made. All photos must be saved at 266 dpi. All graphics, photos and colors must be saved as grayscale or as a CMYK process color. All graphics and photos must be placed at 100%. All Illustrator documents must be submitted in two forms, one of which is converted to outlines and the other in its native form. We will not guarantee exact register on reverse type. Thin lines, fine serifs and small lettering should be limited to one color. The publisher and printer will not be responsible for matching color when a color correct SWOP certified proof is not submitted. A hard copy of all electronic files is required.

CAMERA-READY ARTWORK

Extreme How-To is a computer-to-plate publication — electronic media is preferred. Any mechanical film will be copy-dot scanned to ensure quality. Negatives are required when submitting Camera-Ready Artwork. All negatives must be right reading, emulsion side down. 133-line screens are required for best reproduction. Screen tints must be a minimum of 5% and a maximum of 80%. Spot colors must be provided in CMYK screens. Maximum dot density is 280%. 133-line screens are required for best reproduction. Supply color-corrected screen film negatives to size. Film is to be supplied in one piece per color, each identified by color (Cyan, Magenta, Yellow and Black only). Film must contain four center line register marks located $\frac{1}{2}$ " outside the trim area. For the best color match, final furnished dot size should be 5% sharper than the dot size on the furnished proof. We will not guarantee exact register on reverse type. Thin lines, fine serifs and small lettering should be limited to one color. The publisher and printer will not accept responsibility for quality when color-correct SWOP certified proofs are not submitted. All mechanical film will be kept on file for six months, after which time it will be destroyed unless otherwise requested in writing.

FONTS

Fonts are available in many different formats. We will only use Adobe Font Folio, which contains the entire Adobe font library of TypeOne fonts. If your ad does not use Adobe TypeOne fonts, we will replace your fonts with a comparable TypeOne font. This is to ensure that our files meet the font requirements for proper printing.

KEY CHANGES

Extreme How-To will not be responsible for errors in keying. Proof of key changes will not be shown.

MEDIA LABELING REQUIREMENTS

Publication name, issue, date, agency name, phone number, list of contents, advertiser name, contact person (name and phone number), supplier name, file name/number and a printout of the directories on the disc must be included.



Personnel

Key Personnel



Tim Carter, Editor-at-Large

Tim Carter has more than 20 years of actual hands-on residential construction experience. After graduating from the University of Cincinnati in 1974 with a degree in Geology, he decided to go into the remodeling and custom-home building business. Because of his interest in the building profession, he taught himself a number of crafts becoming a master carpenter, a master roof cutter and a licensed plumber.

In May 1993, Carter was honored as one of the Top 50 Remodeling contractors in the United States. Using this award, he launched a syndicated newspaper column called *Ask the Builder*. The column appears in many major newspapers including, but not limited to, *The Chicago Tribune*, *The Arizona Republic*, *The St. Petersburg Times* and *The Detroit News*.

In March of 1994 Carter started his own two-hour talk radio show on 1450 WMOH in Cincinnati. Today, he still broadcasts the show, and segments of it can be heard on his award-winning Web site, AsktheBuilder.com.

Carter self-syndicated the column into 50 markets, but in the summer of 1999 decided to join forces with Tribune Media Services (TMS). Chicago-based TMS is the largest syndicator of content in the United States. This arrangement allowed Carter to devote more time to live television appearances on the local FOX affiliate's morning news show in Cincinnati. Within a year he jumped to WCPO-TV, the ABC affiliate, appearing each week in the 5:30 p.m. news segment with informative, 90-second, home improvement vignettes. Carter now does the same thing on the local NBC affiliate, WLWT-TV in Cincinnati.

Carter launched AsktheBuilder.com Web site in 1995. In December, 2001 Greg Wiegand, an associate publisher at Que Publishing had this to say about AsktheBuilder.com, "New to our 2002 Edition of Que's Official Internet Yellow Pages is our Best of Category designation, where our author's determined which of the listed Web sites in a category delivered the best overall user experience. AsktheBuilder.com was this year's clear winner in the Home category." Prior to this distinction, AsktheBuilder.com had won the Construction Writers Association Web Site's First Place award in 1999, 2000 and 2001.

Do-It-Yourselfers and consumers who want to hire professionals will be able to watch "*Ask the Builder*" when it premieres on PBS in 2003.

Leon A. Frechette, Contributing Writer

Leon A. Frechette has 20 years experience in construction and home remodeling. He has been involved in tool development and product evaluation, and has authored feature articles in numerous trade magazines on a variety of home repair/remodeling topics.

