



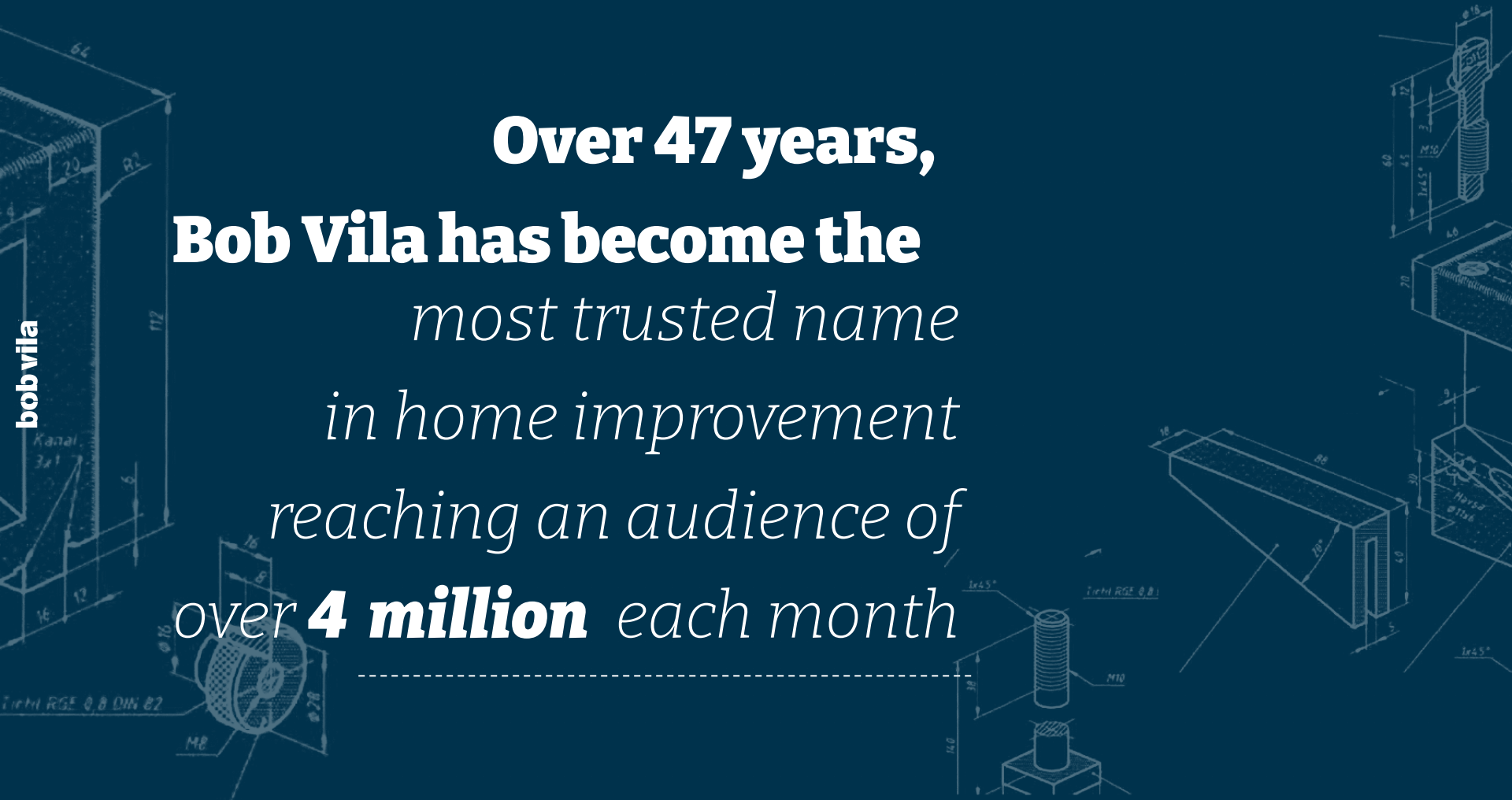
# bob vila

---

2026 BRAND OVERVIEW

bob vila

**Over 47 years,**  
**Bob Vila has become the**  
*most trusted name*  
*in home improvement*  
*reaching an audience of*  
**over 4 million** *each month*



Our easy-to-understand guides, explainers, and videos teach America to build, fix, chisel, and paint their way to a better home.

