

bob vila

BRAND OVERVIEW 2023

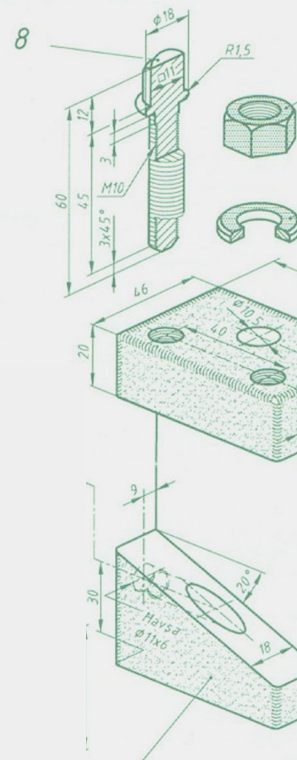
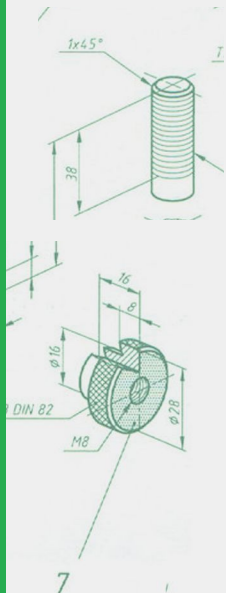


Our Mission

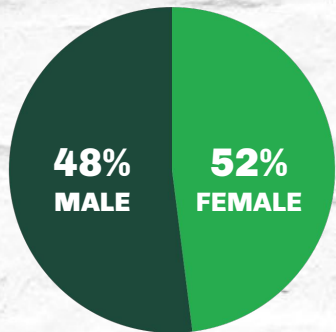
For 40+ years, Bob Vila has been introducing audiences to a conscientious way of living, teaching America to build, fix, clean, chisel and paint its way to dream spaces. Across thousands of easy-to-understand guides, how-to's, and videos, on topics ranging from lawn care to home maintenance, an iconic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

77% of bobvila.com's 10m uniques come from organic search



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

AGE **35-54**

HHI \$100-\$150K+



First-Time Homeowners

Passionate DIYers



Gardening Enthusiasts

Renovators



Organic search traffic brings in highly qualified audiences with demonstrated intent





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

Audience Index

Do It Yourself	299 Index
Home and Garden	223 Index
Landscaping	382 Index
Remodeling & Construction	265 Index
Interior Decorating	193 Index
Cleaning & Laundry	221 Index
Green Living	145 Index

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

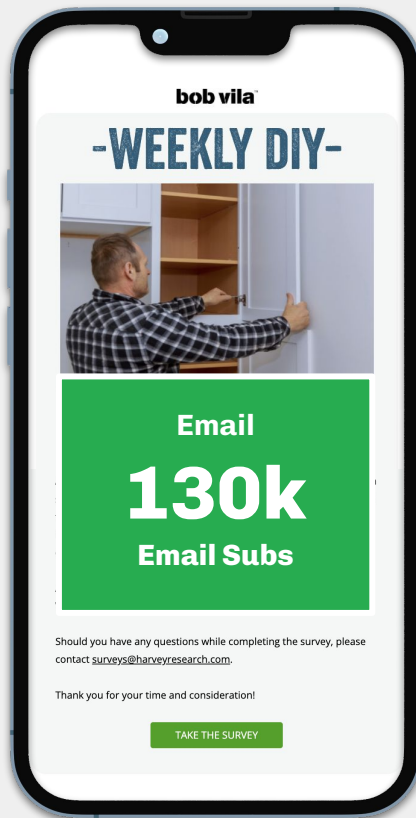
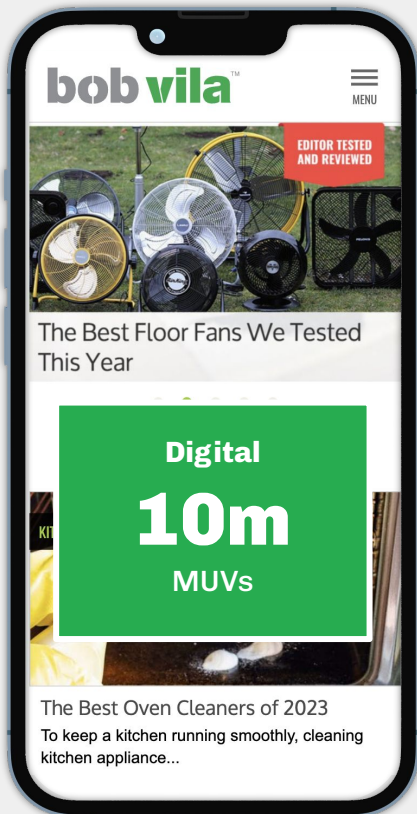
25% **went to a store/dealer** mentioned in an article or advertisement