Frechette has written several books, and his latest, published by Craftsman Book Company, "*Build Smarter with Alternative Materials*" (1999), deals with alternative materials that can be used to build a home from the ground up. Published by McGraw-Hill, "*Accessible Housing*" (1996) addresses the barrier-free market, "*Builder's Guide to Decks*" (1995) offers straight talk for contractors concentrating on the deck market, and "*Bathroom Remodeling*" (1994) is a no-nonsense, illustrative, how-to book for novice contractors and do-it-yourselfers. He also authored "*The Helping Hands Guide to Hiring a Remodeling Contractor*," the first publication ever to address consumer concerns in hiring and working with remodeling contractors.

One of Frechette's ongoing projects is his Web site, www.asktooltalk.com, where individuals can find articles on home improvement, products, tools and locate manufacturers or shop at the General Store. His ongoing adventure is "*ToolTALK*" and "*ToolTIPS for Women*," a live, high-energy, tool and product demonstration show featured on the Home & Garden circuit throughout the United States and Canada.



John Willett, Newsstand Consultant

John Willett has been involved in newsstand circulation for nearly 30 years. He spent two years in bookstore retailing, followed by 15 years at the wholesale distributor side of publishing. Then, Willett spent nearly two years as the division manager at Curtis Circulation Co., the largest distributor of published newsstand products. Eleven years ago, Willett became circulation director for Vulcan Publications, Inc. where he retained this position until 1996, when he established his own publishing consulting firm, representing 15 publishers and nearly 80 newsstand publications. Willett's knowledge of all four sides of publishing and distribution enables him to be a true expert and a valued member of any publishing team.



Monte Burch, Contributing Writer

Monte Burch is one of the nation's leading writers. He works in many different genres and is both, a book publisher as well as a magazine writer. He has been writing for 40 years, and has been a full-time freelancer for 27 years.

Burch got his start as a writer by selling articles he had written to magazines when he was in high school and college. He worked for a newspaper as a reporter/photographer and practiced wedding and studio photography while writing. Burch then edited, for seven years, for a woodworking magazine headquartered in Kansas City, Kansas, called *Workbench*. At the same time, he created a syndicated comic strip, the "Good Earth Almanac," which was carried by all the major papers across the country with a circulation of about 3.5 million.

Burch also wrote a book, "*The Outdoorsman's Fix-it Guide*," a best seller with the Outdoor Life/Popular Science Book Club. After Burch's efforts with *Workbench*, he and his wife moved out to the country, and both decided to become freelance writers.



Walter Riley, Circulation

Walter J. Riley's career in publishing spans more than 40 years and encompasses virtually all phases of circulation management, marketing and fulfillment. After serving four years in the United States Air Force, he graduated from Fairleigh Dickinson University with a B.S. in Business Administration. He accepted his first position with a technical publishing firm in New York, New York, and continued his studies towards a Masters degree at City University of New York. During the ensuing years, he worked with several trade magazine publishers, rising from the position of Assistant Circulation Manager to Vice President/Director of Circulation/Marketing at W.R.C. Publishing Company (now a part of AOL/Time Warner). It is during this time that *Southern Accents* magazine was conceived, and Riley developed the marketing circulation strategy for the highly successful launch from both, the subscription and newsstand distribution perspectives.

After several years with *Golf World* magazine, where he increased the paid circulation by 17 percent over a 12-month period, Riley took a fledgling circulation fulfillment service bureau and built it into a state-of-the art, respected organization catering to the unique requirements of regional and specialized magazines. During this same time, he planned the launch and circulation marketing strategy of *Veranda* magazine, which is now considered to have a subscriber base with the highest demographics of any similar magazine.

Presently, Riley is president and CEO of Walter J. Riley & Associates, a publishing consulting firm that specializes in magazine start-ups, promotion, fulfillment and related areas in the field. Current and former clients include *Veranda* magazine, Vulcan Publications, Inc., *Chicago Home & Garden* magazine, *Upscale* and other consumer and trade magazine clients.

John Brown, Advisory Board

John Brown has been the director of marketing for Campbell Hausfeld since 1997. He joined Campbell Hausfeld in 1984 as a District Sales Manager. In his prior role as Director of Marketing Communications, he led the Blue Revolution, a strategic marketing program that successfully increased Campbell Hausfeld brand awareness by 60 percent. As director, he managed all corporate advertising, PR, motor sports sponsorships, technical writing, and merchandising requirements.

