



# Joint Venture Team

ToolBoxBuzz.com

Sponsored By



Produced and Edited by

**Trusted Professional Contractors**

**2014 MEDIA GUIDE**

# Who We Are

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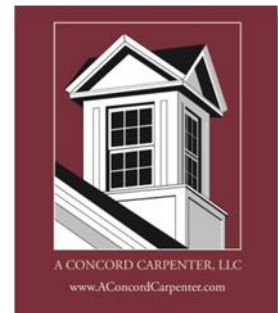
The four sites listed in this proposal represent a very unique combination of personalities and industry recognized leaders. All four sites are managed and edited by Professional Contractors with hands on experience in the construction, building, home improvement and woodworking industries.

**Tool Box Buzz** – Combines the talents and expertise of the previously mentioned PRO Contractors / Editors in a one of a kind joint venture. The site also features several other contributing editors to further expand our background and coverage. The site focuses on tools, accessories and products for tradesmen and women. Product reviews on this site come from users that rely on tools to make a living, and serious DIY'ers using tools to create their dream projects.

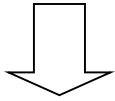


**Home Construction & Improvement** – HCI features a wide assortment of Home Improvement and Construction Advice from Custom Home Builder / Structural Engineer Todd Fratzel. In addition to sharing articles and features from his current construction projects, he also produces articles featuring woodworking projects from his custom woodworking shop and studio.

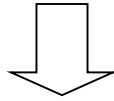
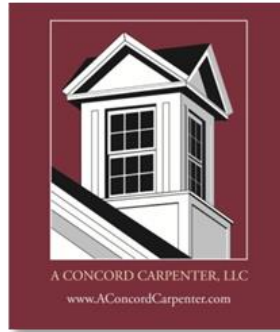
**A Concord Carpenter** – Renovation and Remodeling Contractor Robert Robillard shares his extensive experience as a Contractor renovating historic homes in suburban Boston neighborhoods. His passion for high quality renovation work and custom woodworking is featured on this website and his ever growing Youtube Channel.



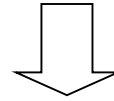
**Tool Skool** – Editor / Carpenter Brad Staggs and Editor / Producer Beth Knott show off their passion for all things related to tools. With a long history in producing and starring in HGTV shows this duo produces some of the best online video content related to the construction industry and more specifically tools! A visit to the Tool Skool workshop is always a learning experience with some fun humor mixed in.



General Contractor  
 Residential / Commercial  
 Woodworking  
 Serious DIY Projects



General Contractor  
 Residential Renovation  
 Serious DIY Projects  
 Woodworking