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

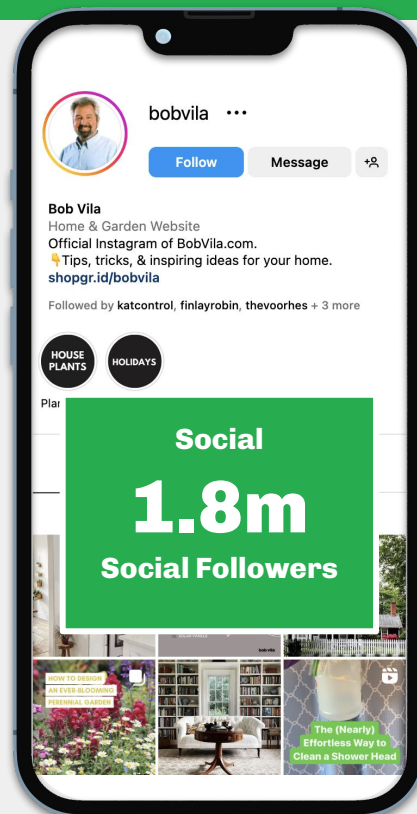


**Brand expertise.
Audience trust.
User engagement.
Campaign results.**

By the Numbers

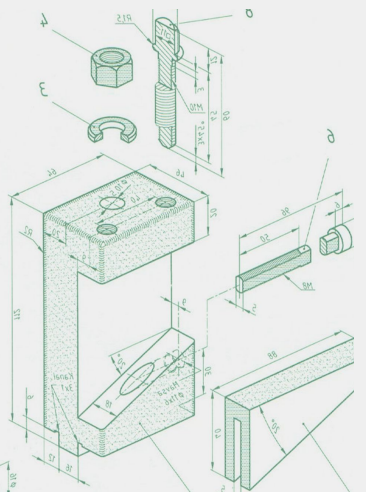


Bobvila.com is best-in-class when it comes to organic search authority



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

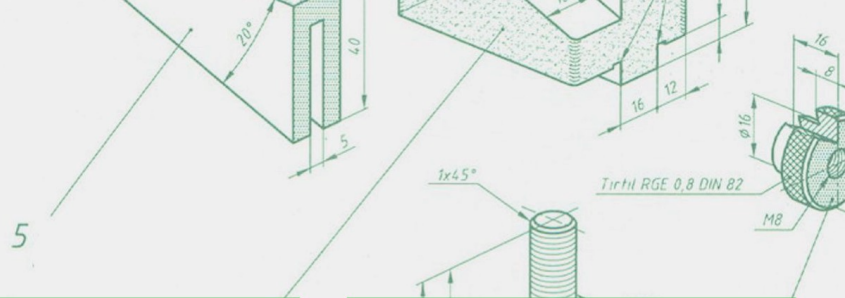


Rigorously researched product and service reviews empower Bob Vila readers to make confident, well-informed purchasing decisions for their homes.

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

January



NEW YEAR, NEW SKILLS

Resolutions and fresh starts in January offer the perfect backdrop for teaching new skills like woodturning, flower arranging, welding and home tech.

February



FOR THE LOVE OF TOOLS

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.

March



GARDEN CENTRAL

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.

April



SMART MOVES

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.

2023 Editorial Calendar

May



PROJECT DREAM HOME

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.

June



SETTING UP A SMART, SECURE HOME

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.

July



MAKING YOUR OWN OUTDOOR OASIS

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.

August



ENERGY EFFICIENCY

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.

Branded Content

Branded content for client's owned and operated channels, access to the signature Bob Vila voice from endemic contributors.

Video Production

From snackable to cinematic, the brand can produce video assets for all platforms to reach your audience and help achieve your goals.

Lead Generation

Target and convert intent-based visitors to BobVila.com through through lead generation ad units in contextual environments.