Brown now manages the End User Business Group, which consists of all Web site & Internet related activities, direct marketing programs, call center services and strategic sales efforts.



Mike Halloran, Advisory Board

Mike Halloran is group president of Cincinnati-based CoActive Marketing Group, a \$55 million marketing services company serving many top clients in the DIY and automotive industries. He leads efforts in the areas of marketing strategy, interactive marketing, product promotions and creative design. Halloran served as CoActive's vice president of Marketing Strategy from 1994 to 1998, when he was promoted to his present position. CoActive's clients include: Scotts Lawn Care; Valvoline; Campbell Hausfeld; Goodyear Tire; Senco and General Motors, just to name a few.

Extreme How-To

For Contractors, Handymen, Home & Auto



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RESOURCE GUIDE
Fall 2002

Mission

Resource Guide Mission Statement

The *Extreme How-To Resource Guide* is a quarterly reference publication with comprehensive lists of tool manufacturers, fixtures, materials and other related equipment. Distributed to *Extreme How-To* subscribers and available on newsstands, the Resource Guide reaches extreme do-it-yourselfers, contractors, mechanics and landscape professionals. Each issue is dedicated to specific market segments and is designed for an extended shelf life.

Through extensive research we are able to target three market segments - home improvement, landscape and automotive jobs. Editor-at-Large, Tim Carter, fields approximately 4,000 challenging questions per month through his Web site, www.askthebuilder.com. We will use this information to determine the editorial coverage for each issue. The premier edition, expected to hit newsstands this fall, will cover all three market segments. It will give enthusiasts, professionals and other consumers a glimpse at the value of the Guide. Each subsequent issue will be devoted to either, landscaping, home improvement and remodeling or automotive work.

At *Extreme How-To* we believe the true value of any resource guide is determined by its comprehensive list of manufacturers, products and services. When you include practical information and professional tips, the result is a valuable reference guide that helps improvement and repair enthusiasts get the job done right.

Our readers will find the *Extreme How-To Resource Guide* to be instrumental in tackling their next project successfully. Make sure your company's products and services are included in each "must-read" edition.





Comprehensive listings of tools, fixtures and equipment manufacturers broken down by product category.

High profile ad space available for top manufacturers.

PRODUCTS

Windows • Aluminum • Custom

Aluminum Benjamin Glotzke 800-345-7805 Hy-Lite Block Windows 800-827-3881 Miguel Windows 800-681-5480 Jackson Wood Windows & Door Assn. 800-223-2301 TRACO 800-837-7003 Aluminum Clad Eagle Window & Door 800-433-3633 Hurd Milwork 800-433-4873 Hy-Lite Block Windows 800-827-3881 Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128	Peachtree Doors & Windows 800-PEACHDOO Pella Corporation 800-54-PELLA TRACO 800-837-7003 Venter 800-827-3881 Window Windows & Door Co. 800-881-8111 Bay/Bow Anova Windows & Doors 800-639-6984 Black Vinyl Windows 800-238-1888 Anderson Windows 800-426-4261 Cedar Windows and Doors by Bergeson 800-881-3534 Caspina 800-552-4111 Eagle Window & Door 800-433-3633 Jackson Wood Windows & Door Assn. 800-223-2301 Hurd Milwork 800-433-4873 Hy-Lite Block Windows 800-827-3881 Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128	Gilly Windows Company 800-876-7771 Grant Windows and Doors 724-465-5880 Ideal Lakes Window Company 800-688-0200 Hurd Milwork 800-433-4873 Huron Window Corp. 800-565-3481 Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128 Miguel Windows 800-681-5480 Owens Corning 800-674-9968 Peachtree Doors & Windows 800-PEACHDOO Pella Corporation 800-54-PELLA TRACO 800-837-7003 Venter 800-827-3881 Window Windows & Door Co. 800-881-8111 Casement Anova Vinyl Windows 800-238-1888 Anderson Windows 800-426-4261 Cedar Windows and Doors by Bergeson 800-881-3534 Caspina 800-552-4111 Eagle Window & Door 800-433-3633 Grant Windows and Doors 724-465-5880 Gilly Windows Company 800-876-7771 Ideal Lakes Window Company 800-688-0200 Hurd Milwork 800-433-4873 Huron Window Corp. 800-565-3481 Hy-Lite Block Windows 800-827-3881 Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128 Miguel Windows 800-681-5480 Peachtree Doors & Windows 800-PEACHDOO Pella Corporation 800-54-PELLA TRACO 800-837-7003 Venter 800-827-3881	Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128 Miguel Windows 800-681-5480 Peachtree Doors & Windows 800-PEACHDOO Pella Corporation 800-54-PELLA TRACO 800-837-7003 Venter 800-827-3881 Window Windows & Door Co. 800-881-8111 Custom Anova Vinyl Windows 800-238-1888 Anderson Windows 800-426-4261 Cedar Windows and Doors by Bergeson 800-881-3534 Caspina 800-552-4111 Eagle Window & Door 800-433-3633 Grant Windows and Doors 724-465-5880 Gilly Windows Company 800-876-7771 Ideal Lakes Window Company 800-688-0200 Hurd Milwork 800-433-4873 Huron Window Corp. 800-565-3481 Hy-Lite Block Windows 800-827-3881 Keller & Keller Windows Company 800-955-8177 Marvin Windows & Doors 800-248-5128 Miguel Windows 800-681-5480 Peachtree Doors & Windows 800-PEACHDOO Pella Corporation 800-54-PELLA TRACO 800-837-7003 Venter 800-827-3881
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High visibility logo buttons for links to Web sites. Featured store front company profiles and directory listings.

