BobVila.com is the ultimate coach for the home improvement journey, offering inspirational ideas, how-to instructions, and links to products to buy.

Let BobVila.com create an Integrated Campaign to engage your brand with consumers’ journeys.

- Increase demand for your product
- Get people talking about your brand
- Create a positive impression through aligning with home improvement’s #1 icon, Bob Vila
- Associate your brand with new influencers
- Drive traffic to your website / social channels
- Generate email addresses
BobVila.com draws a large, upscale audience of home improvers, ideal for home, auto, and finance brands.

**Ideal demos**
- DIY and Do-It-For-Me content
- 77% married
- 84% homeowners
- Overindex in $75k+ HH income (112)
- Overindex in homes worth $300,000+ (117)
- 62% 25 – 54 years old
- Strong male & female representation (45% / 55%)

**Strong social street “cred” and scale**
- 4,200,000 digital footprint
  - 2,500,000 monthly unique visitors
  - 1,400,000 social followers
    - 1,100,000 Twitter followers
    - 214,000 Pinterest followers
    - 146,000 Facebook fans
  - 290,000 email addresses
BobVila.com excels at engaging visitors

RANKING AMONG LEADING HOME SITES

#1 pages per visit

#1 lowest bounce rate

155% growth in time on site 2011 – 2016

Source: SimilarWeb.com statistics on 9 leading home sites; details available upon request
You’re In Good Company!

Select Custom Campaigns
Each Integrated Campaign includes:

3 Original Sponsored Articles and/or Slideshows w/Social Media Promotion ... Inspirational projects, how-to's, links to Brand’s website and social channels. 100% ads surrounding content.

1 Interactive Photo
With hot spots that link to Brand’s website and social channels (example: http://goo.gl/NQTWDP)

Eye-See In-Image Ads
100,000 impressions targeted to Brand-relevant content

Targeted Banner Ads
500,000 above-the-fold banner ads targeted to Brand-relevant content

1 Custom eNewsletter
Distributed to 290,000+ BobVila.com email list featuring Sponsored Content

Fee available upon request

Add extensions to any of the packages (pricing TBD):

• Promo email
• Email ads in editorial eNewsletters
• Additional original sponsored content
• Influencer Outreach
• Videos
• Banner Ad Surge
EYESEE IN-IMAGE ADS

Eyesee In-Image ads expose viewers to the ad for a long time and a high percentage of people interact with it. See the example below, and the case study on the next page.

Eyesee ads locate a clear area within an image – see the example below. When the viewer clicks on the ad it opens up a menu – an example is on the right.

CTS can choose the links that appear in the menu – for example its website, new product web pages, social channels, and/or sponsored content on BobVila.com.

See additional example at: http://blog.eyeseesolutions.com/showcase/mw5i.html
The trial of the Eyesee In-Image ads for a major home products retailer in August 2016 was successful.

The average viewing time was an astounding 92 seconds!
The interactive photo appears at the end of each custom how-to article.

When you hover over a hot spot, a window pops up that links to “Visit {Brand}”, its new website, and social channels.

With hover rates of 10% - 50%, and click-through rates averaging 3% across all interactive photos, this execution is an excellent way of generating traffic to Brand’s website and new products!

Example: interactive photo on BobVila.com, [http://goo.gl/oRNGFv](http://goo.gl/oRNGFv)
A La Carte Available, Too

Fee available upon request

**EXPLAIN YOUR STORY**
Sponsored Content Package
5 original custom articles / slideshows that live on BobVilacom in perpetuity

**BOOST AWARENESS**
Run of Site Banner Ad Package
2.0 Million banner ads to all home improvers throughout BobVilacom

**INCREASE DEMAND**
Promo Email Package
2 promo emails

**TARGET LIKELY BUYERS**
Targeted Banner Ad Package
1.1 Million banner ads on content targeting the specific parts of the home that are most relevant to your brand
A La Carte Menu
(pricing available upon request)

• Run of site banner ads (standard flash)
• Targeted banner ads (standard flash)
• Run of site rich media ads
• Targeted rich media ads
• Homepage roadblock
• Pre-roll
• Promo email blast / custom edit email
• Sponsored articles / slideshows
• Sponsored social actions
2018 EDITORIAL CALENDAR

JANUARY Fresh Start. Instant inspiration and easy ideas for those whose New Year’s resolution is to recharge one room only or every room in the house, top to bottom.

FEBRUARY The Great Indoors. Furniture, flooring, lighting and paint—our focus turns to the essential building blocks of at-home comfort, convenience, and affordable style.

MARCH Maintenance Musts. Key upkeep issues explained clearly and concisely, with step-by-step tutorials for many of the most common repair and replacement projects.

APRIL Cleaning & Curb Appeal. Indoors and out, from the basement to the backyard, spring inspires countless high-impact spruce-ups within easy reach of any weekend warrior.

MAY Plants & Planting. Tips, tricks, and planning pointers for novices and green thumbs alike, with a special emphasis on hardy, easy-to-care-for garden favorites.

JUNE Outdoor Living & Entertaining. Your guide to creating a dream retreat perfect for lazing quietly in a hammock or playing host to neighbors, family, and friends.

JULY D.I.Y. U.S.A. Get out the toolbox! It’s time to tackle the classic home improvement projects beloved most by handy (and not so handy) Americans through the years.

AUGUST Innovation & Savings. Learn ways to live better for less. Explore the latest trends in smart home automation, energy efficiency, and unique home design.

SEPTEMBER Clutter Control. Helpful hints and actionable advice for homeowners in search of smart storage solutions and the keys to getting (and staying) organized.

OCTOBER Winterizing. You hope for the best. But with frigid temperatures and frightful storms right around the corner, making the most of fall means preparing for the worst.

NOVEMBER Kitchens & Baths. Why-didn’t-I-think-of-that options for the busiest rooms in your home, plus proof you can achieve big changes on a small budget.

DECEMBER ’Tis the Season. Deck the halls—deck the windows and doors too—with clever and crafty, festive decor. Plus: gift guides and the year’s best in home and garden.
Let’s get started engaging consumers with your brand now!

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