

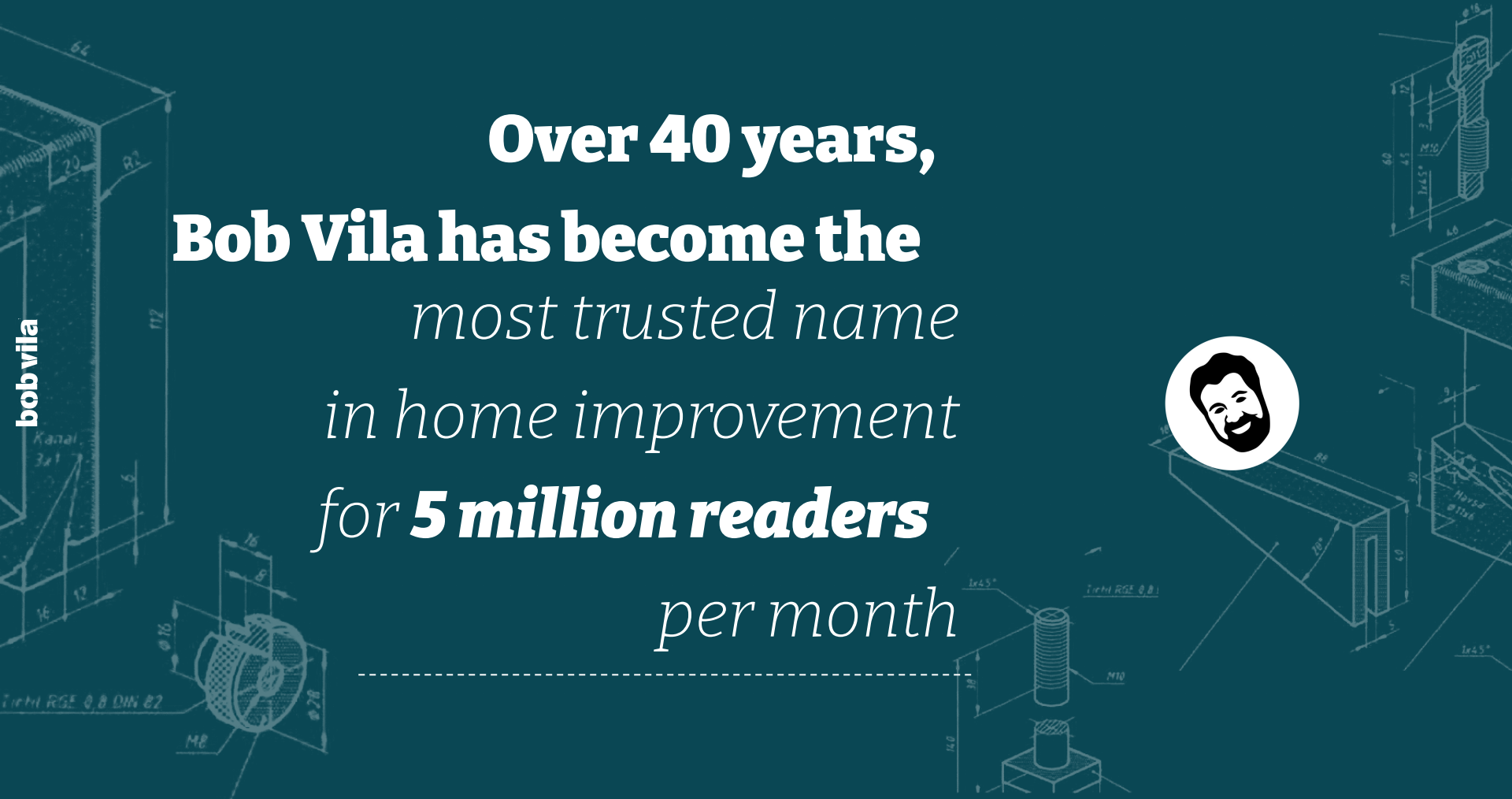


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2025 BRAND OVERVIEW

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Over 40 years,
Bob Vila has become the
most trusted name
in home improvement
for **5 million readers**
per month