Carpenter  
 Residential Remodeling  
 Woodworking  
 Home Improvement

## 3 Great Construction Sites Join Forces On ToolBoxBuzz.com

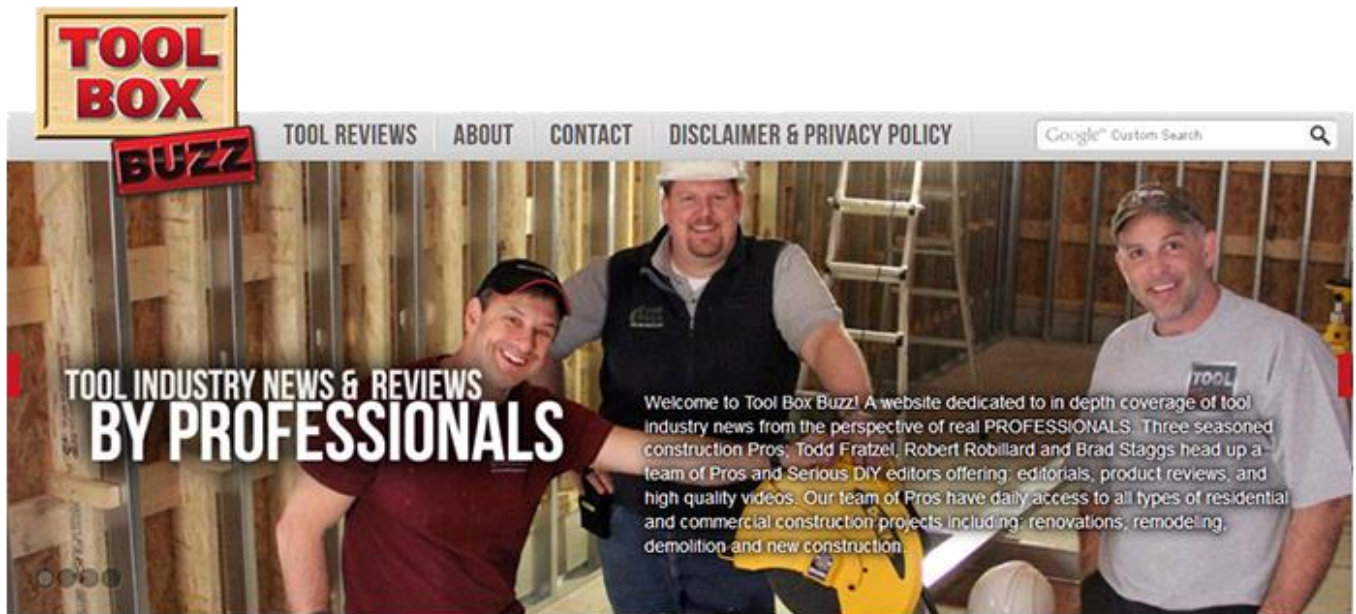


Complete industry coverage from seasoned PRO's. We test and use the tools on real job sites doing real construction projects. If you want real opinions from real contractors then Tool Box Buzz is the place to get it!

# Team Work

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Brad, Rob and Todd bring over 70 combined years of construction experience to bear on ToolBoxBuzz.com. By teaming up they are able to cover a much larger segment of the industry. That combined with Brad's expertise in producing high quality video productions the team can now produce high quality content with high quality photography and videography.



Each of the Editor's Main Sites (ACC, HCI and TS) focuses on content rich articles featuring tools and products being used on the jobsite. Tool Box Buzz focuses on high quality product reviews and news. This approach allows Tool Box Buzz to provide a wide range of field experience so the tools can be highlighted based on real jobsite performance.





The result of this great Team is the very best, high quality content based on years of REAL jobsite experience backed by quality photos, well written reviews, and high quality videos. We are certain no other tool site can match this Team's experience and quality content.



# Tool Box Buzz Team Video Preview

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## ToolBoxBuzz.com Video Introduction

[http://www.youtube.com/watch?v=im9QKq-W\\_Wk](http://www.youtube.com/watch?v=im9QKq-W_Wk)

# Editors

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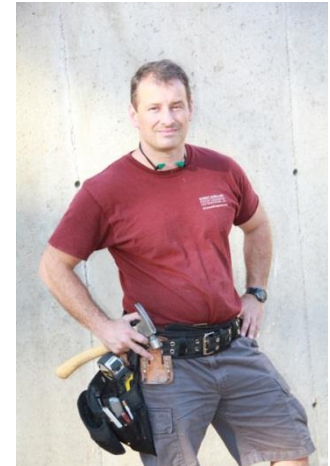


**Todd Fratzel** – Todd has been in the construction industry his entire life. His full time career still involves being the head project manager for a design-build construction company focused on Residential and Commercial building construction. He oversees millions of dollars in construction annually. In addition he also has a passion for woodworking and recently finished building a custom wood shop.

Todd is the founder of Front Steps Media which produces several online publications including ***HomeConstructionImprovement.com***, ***ToolBoxBuzz.com*** and ***TodaysGreenConstruction.com***. His ability to provide readers with access to behind the scenes construction topics, tips and knowledge has created an ever growing list of regular subscribers to his publications.

**Robert Robillard** - Robert Robillard is editor of A Concord Carpenter and principal of A Concord Carpenter, LLC located in Concord, Massachusetts. Rob is a recognized leader in tool and how-to information for building professionals; he also hosts the Concord Carpenter Cable TV Show, offering the do-it-yourself audience in Boston's Metro West region expert advice on home repairs and maintenance.

On his website, Rob covers all aspects of home improvement, remodeling, and specializes in problem solving for home maintenance. He enjoys using his knowledge and experience to help and educate on best practices in the remodeling industry. The Concord Carpenter's motto: "Well done is better than well said!"



**Brad Staggs**, trained as a carpenter, has been around tools and the construction industry most of his life. He combined his career goal of having a TV show with his knowledge of how-to, when he was selected to host *DIY Home Repair & Remodeling*. In addition, he has been the featured Home Improvement Expert on several **HGTV** programs. He created *DIY Cool Tools* as a sales tool for the network and was co-Executive Producer of *DIY Tools & Techniques*.

