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2026 BRAND OVERVIEW

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Over 47 years,

Bob Vila has become the

most trusted name

in home improvement

reaching an audience of

over ***4 million*** *each month*

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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

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- 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

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$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+

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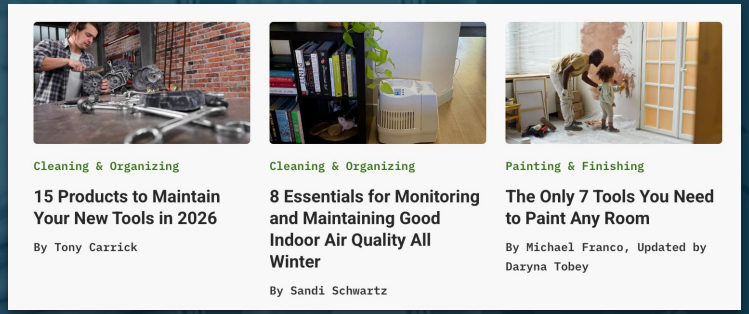
bobvila.com users are passionate about home improvement, garden and DIY solutions.

Quantcast, 2025/2026

Do It Yourself	**299 Index**
Home and Garden	**223 Index**
Landscaping	**382 Index**
Remodeling & Construction	**265 Index**



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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

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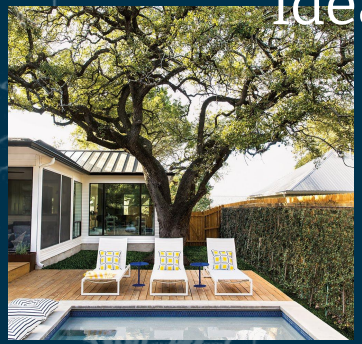
Advice & How To

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

Product Testing

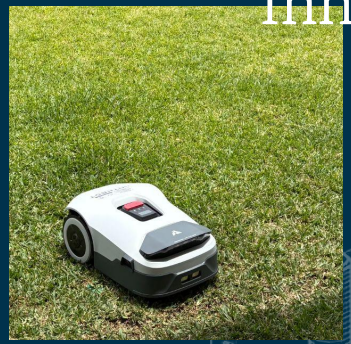
Rigorously researched product and service reviews empower readers to make confident, well-informed purchasing decisions for their homes.

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

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(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.

PROBLEM-SOLVERS

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

HOW TO USE A TOOL

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

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.

ASK A PRO

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

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.

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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

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

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

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

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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 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

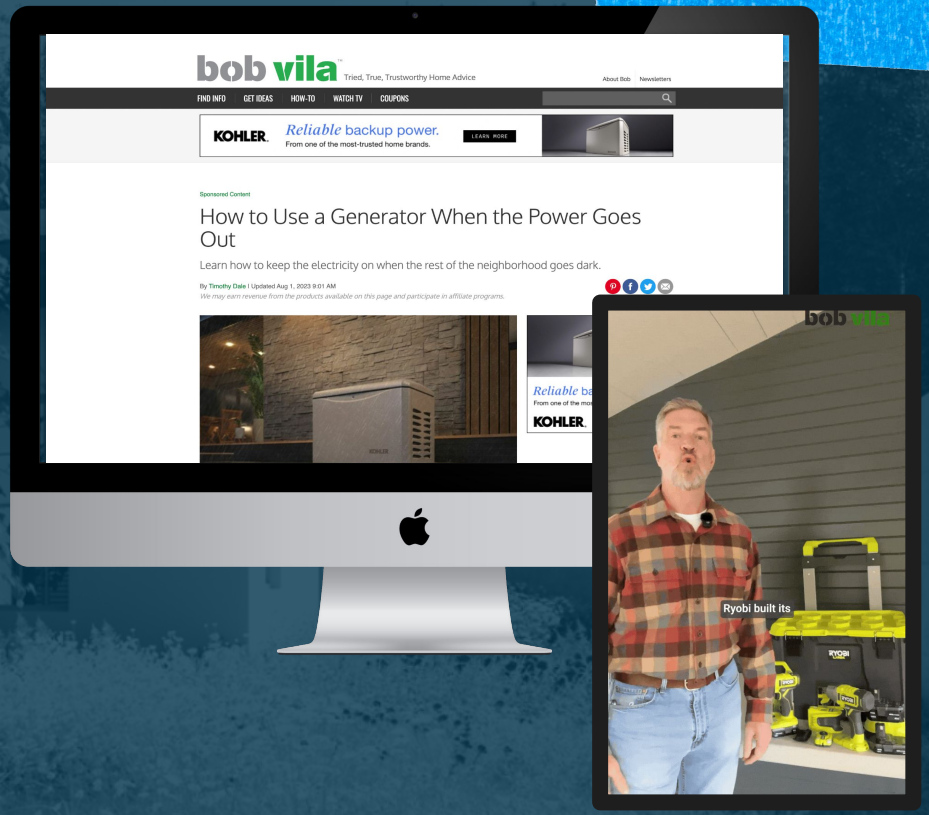
Measure and analyze how customers respond to or interact with your brand and marketing campaigns.

