

# Extreme How-To®

The Enthusiast's Guide to Home Improvement



2010 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, siding repair, 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.

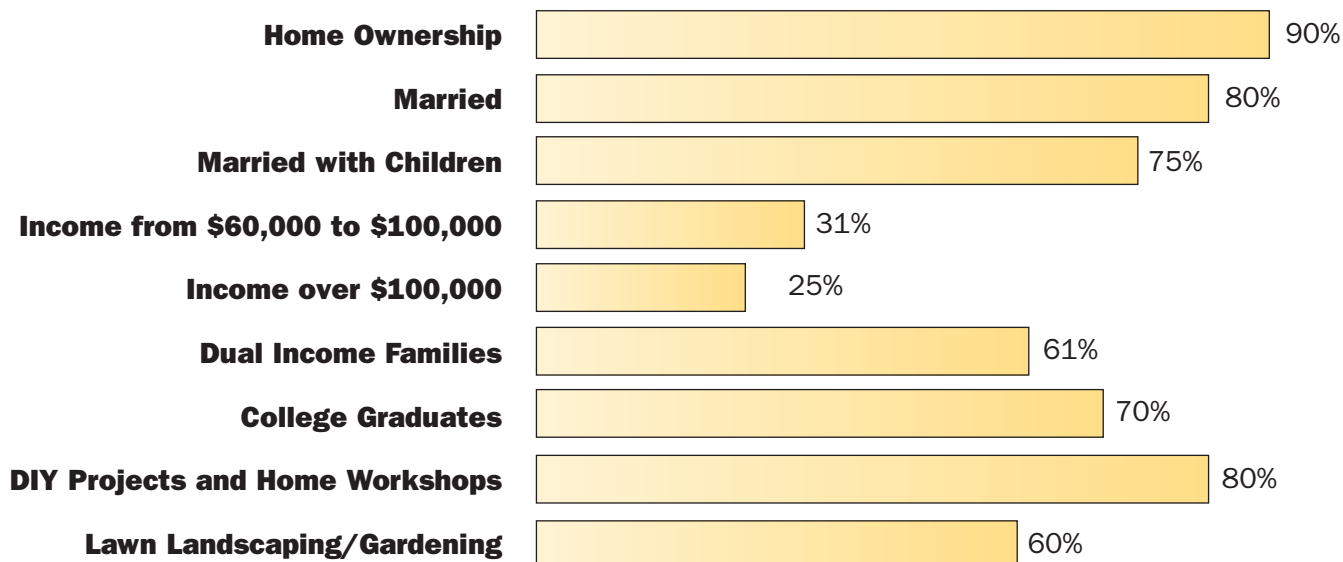
**EXTREME HOW-TO PROVIDES THE LATEST INFORMATION ON TOOLS, TECHNIQUES AND HOME-IMPROVEMENT TECHNOLOGY FOR THE EXTREME HANDYMAN.**

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](http://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

Concrete Sidewalk  
Radiant Floor Heat  
Crown Molding  
Metal Cutting Tools

## MARCH

House Painting  
Build an Octagonal Sitting Deck  
Installing Engineered  
Hardwood Floors  
Sanding Tools and Techniques

## APRIL

Decorative Concrete  
Interior Trim Tips  
Constructing Storage Cabinets  
Builder's Show Review

## MAY

Fence Building  
Install a Laminate Countertop  
Tile Tips from the Pros  
Lawn and Landscape Tools

## JUNE

Build a Beadboard  
Bookcase and Hutch  
How to Cut a Door for Clearance  
DIY Decking  
Power Tool Accessories

## JULY/AUGUST

Build a Bedroom Loft with  
Ladder & Railing  
Carpet Installation  
Energy Efficiency in the Home  
Vinyl Siding

## SEPTEMBER

Saving Money with  
Reclaimed Wood  
Garage & Shop Supplies  
Roofing in Review  
Cordless Tool Update

## OCTOBER

Basement Waterproofing  
Installing a New Door  
Outdoor Living  
Drill Bit Update