Audience + Intent Based Targeting

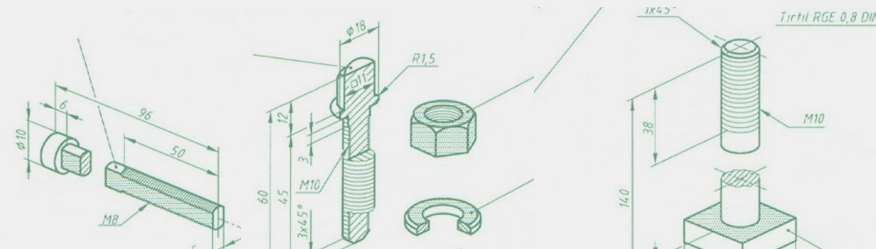
Reach your precise audience through segmented audience and intent-based targeting based on demo, location, online behavior and more.

Data & Analytics

Measure and analyze how customers respond to or interact with your brand and marketing campaigns.

Consumer Insights

Gain a deeper understanding of your customer through partnered research and audience surveys tailored to your brand.



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.

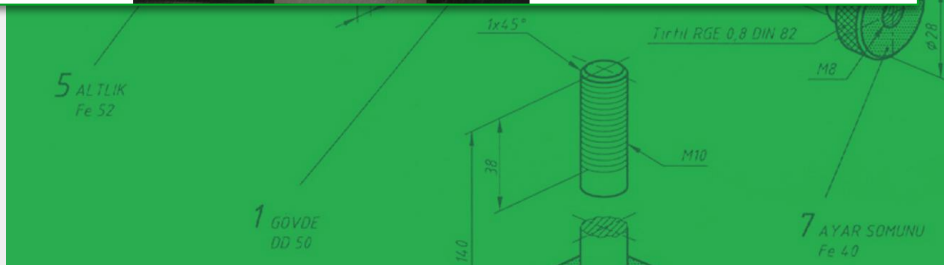
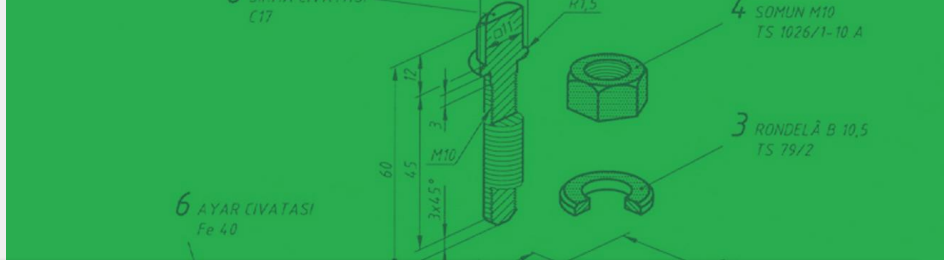


The screenshot displays the Bob Vila website interface. At the top, the Bob Vila logo is accompanied by the tagline "Tried, True, Trustworthy Home Advice" and navigation links for "About Bob" and "Newsletters". Below the logo is a utility menu with options: "FIND INFO", "GET IDEAS", "HOW-TO", "WATCH TV", and "COUPONS". A search bar is positioned on the right side of this menu.

The main content area features a sponsored advertisement for Kohler. The ad includes the Kohler logo, the text "Reliable backup power. From one of the most-trusted home brands.", and a "LEARN MORE" button. To the right of the text is a small image of a white generator unit.

Below the advertisement, the article title "How to Use a Generator When the Power Goes Out" is displayed, followed by the author's name "By Timothy Dale" and the update date "Updated Aug 1, 2023 9:01 AM". A small disclaimer states, "We may earn revenue from the products available on this page and participate in affiliate programs." Social media sharing icons for YouTube, Facebook, Twitter, and LinkedIn are also present.

The article content includes a large image of a Kohler generator in a room with a stone fireplace wall. To the right of this image is a smaller version of the Kohler advertisement, featuring the same text and "LEARN MORE" button.



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**



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sunday + bob vila

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.

[START GROWING](#)



sunday + bob vila

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[START GROWING](#)

Fertilizing new grass is important to help a new lawn establish strong roots.

