



## Discussions that dig deep into building

The Fine Homebuilding Podcast dives into topics from the front lines every week with informal, but rigorous conversation around home building best practices, construction tips, and advice.



*Hosted by Fine Homebuilding staff  
with guest experts*



### Overview

- Hosted by veteran *Fine Homebuilding* staff with guest experts
- Engaging, audience-submitted topics covered over 45-60 min.
- Entertaining discussions on techniques, principles, and challenges
- Reach an estimated 10,000+ professional builders and deeply knowledgeable enthusiasts each month



### Program Benefits

- Exclusive sponsorship with in-content, live-read audio ad unit
- Companion ads on podcast pages: 300x250 and 728x90
- Promoted through Fine Homebuilding digital channels:
  - FineHomebuilding.com
  - Social Media
  - Fine Homebuilding Weekly eLetter
- Sponsor product giveaway during podcast (optional for sponsor)
- Co-branded online and eletter promotion of podcast (225,000 impressions per week)



### Premium Opportunities

- Live interview with sponsor brand representative
- Podcast on-site at sponsor event
- Promotion of exclusive offers for podcast listeners