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

*Organic search traffic brings in highly qualified audiences with demonstrated intent*

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

- **13.2M PAGE VIEWS PER MONTH**
- **9M MONTHLY UNIQUES**
- **5:37 AVERAGE TIME SPENT**
- **1.7M SOCIAL FOLLOWERS**
- **240K EMAIL SUBSCRIBERS**

 demographics:

- **AGE**: 35–54
- **HHI $100-$150K+**
- **First-Time Homeowners**
- **Passionate DIYers**
- **Gardening Enthusiasts**
- **Renovators**

**48% MALE**

**52% FEMALE**
Bob Vila users have a strong affinity for home improvement, garden and DIY content.

Source: Quantcast, 2024
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.”

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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.
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.
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.

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.

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.

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.

<table>
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<th>Branded Content</th>
<th>Video Production</th>
<th>Lead Generation</th>
<th>Social &amp; Email</th>
<th>Audience + Intent Based Targeting</th>
<th>Data &amp; Analytics</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>Position your brand and amplify your messaging to loyal and engaged Bob Vila followers and subscribers across all channels.</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>
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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.

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
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.
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
Thank you

advertising@recurrent.io