The most trusted name in home improvement.

40+ Years of Tried, True, Trustworthy Home Advice
Our Mission

For 40+ years, Bob Vila has been introducing audiences to a conscientious way of living, teaching America to build, fix, clean, chisel and paint its way to dream spaces. Across thousands of easy-to-understand guides, how-to’s, and videos, on topics ranging from lawn care to home maintenance, an iconic legacy of education and empowerment continues on BobVila.com.

Whether searching for inspiration, advice, or nitty-gritty know-how, homeowners depend on our marketplace of tried-and-true expertise, delivered always in the approachable manner that earned Bob Vila the appellation of

“The Most Trusted Name in Home Improvement.”
Reaching Homeowners at Scale

- **17.5M** PAGE VIEWS PER MONTH
- **10M** MONTHLY UNIQUES
- **5:33** AVERAGE TIME SPENT
- **1.8M** SOCIAL FOLLOWERS
- **130K** EMAIL SUBSCRIBERS

**Source:** Quantcast, 2023

Organic search traffic brings in highly qualified audiences with demonstrated intent

- **48% MALE**
- **52% FEMALE**

**48%**

- **HHI $100-$150K+**
- **First-Time Homeowners**
- **Passionate DIYers**
- **Gardening Enthusiasts**
- **Renovators**

**52%**

**AGE 35–54**
Bob Vila users have a strong affinity for home improvement, garden and DIY content.

Source: Quantcast, 2023
What Readers **SAY**

92% of internal survey respondents say BobVila.com is an *objective, trustworthy, credible* source for home advice

76% credit the brand as being their *go-to source* when in need of home improvement and repair advice

90% say, “BobVila.com helps me learn about *new products and services* that I am unfamiliar with.”

What Readers **DO**

53% of internal survey respondents visited the *website* of a company mentioned in an article or advertisement

25% went to a *store/dealer* mentioned in an article or advertisement

26% bought a *product or service* recommended by BobVila.com

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**Brand expertise.**

**Audience trust.**

**User engagement.**

**Campaign results.**
Bobvila.com is best-in-class when it comes to organic search authority.
Top Content Categories

Volume of overall Bob Vila traffic by content category
Content Pillars

Bob and his team offer expert and approachable coverage of topics:

**Advice & How To**
BobVila.com educates and empowers readers throughout the entire journey of home-ownership, from buying and selling to remodeling and repair.

**Ideas & Inspiration**
Discover practical and beautiful new possibilities for your home and outdoor space, no matter your project budget, personal style, or DIY skill level.

**Home Essentials**
Rigorously researched product and service reviews empower Bob Vila readers to make confident, well-informed purchasing decisions for their homes.

**History & Innovation**
Follow the latest trends in sustainable building and smart home technology, while indulging your passion for historic homes and fine craftsmanship.
# 2023 Editorial Calendar

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<th>Month</th>
<th>Section</th>
<th>Description</th>
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<td>January</td>
<td>NEW YEAR, NEW SKILLS</td>
<td>Resolutions and fresh starts in January offer the perfect backdrop for teaching new skills like woodturning, flower arranging, welding and home tech.</td>
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<td>February</td>
<td>FOR THE LOVE OF TOOLS</td>
<td>An ode to the tools that help us create. This month packs a lot for beginning DIYers: advice on how to select, use, maintain the most popular power tools. We'll also speak to intermediate users and pros with tips and projects to maximize the usefulness of their tool collections and workshops.</td>
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<td>March</td>
<td>GARDEN CENTRAL</td>
<td>Last frost dates can sneak up quickly, and by then you need an action plan for your yard and garden. Bob Vila will shine a light on which new crops to try this year. We'll guide on easy and environmentally friendly landscaping changes and help with choosing, growing, and caring for plants.</td>
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<td>April</td>
<td>SMART MOVES</td>
<td>Real estate trends, news, and evergreen advice will be at the heart of the coverage, but we'll also spend time exploring rentals, for both renters and landlords. Related articles will discuss smart home improvements to boost future resale value.</td>
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DIY season begins! To save readers from feeling too overwhelmed by the possibilities of what can be done around the home, we’re putting the focus on achievable projects big and small—a buffet of options you can do this month or line up for later this season.

For National Home Safety Awareness month, June’s calendar will set out to establish peace of mind for homeowners and renters. Find everything you need to know about home security action plans, dealing with power outages, and turning your house into a smart home.

Move more of your daily activities outside onto a welcoming deck, patio, or lawn this summer! Our outdoor living room ideas are at home on properties of any size, always blending good looks with truly functional design.

As temperatures rise and energy bills spike, we’ll analyze a number of aspects of energy efficiency, including a deep dive into rooftop solar panels—including who to hire, how to afford it, and what to expect.
2023 Editorial Calendar

**September**
**EMERGENCY PREPAREDNESS**
Now is the best time of the year to replace a major appliance, schedule an HVAC maintenance checkup, or pick up a generator. Content will cover various strategies for storm-proofing, as well as what to keep stocked through the season.

**October**
**OLD HOUSE APPRECIATION**
From haunted ruins to renovated beauties, older architecture will get its moment in the spotlight this month. Homeowners living in older buildings will appreciate content geared to their specific problems and needs, while an even broader audience can enjoy the nostalgia and charm through a collection of galleries.

**November**
**THE STATE OF RECYCLING**
As we head into a time of year known for consumption, Bob Vila will aim to demystify recycling and all the different reuse, repurposing, upcycling, donation, resale, and disposal options available today.

