

# bob vila

## The Most Trusted Name in Home Improvement

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# OVERVIEW

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For more than 30 years, Bob Vila has shown people how to renovate and repair their homes. As the host of groundbreaking television shows, including *This Old House*, *Bob Vila's Home Again*, *Bob Vila*, and *Restore America*, he became known as the founder of the DIY category.

BobVila.com is the primary destination for accessing Bob Vila's expertise today. The site attracts millions of unique users each month with expert home improvement advice delivered in the familiar, approachable manner that earned Bob Vila the appellation of "The Most Trusted Name in Home Improvement."



# AUDIENCE & ENGAGEMENT

BobVila.com reaches an audience of millions each month via organic search, social media, email newsletters and other channels.

 **9,135,955** *average monthly sessions*

 **150,547** *subscribers*

 **890,900** *followers*

 **170,729** *fans*

 **492,942** *followers*

85% of visitors are new visitors, i.e., the audience continually refreshes. 15% of visitors are returning visitors who return again and again.

 **1:01** *average visit duration*

 **1.29** *average number of pageviews per visit*

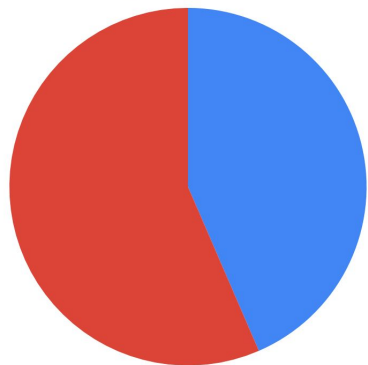
 **81%** *average bounce rate*

 **1.32** *average number of visits per user*

# DEMOGRAPHICS

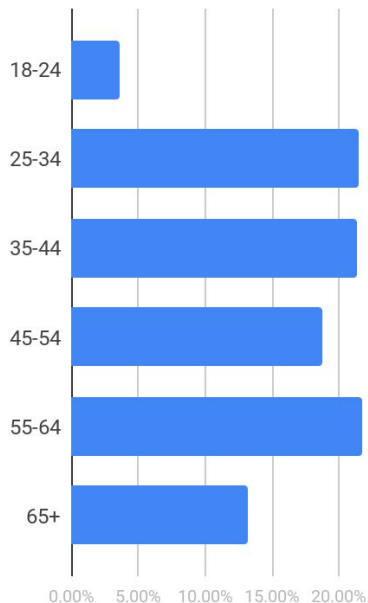
Men and women visit BobVila.com in roughly equal measure, with the vast majority being between the ages of 25 and 64.

*Audience by gender*



Women 55%  
Men 45%

*Audience by age*



# EDITORIAL CALENDAR



**JANUARY New Home/Fresh Start.** Tips for finding the perfect house (or apartment) and DIY ways to make it your own. Plus: Bob Vila's First Time Homeowners Survival Guide.



**FEBRUARY Windows & Doors.** Double hung, awning, sliders and casement, there's more to windows shopping than style. Plus: 10 Easy Ways to Trick out a Plain Door.



**MARCH Curb Appeal.** It doesn't take much to give your home's exterior a fresh new look. We've got Curb Appeal updates – from under \$100 to over \$10,000.



**APRIL Garden Sheds.** We've grown awfully fond of tiny houses, and the backyard "shed" fits the bill nicely for homeowners looking to convert them for multi-use.



**MAY Roofing.** It is one of the most important exterior elements of the home. Find out how to choose the right, worry-free roof for your home.



**JUNE Garages.** Your garage could be so much more, than a parking space for your car. See how you can create a Man Cave – or just tackle the clutter.



**JULY Outdoor Living.** The sun is shining, the birds are chirping, and we're here to make sure you're making the most of your backyard this summer.



**AUGUST Storm Proofing.** Batten down the hatches! Everything you need to know from storm doors to roof repair to prepare you for storm.



**SEPT Fall Maintenance.** It's that time of year again. Consider what you want to get done while you can still leave the house in a t-shirt!



**OCTOBER Made in America.** Highlighting some of our favorite quality brands and products that can proudly say they were made in the USA.



**NOVEMBER Kill the Chill.** Winter's here so heating and heating costs are top of mind. Find a better fireplace, replace your furnace, and look for ways to lower heating costs.



**DECEMBER Holidays.** From top-rated fake trees to the latest outdoor LED lights, there's no reason not to Deck the Halls, windows and doors to celebrate the season.



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