## NOVEMBER/DECEMBER

Winterizing Your Car  
Winterizing Your Home  
Wood Finish Options  
Wrenches in Review

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## SPECIAL DIGITAL-ONLY EDITIONS

**Decks & Patios** – Summer

**Garages & Workshops** – Fall

**Holiday Issue** – Winter

# PRODUCTION SCHEDULE

ISSUE	SALES CLOSE/ARTWORK DUE	ON SALE
JAN/FEB	10/16/09	12/16/09
MARCH	12/18/09	02/16/10
APRIL	01/22/10	03/16/10
MAY	02/19/10	04/13/10
JUNE	03/26/10	05/18/10
JULY/AUGUST	05/07/10	06/29/10
SEPTEMBER	06/25/10	08/17/10
OCTOBER	07/23/10	09/14/10
NOV/DEC	08/27/10	10/19/10

# ADVERTISING RATES

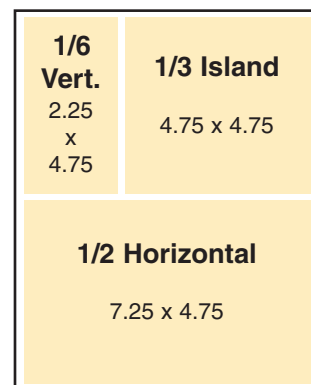
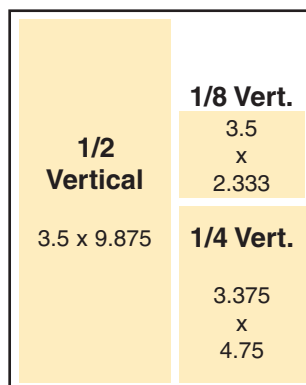
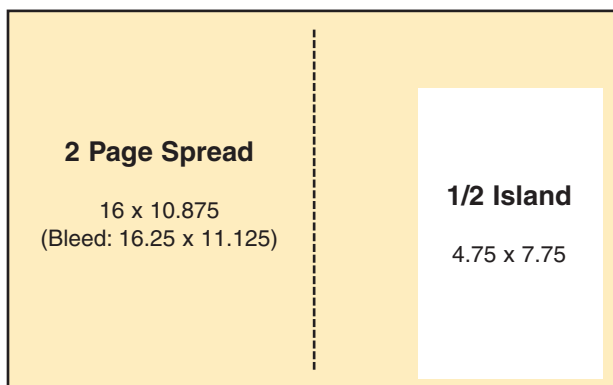
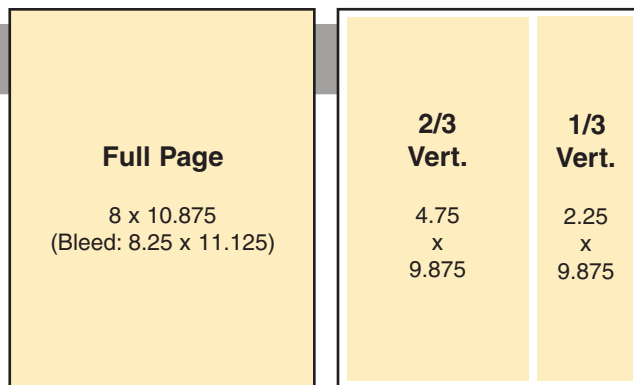
Ad Size	1x	3x	6x	12x
<b>2 Page Spread</b>	\$13,655	\$12,970	\$11,670	\$11,090
<b>Full Page</b>	\$7,900	\$7,515	\$6,600	\$6,280
<b>2/3 Page</b>	\$6,115	\$5,700	\$5,025	\$4,775
<b>1/2 Page</b>	\$4,750	\$4,515	\$3,975	\$3,775
<b>1/3 Page</b>	\$3,625	\$3,440	\$3,025	\$2,875
<b>1/4 Page</b>	\$2,660	\$2,525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



# 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** — Vectors 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: [emedia@latitude3.com](mailto:emedia@latitude3.com)

# **Extreme How-To**

1111 Edenton Street  
Birmingham, AL 35242

**Toll Free: 866.222.3722**

**205.949.1600**

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