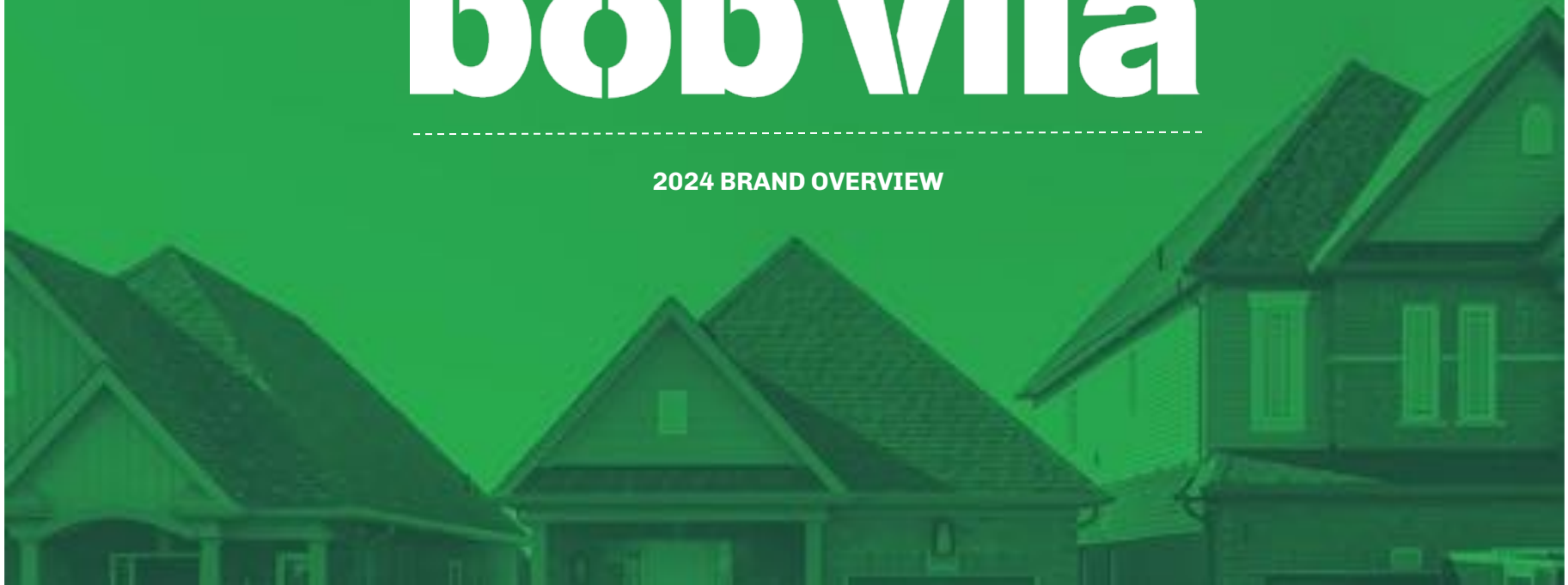


bob vila

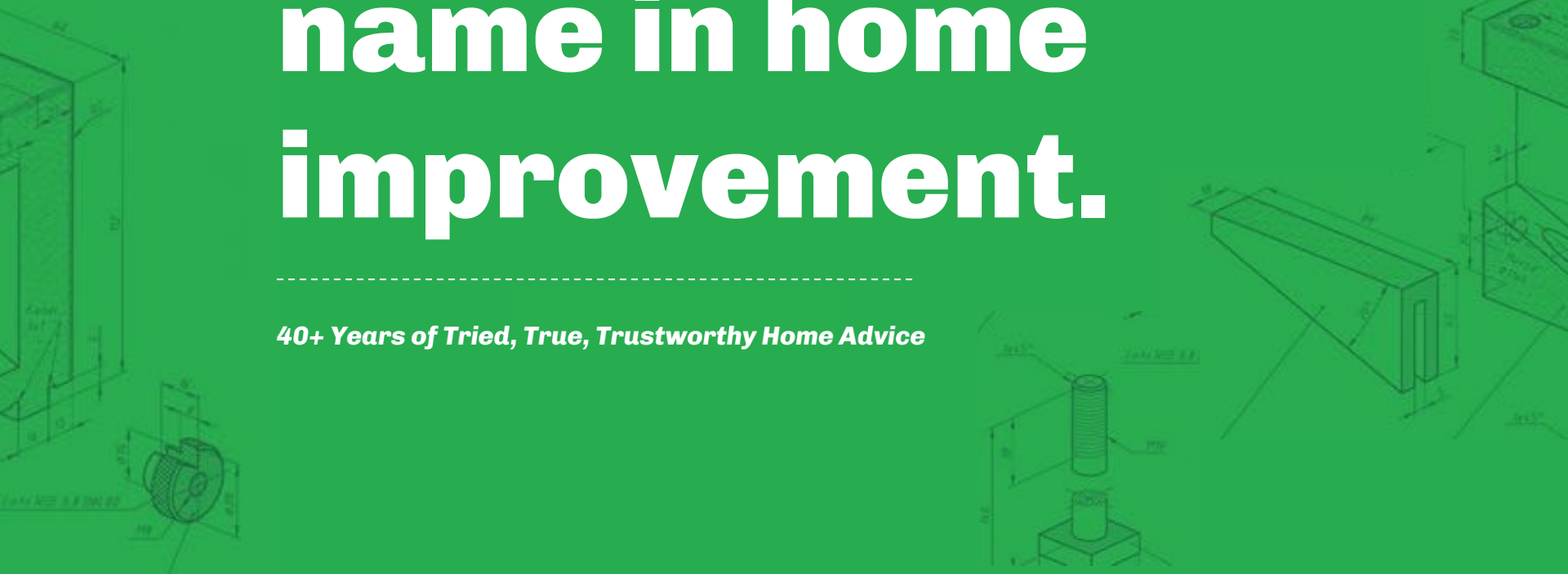
2024 BRAND OVERVIEW





The most trusted name in home improvement.

40+ Years of Tried, True, Trustworthy Home Advice



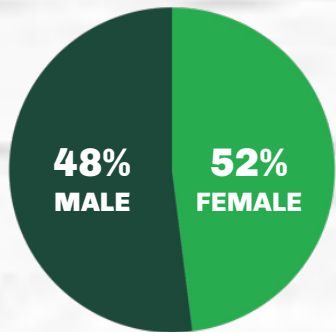
Our Mission

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."***

**77% of bobvila.com's 9m uniques
come from organic search**

Reaching Homeowners at Scale



13.2M PAGE VIEWS PER MONTH

9M MONTHLY UNIQUES

5:37 AVERAGE TIME SPENT

1.7M SOCIAL FOLLOWERS

240K 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.**

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.

Product Reviews

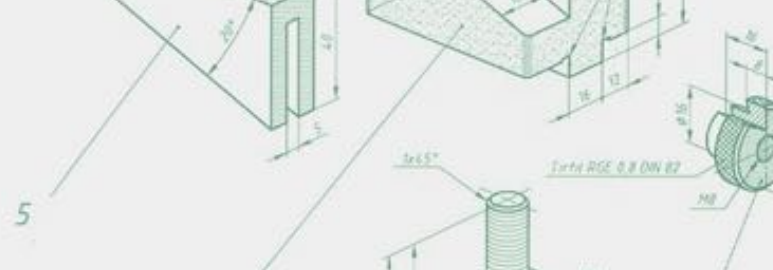


Rigorously researched product and service reviews empower Bob Vila readers to make confident, well-informed purchasing decisions for their homes.

History & Innovation



Follow the latest trends in sustainable building and smart home technology, while indulging your passion for historic homes and fine craftsmanship.



2024 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 tech.

February



FOR THE LOVE OF PAINT

An ode to the power of paint to transform spaces through projects big and small. Fight off cabin fever this month and get DIY, design, and color inspiration, for your home interior.

March



SPRING PROJECTS

With last frost nearly behind us and the first signs of renewal out in the yard, we're setting a plan for a fresh start, with new tips, tricks, and motivating ideas for garden prep and spring cleaning.