**December**
**THE BEST OF BOB VILA**
We'll be looking back and forward as we recognize and celebrate the most notable projects, news, products and services to have been featured in coverage throughout the year.
# Partnership Opportunities

A full suite of creative offerings that channel Bob Vila’s signature voice and look via its stable of editorial contributors, designers, and photographers.

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<th>Branded Content</th>
<th>Video Production</th>
<th>Lead Generation</th>
<th>Audience + Intent Based Targeting</th>
<th>Data &amp; Analytics</th>
<th>Consumer Insights</th>
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<tr>
<td>Branded content for client’s owned and operated channels, access to the signature Bob Vila voice from endemic contributors.</td>
<td>From snackable to cinematic, the brand can produce video assets for all platforms to reach your audience and help achieve your goals.</td>
<td>Target and convert intent-based visitors to BobVila.com through through lead generation ad units in contextual environments.</td>
<td>Reach your precise audience through segmented audience and intent-based targeting based on demo, location, online behavior and more.</td>
<td>Measure and analyze how customers respond to or interact with your brand and marketing campaigns.</td>
<td>Gain a deeper understanding of your customer through partnered research and audience surveys tailored to your brand.</td>
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Branded Content + Video

Together with your brand, we'll produce meaningful and authentic custom content to reach and engage your target audience.

INCLUDES:
- Custom content feature
- Opportunity to utilize custom photos from a custom shoot or leverage brand-provided photos (pricing will vary)
- Social, email and homepage amplification

Content can range from written to video content as well as articles written by Bob Vila, video integrations with Bob, voice over video opportunities and in-person events.
Lead Generation

Generate qualified leads for your brand with custom lead generation solutions from Bob Vila. Meet readers as they search for tried, true and trustworthy advice about renovation projects, how-tos and more.

LEAD GENERATION WIDGET
Custom ad-served widget built for your brand, inserted into contextually relevant editorial content with a click out to your O&O. Contextual categories available include Kitchens, Bathrooms, Lawn & Garden, Painting & more.

NEWSLETTER INCLUSION
Prominent placements within Bob Vila editorial email newsletters reach our most loyal readers with direct click out to your O&O. Available within:
- **Bob Vila’s Daily Newsletter** 62K subs
- **The Dirt (Lawn & Garden)** 33K subs
- **The Good Stuff (Shopping & Deals)** 33K subs
- **Clean Sweep (Cleaning & Organizing)** 31K subs
- **Weekend DIY Club (Easy Project Ideas)** 33K subs
- **Monthly Must Do’s (Home Maintenance)** 63K subs

DIY Lawn Care. Simplified.
Sunday’s lawn care products take the guesswork out of achieving a green and thriving lawn. Create a Smart Lawn Plan that’s tailored to your yard’s unique conditions and needs, or choose one of Sunday’s other top-tier lawn care, plant, pest control, or gardening products for a happy and healthy yard.
Sponsored Commerce

Drive a full-funnel approach for your brand with Bob Vila's sponsored commerce and brand awareness packages. Meet readers from the top to the bottom of the purchasing funnel when they are ready to make a buying decision.

KEY BENEFITS
- Organic editorial
- High Search Volume Pages
- 100% SOV Commerce Content
- Turn-Key: no approvals needed
- No sponsored verbiage
- Lower Funnel Tactic
- Brand Safe Environments

COMMERCE CATEGORIES
- Lawn & Garden
- Tools & Workshops
- Kitchen
- Bathrooms
- DIY
- Doors & Windows
- Flooring
- Painting

BV drove over $12M ecomm revenue in the last 12 months

BV drove over $40M in affiliate sales in the last 12 months
Audience + Intent Based Targeting

Our platform empowers you to tailor your message based on a variety of characteristics:

- Demo
- Geo
- Behavioral
- Interest & Affinity groups

Leverage our deep understanding of the Bob Vila reader to pinpoint individuals who are passionate about home improvement, home decor, and everything in between.

With contextual category targeting, your brand seamlessly integrates into relevant editorial content, delivering a personalized and immersive experience to our engaged audience of homeowners who are actively seeking inspiration, guidance, reliable services and quality products.
Data, Analytics + Consumer Insights

Develop a deeper understanding of how Bob Vila’s audience engages with your brand and marketing campaigns through meaningful data, insights and research solutions.

From campaign reporting and first-party reader surveys to third-party custom research studies that measure consumer feedback, awareness, perceptions and intent, we use data to continuously optimize marketing programs and drive success against our partners’ most important KPIs.

- Subscriber Surveys
- Trend Reports
- Market Research
- Editorial Focus Groups
- A/B Testing
- Brand Lift Studies
- Content Analysis
- Foot Traffic Analysis
- Brand Perception Studies
- Market Research
- Foot Traffic Analysis
- Editorial Focus Groups
- A/B Testing
Email
Opportunity to sponsor a Daily or Weekly newsletter written to engage specific interests.

MONTHLY MUST DO'S | HOME MAINTENANCE
WEEKEND DIY CLUB | EASY PROJECT IDEAS
THE DIRT | LAWN & GARDEN
THE GOOD STUFF | SHOPPING & DEALS
CLEAN SWEEP | CLEANING & ORGANIZING

- Sponsorship + banners
- Year-long sponsorships available
- Native content opportunities
- Custom themed opportunities
- High engagement and open rates

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BOB VILA’S DAILY NEWSLETTER:
62K SUBSCRIBERS
Giveaways

Giveaways are designed to promote awareness and excitement about your product or service through a high-reach, all-channel campaign.

- Brands enjoy our personalized approach to implementing and promoting giveaways that readers love.

- On average each giveaway generates:
  - over 300,000 entries
  - more than 1 million pageviews
  - nearly 20K unique email addresses opted in for remarketing
Thank you

advertising@recurrent.io