First, it's important to fertilize new lawns whether they are started from seed or sod. While new grass seeds may germinate with just water and sunlight, this isn't enough to establish a healthy lawn. Most soil lacks some nutrients, and fertilizer for new grass will give the grass the food it needs to grow fast and establish deep roots. The deeper the roots, the more drought-tolerant and hardy the grass will be overall. Failing to fertilize a new lawn can result in a weak lawn that's more


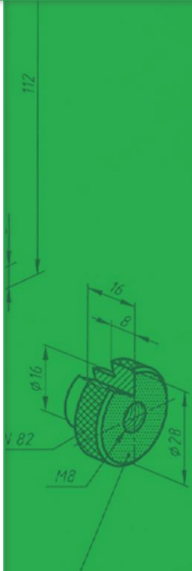


Photo: istockphoto.com



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

The screenshot shows a Bob Vila article page. At the top, the Bob Vila logo is followed by the tagline 'Tried, True, Trustworthy Home Advice'. Navigation links include 'HOW-TO CENTER', 'GET IDEAS', 'FIND INFO', and 'WATCH TV'. A search bar is on the right. The article title is 'The Best Liquid Lawn Fertilizers of 2022' with a sub-headline 'Lush green lawns don't happen by accident—they're a product of careful tending and regular fertilizing. Find out which lawn fertilizer is the best choice for your turf.' The author is 'Glenda Taylor' and the date is 'Published May 25, 2022 12:49 PM'. Below the text are three product recommendations in a grid:

BEST OVERALL	BEST BANG FOR THE BUCK	BEST HIGH NITROGEN
Simple Lawn Solutions 16-4-8 Complete Balanced NPK Lawn Food	Medina HastaGro 12-4-8 Lawn Food	Scotts Liquid Turf Builder Lawn Food

A white box labeled 'Brand Ad' is overlaid on the bottom right of the product grid.

