

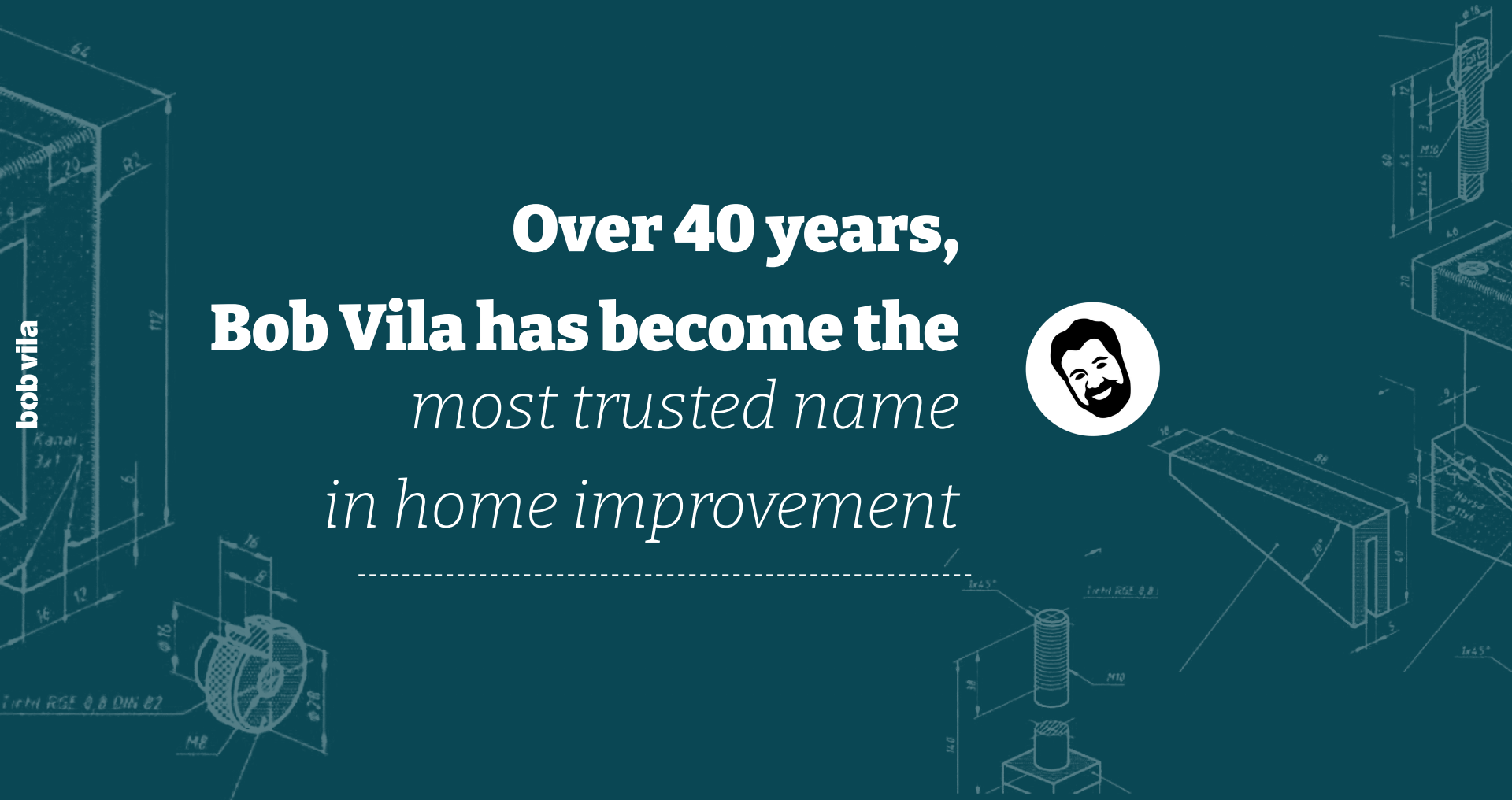
A man wearing a cap and glasses is operating a miter saw in a workshop. The image is overlaid with a teal tint. The text 'bob vila' is prominently displayed in the center.

bob vila

2024 BRAND OVERVIEW

bobvila

Over 40 years,
Bob Vila has become the
most trusted name
in home improvement



Whether it's teaching America to build, fix, clean, chisel or paint its way to dream spaces, our easy-to-understand guides, how-to's, and videos on topics ranging from lawn care to home maintenance, continue Bob Vila's iconic legacy of education and empowerment.