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

# Reaching Homeowners At scale



Renovators



First-Time Homeowners



Passionate DIYers



Lawn & Garden Enthusiasts

bobvila.com connects  
with qualified audiences  
with demonstrated intent

---

**2.1M** UNIQUE MONTHLY SITE  
VISITORS

**1:34** ACTIVE ENGAGEMENT TIME

**1.7M** SOCIAL FOLLOWERS

**253K** EMAIL SUBSCRIBERS

**35-54** AVG AGE RANGE

**51%/49%** MALE/FEMALE SPLIT

**\$112K** AVERAGE HOUSEHOLD  
INCOME

# Tremendous Purchasing Power

**\$33.26M+**

In gross merchandise value  
(GMV) in consumer purchases  
from bobvila.com in 2025

Merchandise Categories	GMV
Tools & Materials	\$7.8M+
Lawn & Garden	\$5.4M+
Building Materials & Supplies	\$3.4M+
Kitchen & Bath	\$3.3M+
Heating & Cooling	\$2.9M+
Outdoor Living	\$2.5M+
Cleaning & Organizing	\$2.3M+
Safety & Security	\$1.6M+
Furniture & Decor	\$1.3M+
Home Tech & Appliances	\$1.2M+

**bobvila.com users  
are passionate  
about home  
improvement,  
garden and  
DIY solutions.**

---

Quantcast, 2025/2026

Do It Yourself **299 Index**

Home and Garden **223 Index**

Landscaping **382 Index**

Remodeling  
& Construction **265 Index**



Cleaning & Organizing

### 15 Products to Maintain Your New Tools in 2026

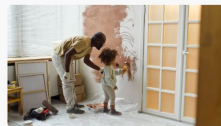
By Tony Carrick



Cleaning & Organizing

### 8 Essentials for Monitoring and Maintaining Good Indoor Air Quality All Winter

By Sandi Schwartz



Painting & Finishing

### The Only 7 Tools You Need to Paint Any Room

By Michael Franco, Updated by Daryna Tobey

# 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 serves readers throughout the entire journey of home-ownership, from buying and selling to remodeling and repair.

## Product Testing



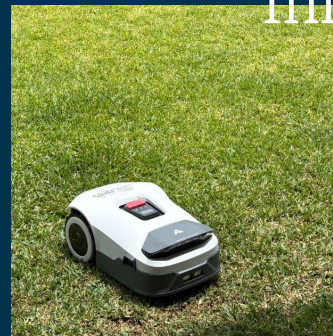
Rigorously researched product and service reviews empower readers to make confident, well-informed purchasing decisions for their homes.

## Ideas & Inspiration



Discover practical and enticing new possibilities for your home and outdoor space, no matter your project budget, personal style, or DIY skill level.

## Innovation & History



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

# Popular Franchises & Evergreen Formats

## (NO MORE) RENOVATION REGRETS

Experience is the best teacher. In this series, our audience learns from the experiences of homeowners who would do it over differently if they could.

## FAST FIXES

It is as easy as it looks in these demonstrations of easy 5-minute repairs and improvements, which integrate the products that make them possible.

## PROBLEM-SOLVERS

More product spotlight than review, Bob Vila editors shine a spotlight on how a truly handy featured product earns its keep.

## ASK A PRO

Bob Vila editorial taps home pros to directly answer common homeowner questions

## HOW TO USE A TOOL

Newly photographed and filmed for super accessible instructions, with potential for us to integrate a tool brand.

## ONE COOL TOOL

DIY enthusiasts—from our team to micro-influencers—share what one product makes their projects easier!

## PRO TIPS

Our team offers our expert advice on one facet of home ownership—gardening reminders, exterior upgrades, etc.

## FRESH STARTS

The start of the year is a great time to reset: organize the clutter, develop the punch list for the year, learn a new skill, or reimagine a space inside the home.

**Content Clusters/Tentpoles:** New Year, New Skills (Jan.), [Home Improvement Heroes Awards](#) (Mar.)

**Key Topics:** Paint Projects, Organization, Early Lawn & Garden

# Q1

## FROM THE GROUND UP

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

**Content Clusters/Tentpoles:** [Tool of the Year Awards](#) (Sept.)

**Key Topics:** Security, Storm-Proofing, Efficient Cooling

# Q3

## DIY DAYS

Get ready to get your hands dirty, whether in the garden or with a beginner-friendly building project.

**Content Clusters/Tentpoles:** Most Valuable Projects (May)

**Key Topics:** Curb Appeal, Lawn & Garden, Outdoor Projects, Outdoor Living

# Q2

## THE GREAT INDOORS

In time for the holidays, and the colder weather that keeps us indoors, we'll focus on low-lift, high-impact ways to spruce up home interiors. Smart tech, backup power, and efficient heating are top of mind.