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



Renovators



First-Time Homeowners



Passionate DIYers



Gardening Enthusiasts

Our high
search traffic
means qualified
audiences with
demonstrated intent

3.5M UNIQUE MONTHLY SITE
VISITORS

2:55 AVERAGE TIME SPENT

1.7M SOCIAL FOLLOWERS

225K EMAIL SUBSCRIBERS

35-54 AGE RANGE

48/50% MALE/FEMALE SPLIT

\$113K AVERAGE HOUSEHOLD
INCOME

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

Quantcast, 2024

Do It Yourself **299 Index**

Home and Garden **223 Index**

Landscaping **382 Index**

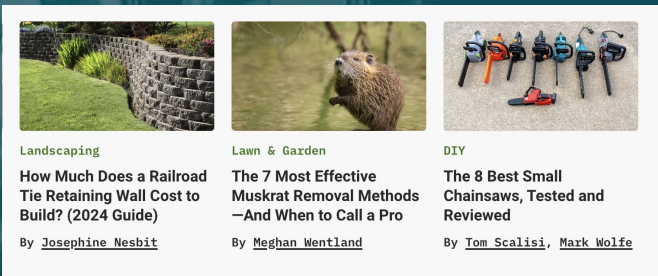
Remodeling
& Construction **265 Index**

Tremendous Purchasing Power

\$53 million

In gross merchandise value in
consumer purchases from
Bobvila.com in 2024

Top BV Shopping Categories	GMV
Tools & Materials	\$12.5M+
Lawn & Garden	\$6.8M+
Kitchen & Bath	\$3.3M+
Furniture & Decor	\$3.25M+
Cleaning & Organizing	\$3.19M+
Heating & Cooling	\$2.45M+
Home Tech & Power	\$2M+
Appliances	\$1.99M+
Outdoor Living	\$1.33M+
Safety & Security	\$670K+
Paint	\$663K+



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 starting with the basics: master your craft starting with the tools themselves.

Jan

FOR THE LOVE OF PAINT

Fight off cabin fever this month and get DIY, design, and color inspiration to transform spaces big and small through the power of paint.

Feb

SPRING INTO DIY

Get a fresh start on do-it-yourself home improvement with new tips, tricks, and ideas for project prep, garden planning, spring cleaning and more.

Mar

REAL DEAL CURB APPEAL

Set sights on your home exterior with this month's focus on roofing, siding, hardscaping, and front yard enhancement.

Apr

MVP: MOST VALUABLE PROJECTS

Celebrate National Home Improvement Month with ideas ranging from fast fixes to big DIY projects. Plus, **Home Improvement Heroes** returns to recognize the pros.

May

YOUR OWN GREAT OUTDOORS

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!

Jun

ENERGY EFFICIENCY

As temperatures rise and energy bills spike, we'll analyze many aspects of home energy efficiency and highlight the most actionable ways to save.

Jul

PREPARED FOR ANYTHING

From home security to storm prep, our guides will help get the home ready for whatever life throws at you.

Aug

TOOL OF THE YEAR AWARDS

Our second annual awards series recognizes and celebrates the very best new tools and solutions for do-it-yourself homeowners.

Sep

OLD HOUSE APPRECIATION

History and heritage take the spotlight this month, with service features for the people who actually own old homes—and those who enjoy their charm 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.

Nov

BEST OF BOB VILA

We take a look back at the most notable news, projects, products, and services 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.

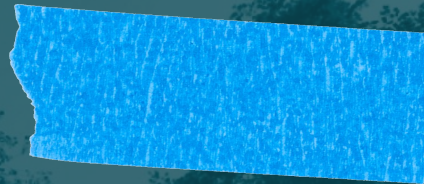
Branded Content + Video



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 web page for 'sunday + bob vila'. The main content is a 'DIY Lawn Care. Simplified.' article. A dashed white box highlights a portion of the article, which is shown in a larger, zoomed-in callout box on the right. The callout box contains the following text: '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.', and a green button labeled 'START GROWING'. Below the main article snippet, there is a section titled 'Fertilizing new grass is important to help a new lawn establish strong roots.' followed by text and a photo of a person's hands holding a bag of fertilizer. A blue torn-edge paper graphic is overlaid on the bottom right of the screenshot.

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

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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.

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 vila™

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 Free in 2020

Buying more, shop smart and cut down on waste this year – and every year. 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

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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

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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



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