We provide
tried, true and
trustworthy advice
to homeowners
of all stages

Reaching Homeowners At scale

Our high
search traffic
means qualified
audiences with
demonstrated intent



Renovators



First-Time Homeowners



Passionate DIYers



Gardening Enthusiasts

13.2M PAGE VIEWS PER MONTH

5M MONTHLY UNIQUES

5:37 AVERAGE TIME SPENT

1.7M SOCIAL FOLLOWERS

240K EMAIL SUBSCRIBERS

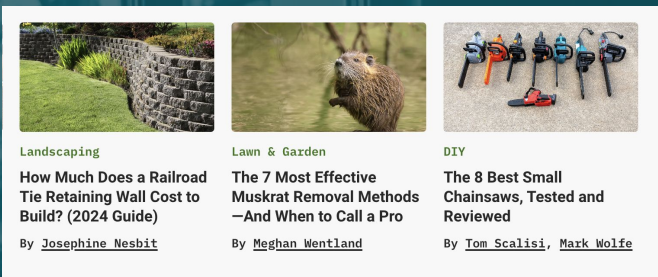
35-54 AGE RANGE

48/50% MALE/FEMALE SPLIT

Bob Vila users are passionate about home improvement, garden and DIY solutions.

Quantcast, 2024





Landscaping

How Much Does a Railroad Tie Retaining Wall Cost to Build? (2024 Guide)

By [Josephine Nesbit](#)

Lawn & Garden

The 7 Most Effective Muskrat Removal Methods —And When to Call a Pro

By [Meghan Wentland](#)

DIY

The 8 Best Small Chainsaws, Tested and Reviewed

By [Tom Scalisi](#), [Mark Wolfe](#)

Brand expertise.

Audience trust.

User engagement.

Campaign results.

What Users 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 Users 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

Advice & How To



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

Product Reviews



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

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.

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.

Jan

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.

Feb

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.

Mar

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.

Apr

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.

May

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!

Jun

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.

Jul

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.

Aug

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.

Sep

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.

Oct

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.

Nov

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.

Dec



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.

Lead Generation



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

Video Production



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

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.

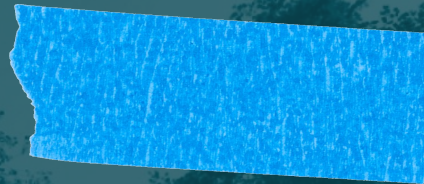
Branded Content + Video



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

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.

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.

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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.

The image shows a screenshot of a website article from Sunday + Bob Vila. The article title is "DIY Lawn Care. Simplified." and the sub-headline is "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." Below the text is a green button labeled "START GROWING". A dashed white box highlights a portion of the article, which is shown in a larger, zoomed-in callout box in the top right corner. The callout box contains the same text and button as the main screenshot. Below the main article text, there is a section titled "Fertilizing new grass is important to help a new lawn establish strong roots." followed by a paragraph of text and a photograph of a person's hands holding a bag of fertilizer over a lawn. The photo credit "Photo: iStockphoto.com" is visible at the bottom right of the photo.

Social & Email



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

EMAIL

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

SOCIAL

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

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

bob vilaTM

friend
it online

bob vila THE DIRT



15 Leaf-Raking Lessons No One Ever Taught You

Raking fallen leaves is a tedious autumn chore for many, but it doesn't have to be difficult. These tips will help you speed through this task on your to-do list.

bob vila -WEEKLY DIY-



How to Adjust Cabinet Hinges: Simple Solutions You Can DIY

Q: I had new kitchen cabinets installed about 4 years ago, but over the



GREEN

Purchases That Will Help You Go Green for Free in 2020

By buying more, shop smart and cut down on waste this year – and you'll save money. These 12 products will reduce waste and spending, and boost your quality of life too.

[READ MORE](#)

Audience & Intent Based Targeting



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.

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

- Demo
- Geo
- Behavioral
- Interest & Affinity groups

bob vilaTM

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THE DIRT



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[READ MORE](#)

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

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

A man wearing a cap and glasses is operating a miter saw in a workshop. The image is overlaid with a semi-transparent teal filter. The text 'bob vila' is prominently displayed in the center.

bob vila

advertising@recurrent.io