**Content Clusters/Tentpoles:** Old House Appreciation (Oct.), [Greatest Gifts of 2026](#) (Oct.-Dec.)

**Key Topics:** Heating, Winterization, Holiday-Ready Home Improvements

# Q4

# 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 + Creative Services

Together with your brand, our Creative Services team produce meaningful and authentic custom content to reach and engage your target audience—whether it's **photo, video, or text.**

Video integrations with Bob Vila are also available, along with 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  
**Optional interactive elements** | Product visualizer embed



# Lead Generation



Generate qualified leads for your brand with custom lead generation solutions from Bob Vila. Meet readers as they research home improvement ideas and seek out solutions.

bob vila

## LEAD GENERATION WIDGET

Custom native widget built for your brand, inserted into contextually relevant content with a click out to your O&O. Contextual categories available include [Kitchen & Dining](#), [Bathrooms](#), [Lawn & Garden](#), [Painting & Finishing](#), and more.

## PRODUCT SPOTLIGHT

Put your brand front and center in custom content spotlighting your products or services. Includes linking 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

### 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

### 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 1.9 million engaged followers and subscribers.

## EMAIL

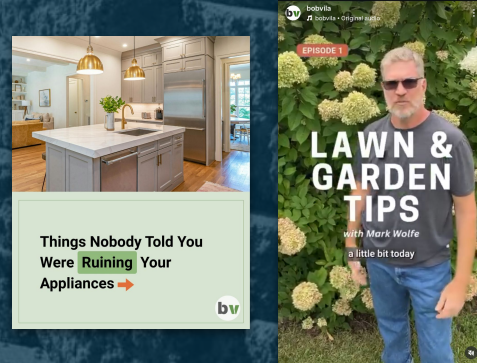
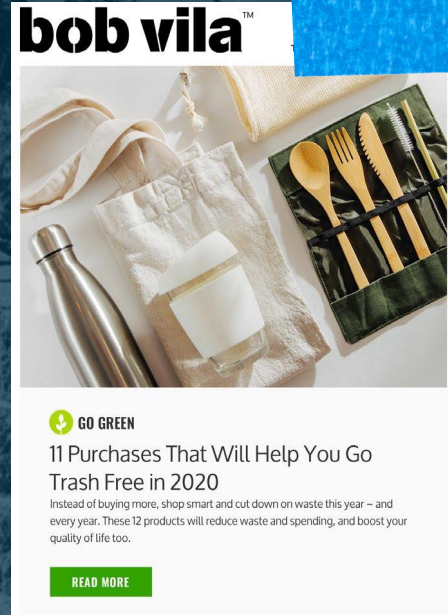
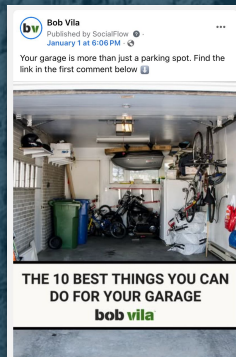
Leverage sponsorship, banners, native content and custom-themed opportunities across a suite of newsletter experiences tailored to our most popular reader interest segments.

**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

## SOCIAL

Reach users when and where they are looking for ideas, inspiration and nitty-gritty know-how. We can create custom social-first content for any of our active platforms.

**TikTok**  
**Pinterest**  
**Youtube**  
**Facebook**  
**Instagram**  
**X**



# Audience & Intent Based Targeting

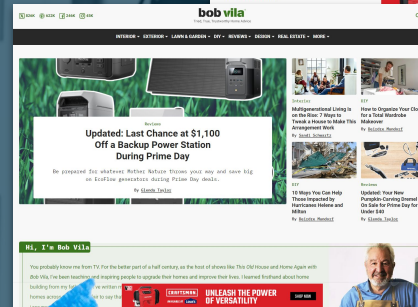
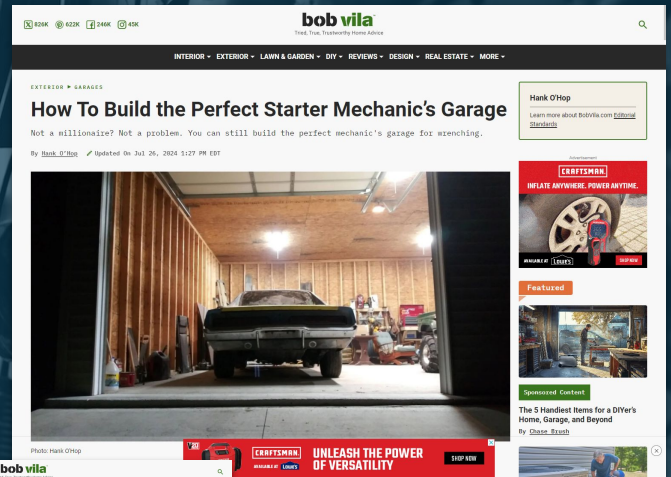


Leverage our deep understanding of the Bob Vila reader with contextual category targeting.