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.**

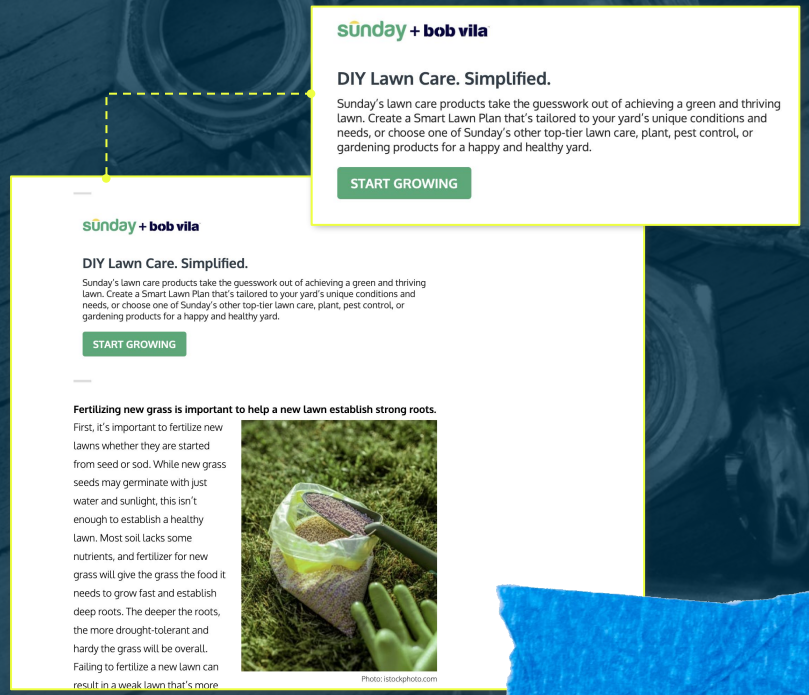
Video integrations with Bob Vila are also available, along with voiceover video opportunities and in-person events.

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.



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.

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Social & Email

Multi-channel alignment with Bob Vila promotes your brand messaging to 1.9 million engaged followers and subscribers.

EMAIL

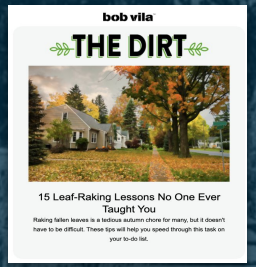
Leverage sponsorship, banners, native content and custom-themed opportunities across a suite of newsletter experiences tailored to our most popular reader interest segments.

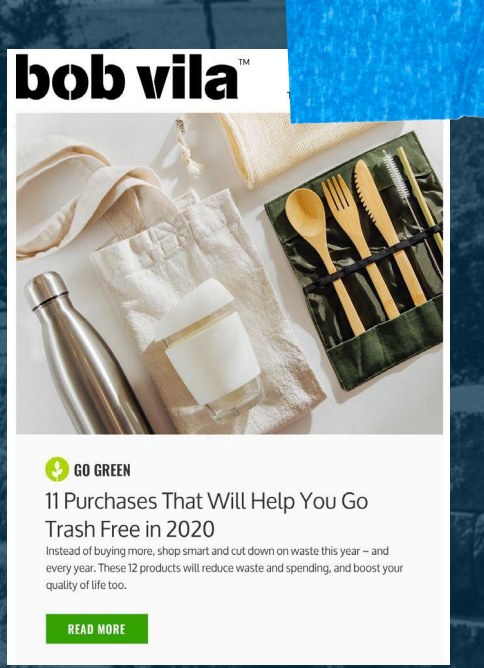
Monthly Must Do's | Home Maintenance
Weekend DIY Club | Easy Project Ideas
The Dirt | Lawn & Garden
The Good Stuff | Shopping & Deals
Clean Sweep | Cleaning & Organizing