April



CURB APPEAL

Set sights on refreshing your home exterior with a busy month of programming to featured skills and projects ranging from the roof to the front yard.

2024 Editorial Calendar

May



BOB'S BEST WAYS TO FIX UP YOUR HOME

Celebrate National Home Improvement Month with tutorials, tool guides, and an up-close look at the Bob Vila team's favorite new DIY products.

June



YOUR OWN GREAT OUTDOORS

Move more of your daily activities onto your decked-out deck or perked-up patio. Cultivate a lush, green lawn. And don't let pesky pests prevent your enjoyment outdoors!

July



ENERGY EFFICIENCY

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

August



HOME FINANCES & BUDGETING

Brush up on your budgeting, find new ways to pay for home upgrades, or get back to basics with actionable, easy tips and ideas for saving money every day.

2024 Editorial Calendar

September



HOME SAFETY ABC's

From trips-and-falls and indoor air quality to home security and storm preparedness, we research, interview, write, and inform on the modern homeowner's biggest safety concerns.

October



OLD HOUSE APPRECIATION

From haunted ruins to renovated beauties, history get its moment in the spotlight this month, with programming geared towards the owners of old homes as well as those who enjoy their charm and nostalgia from afar.

November



GUEST READY

In time for the holidays, we'll put our focus on low-lift, high-impact ways to spruce up the parts of your home that get the most traffic from guests—kitchens, dining rooms, and bedrooms—and we'll offer creative ideas for fitting the whole family under one roof.

December



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.

Social & Email

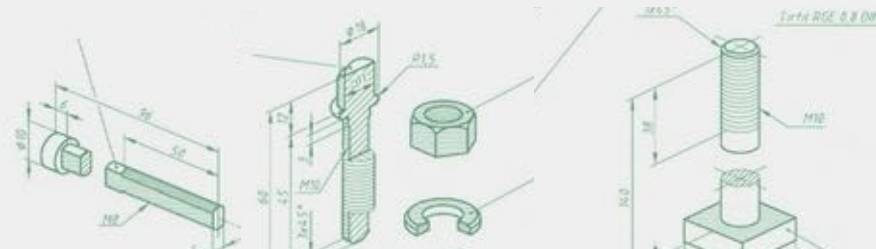
Position your brand and amplify your messaging to loyal and engaged Bob Vila followers and subscribers across all channels.

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.



Branded Content + Video

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

PARTNER WITH BOB VILA

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

Packages include:

- **Custom content** | Impressions guaranteed
- **Optional custom photo shoot** | Pricing varies
- **Banner ad adjacency content** | 100% SOV
- **Amplification** | Social, email, homepage
- **Measurable results** | Full reporting

The screenshot displays the Bob Vila website interface. At the top, the Bob Vila logo is accompanied by the tagline "Trust, True, Trustworthy Home Advice". Navigation links include "HOME INFO", "GET IDEAS", "HOW TO", "WATCH TV", and "COUPONS". A search bar is located on the right. Below the navigation is a Kohler banner advertisement for a generator, featuring the text "Reliable backup power. From one of the most-trusted home brands." and a "LEARN MORE" button. The main content area features a sponsored article titled "How to Use a Generator When the Power Goes Out" by Timely Data, dated August 5, 2022. The article includes a sub-headline "Learn how to keep the electricity on when the rest of the neighborhood goes dark." and social media sharing icons. Below the article is a video player showing a generator in a home setting, with a Kohler banner ad overlaid on the right side of the video frame.



Lead Generation

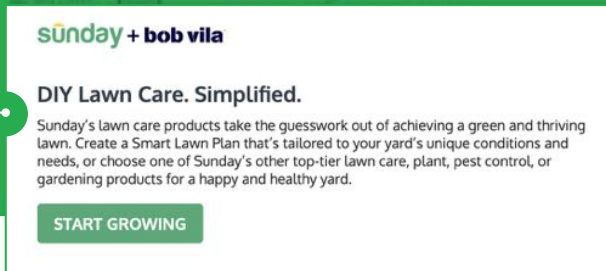
Generate qualified leads for your brand with custom lead generation solutions from Bob Vila. Meet readers as they search for tried, true and trustworthy advice about renovation projects, how-tos and more.