Brand Partners can seamlessly integrate into relevant editorial content about home improvement, home decor, and everything in between, 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

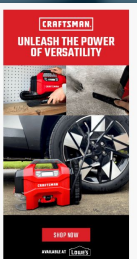


...if contact is made above the strike hole, then it's more likely that the hinges are using a screwdriver.



Photo: Tom Ferragamo for Bob Vila

Older doors and doors that are frequently used may experience sagging at the hinges as gravity pulls the door down. This changes the swing of the door and can result in a misaligned door latch that contacts below the strike plate hole. Use a screwdriver to tighten the screws in the **door hinges** so that the door is properly supported by the door frame.



# Data, Analytics & Consumer Insights



Gain insight into how Bob Vila's audience engages with your brand and marketing campaigns through meaningful data and research solutions. From campaign reporting and first-party reader surveys to third-party 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**<sup>™</sup>



Dear Reader,

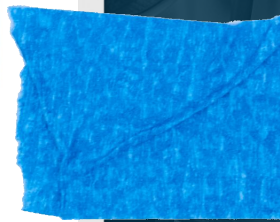
As a dedicated and valued member of our community, you have been selected to participate in our latest partner survey. The survey should take no more than 10 minutes of your time and of course, any information you provide will be kept strictly confidential and used only for statistical analysis.

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](mailto:surveys@harveyresearch.com).

Thank you for your time and consideration!

TAKE THE SURVEY



# Bob Vila: Ask A Pro Live Q&A Panel

BobVila.com's Ask a Pro series connects our highly engaged audience with the experts they trust most – in real time.

This live virtual event will feature subject relevant professionals answering audience questions, sharing seasonal insights, with partner brand(s) as the go-to backdrop for the panel topic.

- Custom "Ask a Pro" Live AMA, co-hosted by a Bob Vila editor + seasonal subject matter expert(s) (Option for Partner expert participation)
- Live audience Q&A + actionable takeaways
- Promoted across site, email, and social with "Supported by" Partner branding
- Event replay featured on BobVila.com and newsletter follow-up



“ I really liked the expert's wide knowledge base—he was well informed & he made the presentation interesting. I heard good tips & ideas that are useful!

## Success from Ask A Pro with Frontdoor

**450K+**

Total impressions across digital, social, & email promotional content

**497**

Registrations + partner leads



\*Final details subject to change at editorial discretion

# Hybrid Affiliate Commerce Placement Opportunities

Drive awareness and conversion with guaranteed editorial coverage of your product or brand within our low-funnel content. Distinguished from custom branded content, hybrid affiliate placement opportunities are editorially determined and controlled.\* We'll handle everything from planning and production to publishing and promotion

\* Campaigns are subject to editorial approval, and clients may not preview content prior to publication.

---

## DEDICATED DEAL/SALE CONTENT

*100% share of voice story detailing a single product sale, value bundle, product line discount, or retailer holiday sale event. Option to include video.*

---

## DEDICATED PRODUCT LAUNCH OR SPOTLIGHT CONTENT

*100% share of voice story that details a new product launch or explores features and benefits of an existing product from your catalog. Option to include video.*

---

## GIFT GUIDE OR SHOPPABLE CONTENT INCLUSION

*Editor-selected product from your catalog to be featured in an appropriate seasonal gift guide or shopping round-up. Product suggestions are welcome.*

---

## DEAL/SALE CONTENT INCLUSION

*Client-chosen product or sale featured in a deals/sale round-up tied to a seasonal event, activity, or product category.*



# bob vila

## Contact Us

---

### **John Graney**

VP of Client Partnerships  
[john.graney@recurrent.io](mailto:john.graney@recurrent.io)

### **Jeff Roberge**

Client Partner  
[jeff.roberge@teamrecurrent.io](mailto:jeff.roberge@teamrecurrent.io)