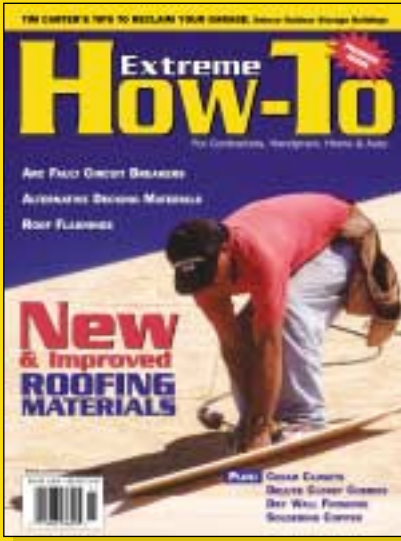
Enhanced logo and information Website links.



Rates

Ad Rates

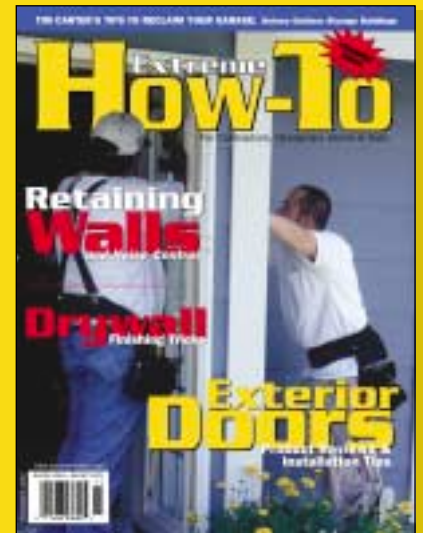
Fall 2002 *Extreme How-To* Black & White Pricing:



Ad Size	1x	3x	6x	12x
Full Page	\$6,250	\$5,938	\$5,225	\$4,965
2 Page Spread	11,875	11,280	10,150	9,645
½ Page	4,750	4,512	3,970	3,772
¼ Page	3,688	3,505	3,085	2,930
⅓ Page	2,812	2,670	2,350	2,235
⅔ Page	2,065	1,962	1,725	1,640
¾ Page	1,560	1,482	1,305	1,240
¾ Page	1,190	1,130	995	945
Back of Cover	7,800	7,410	7,260	
Inside Front	7,200	6,840	6,700	
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½ Page	5,462	5,190	4,565	4,340
¼ Page	4,240	4,030	3,550	3,370
⅓ Page	3,234	3,070	2,700	2,570
⅔ Page	2,375	2,255	1,985	1,885
¾ Page	1,795	1,705	1,500	1,425
¾ Page	1,370	1,300	1,145	1,090
Back of Cover	8,985	8,535	8,365	
Inside Front	8,260	7,850	7,690	
Inside Back	8,260	7,850	7,690	



Fall 2002 *Extreme How-To* Resource Guide Pricing:



Ad Size	1x	2x	3x
Full Page	\$5,040	\$4,840	\$4,645
2 Page Spread	9,600	9,215	8,845
1 ½ Page	3,360	3,225	3,100
1 ⅓ Square	1,960	1,750	1,680
1 ¼ Page	1,470	1,330	1,260
Back of Cover	6,300	5,985	5,865
Inside Front	5,800	5,510	5,400
Inside Back	5,800	5,510	5,400
Listing	450	425	400



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