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.

PRODUCT SPOTLIGHT

Put your brand front and center in custom content spotlighting your product or services. Includes widgets and links pointing directly to your target landing page and robust promotional support across all Bob Vila channels.

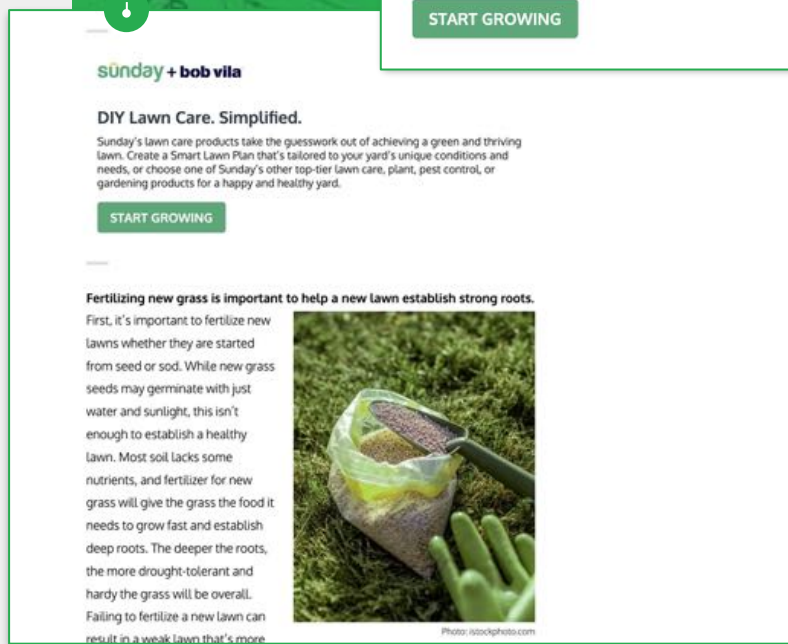


sunday + bob vila

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

Social & Email

Multi-channel alignment with Bob Vila promotes your brand messaging to 1.7 million engaged followers and subscribers.

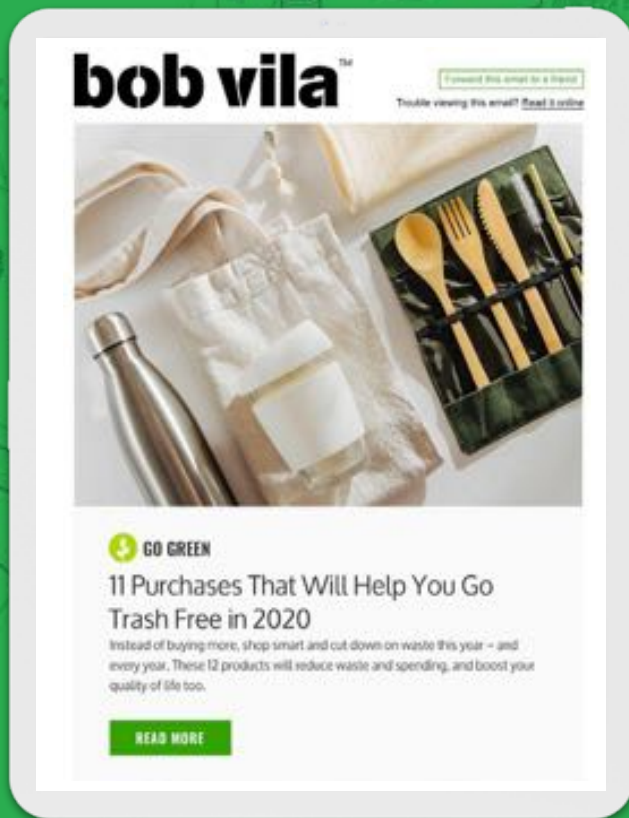
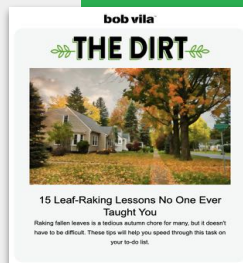
SOCIAL

Reach users when and where they are looking for ideas, inspiration and nitty-gritty know-how.