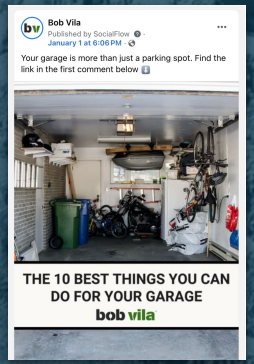
SOCIAL

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







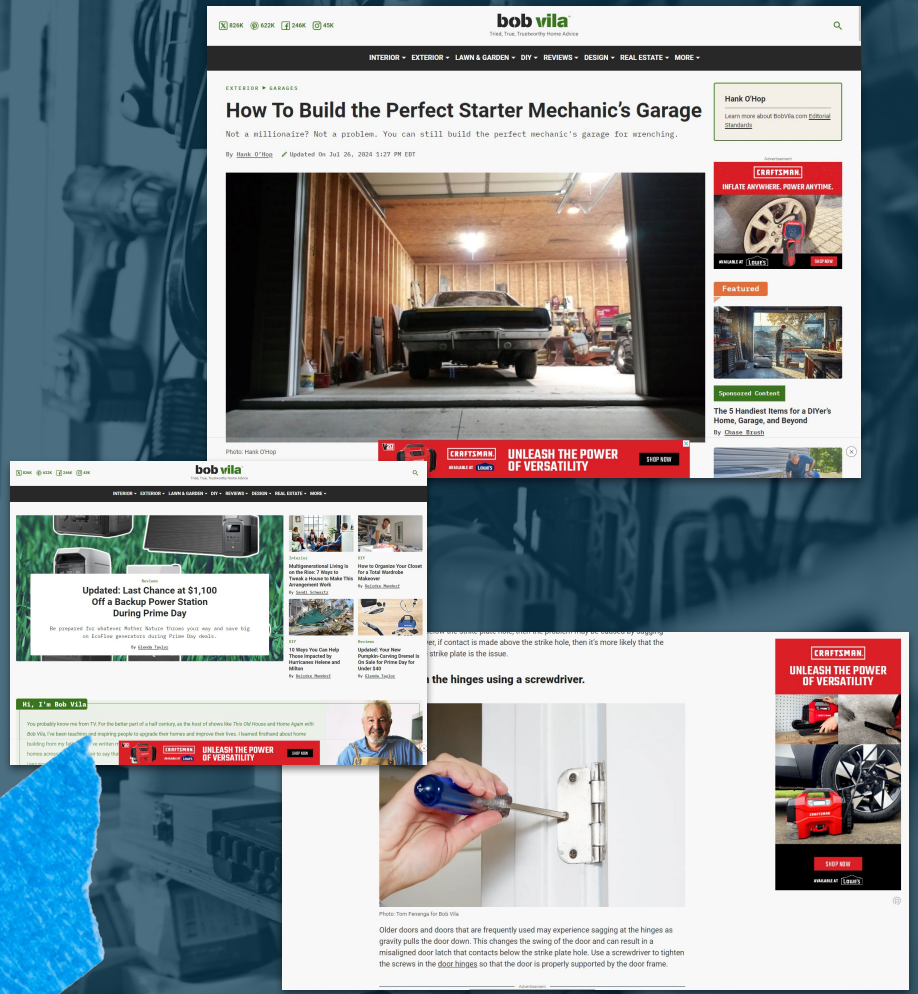
Audience & Intent Based Targeting

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

Brand Partners can seamlessly integrates 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:

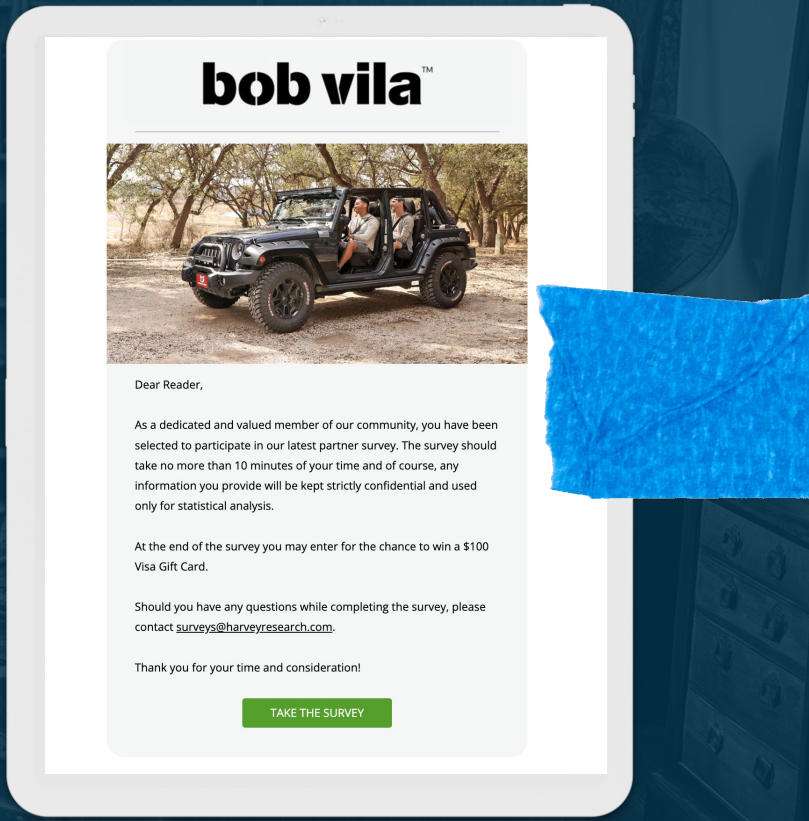
- Demo
- Geo
- Behavioral
- Interest & Affinity groups



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



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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

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*

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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.

Contact Us

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