BV drove over \$40M in affiliate sales in the last 12 months

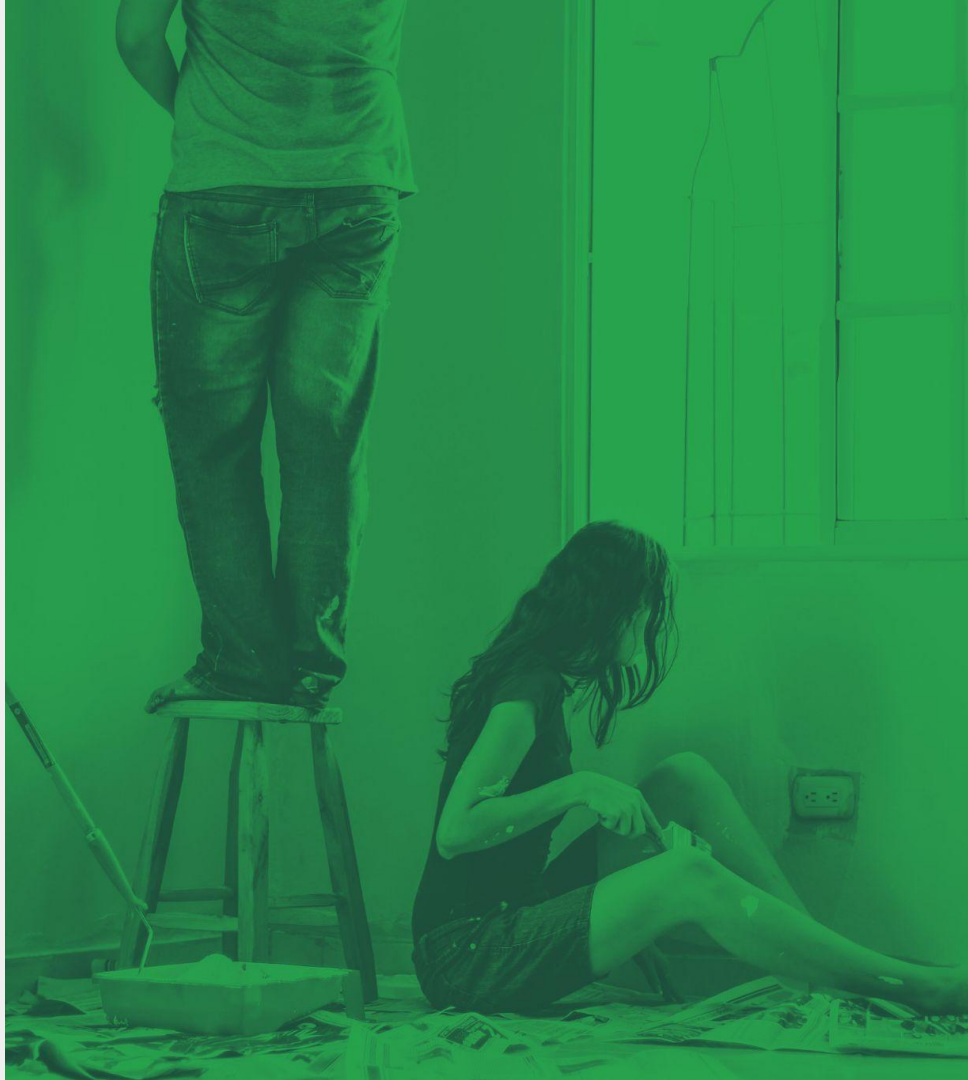
Audience + Intent Based Targeting

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**

bob vila™



Dear Reader,

As a dedicated and valued member of our community, you have been selected to participate in our latest partner survey. The survey should take no more than 10 minutes of your time and of course, any information you provide will be kept strictly confidential and used only for statistical analysis.

At the end of the survey you may enter for the chance to win a \$100 Visa Gift Card.

Should you have any questions while completing the survey, please contact surveys@harveyresearch.com.

Thank you for your time and consideration!

TAKE THE SURVEY

Email

Opportunity to sponsor a Daily or Weekly newsletter written to engage specific interests.

MONTHLY MUST DO'S | HOME MAINTENANCE

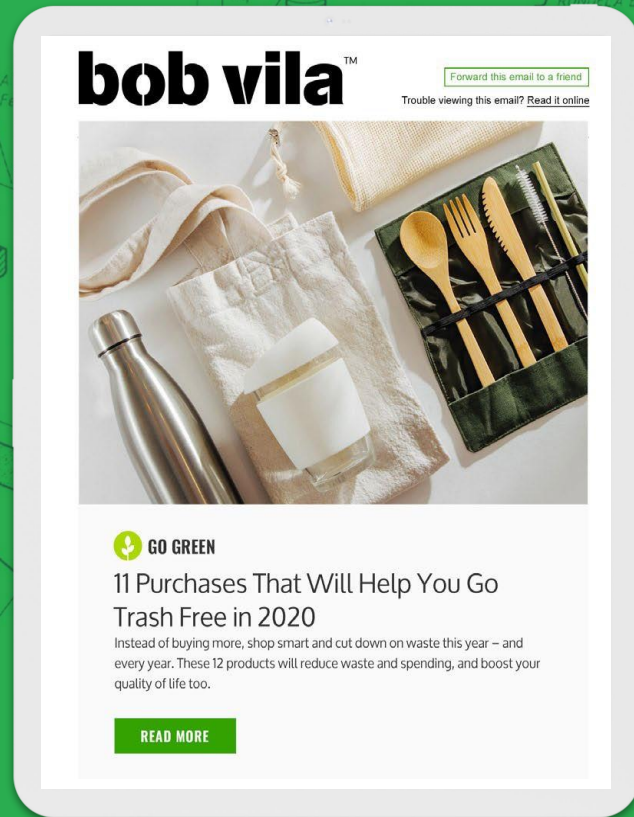
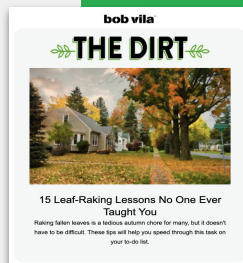
WEEKEND DIY CLUB | EASY PROJECT IDEAS

THE DIRT | LAWN & GARDEN

THE GOOD STUFF | SHOPPING & DEALS

CLEAN SWEEP | CLEANING & ORGANIZING

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



**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

The screenshot shows the top portion of a Bob Vila article. The header includes the Bob Vila logo with the tagline 'Tried, True, Trustworthy Home Advice' and navigation links for 'HOW-TO CENTER', 'GET IDEAS', 'FIND INFO', 'DISCUSS IT', 'WATCH TV', and 'Win Laser Tools from Kuperl'. Below the header is a search bar and a social media sharing bar with icons for Pinterest, Facebook, Twitter, and Email. The main headline reads 'Enter Bob Vila's \$3,500 Vintage Rug Giveaway with Passerine today!' and is attributed to 'By Katie Nolan'. The article features a large image of a living room with a white sofa and a round wicker coffee table. A large graphic overlay on the image says 'bobvila \$3,500 VINTAGE RUG GIVEAWAY PASSERINE'. Below the image, there is a short paragraph of text.

PAST PARTNERS



A graphic for the giveaway entry form. It features a smaller version of the living room image from the article. Below the image, the text reads '\$3,500 VINTAGE RUG GIVEAWAY Passerine' and a green button with the text 'ENTER NOW!'.



Thank you

advertising@recurrent.io