EMAIL

Leverage sponsorship, banners, native content and custom-themed opportunities across a suite of newsletter experiences tailored to our most popular reader interest segments.

- **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



**YEAR-LONG SPONSORSHIPS
AVAILABLE**

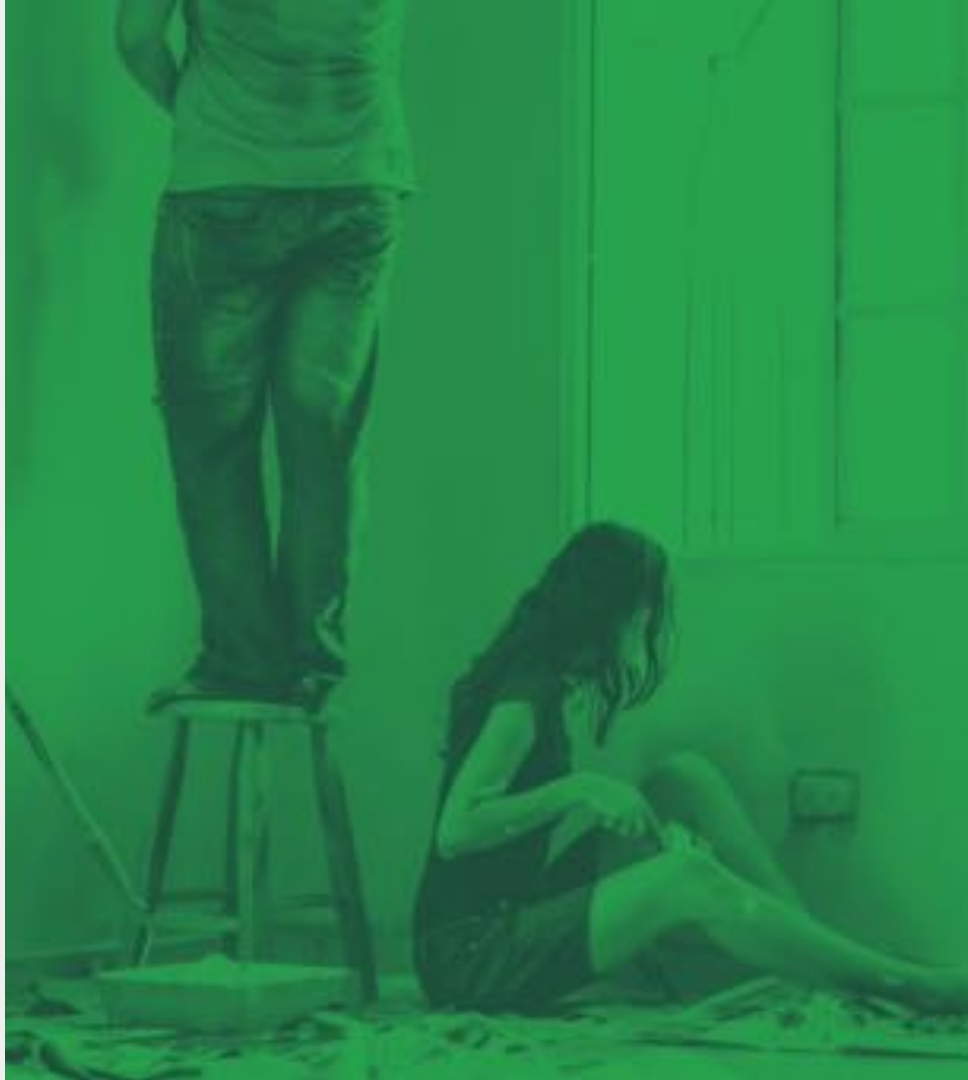
Audience + Intent Based Targeting

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 audiences 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](#)



Thank you

advertising@recurrent.io