His combined knowledge of tools, home improvement, and broadcasting are evident in his current role of Contributing Writer & Video Producer for ***ToolSkool.com***. He co-created the website with his business partner, Beth Knott. After years of producing content for others, they decided to build something that could highlight their individual skills.

Brad is an active carpenter and also the author of *Spend a Little, Save a Lot Home Improvement*.

# Contributing Editors

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**Philip Benevides** – Phil is a 28-year old Air Force Veteran who decided to transform his passion for construction and home improvement into a career. Inspired by his Grandfather who built his home from the ground up with his bare hands in Portugal, he received his formal training in Carpentry at the North Bennett Street School in Boston, MA. Phil continues to grow his skills as a lead carpenter, managing job sites in and around Boston, and a Captain in the Air National Guard bettering himself as a leader. He loves exploring new

building products and construction methods to solve job-site problems and reviewing tools for the pro-contractor and serious DIYer.

**Jeff Williams** - Contributing Editor Jeff Williams comes from a long line of Contractors. His parents started a Commercial General Contracting firm many years ago and it has afforded him life-long, hands-on learning opportunities from rough and fine carpentry all the way to structural steel and concrete. He formalized his training by completing a Construction Management degree.

Currently he's a project manager for a major masonry restoration company specializing in large historic buildings. While he doesn't get to work out in the field everyday anymore, nothing beats the thrill of being able to coordinate and successfully manage large projects all the way through to completion. Inspired by the difficulties sometimes encountered to complete punch lists his motto is, "Work hard until the job is done."



**Pat Askren** - Contributing Editor Pat Askren is a retired Fire Chief who spends his free time building custom cars, repairing appliances and an assortment of home improvement projects. He has extensive experience using an assortment of tools from each of those categories. Pat is a text book Do-It-Yourselfer who loves getting his hands dirty and finding the right tool for the job!

Pat recently opened his own "hot rod" shop where he builds and restores custom cars with friends and family. His new shop is the perfect place to test tools especially ones focused on the auto industry. In his free time he enjoys fishing and spending time with his four grandchildren.



# Combined Site Traffic and Demographics

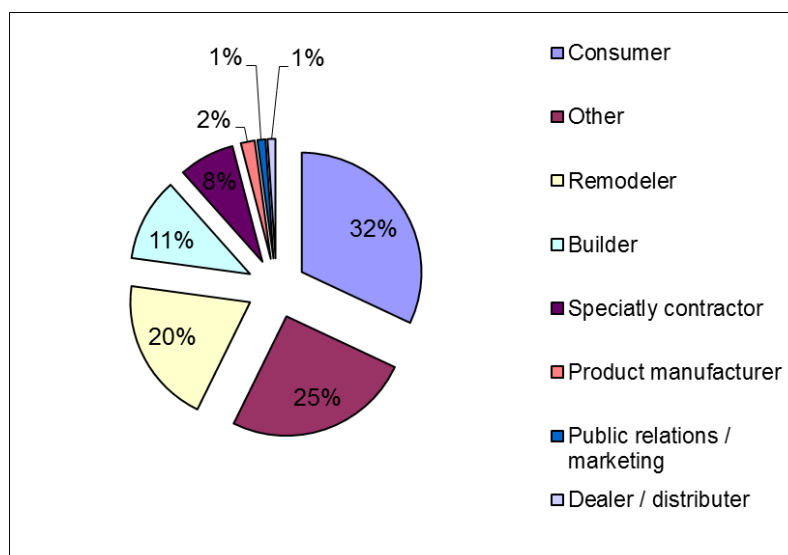
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- Average 172,000 Unique Monthly Visitors
- Average 270,000 Unique Monthly Page Views
- Weekly Newsletter: 12,000 Subscribers and growing rapidly. Open rate 45% and link CTR of 40%.
- 76% newsletter subscribers are PRO contractors, 15% serious DIY-ers
- 7,500 Youtube Subscribers (all 4 channels) and 160,000 average Youtube views per month.
- Over 9,100 Facebook Followers
- **41% of readers are PRO Contractors, Remodelers or Renovators.**
- **19% of readers are DIY'ers and/or Woodworkers.**
- **32% of readers are Consumers.**
- 62% Male / 38% Female
- 60% of our readers are College Educated
- 24% of readers are age 18-34
- 48% of readers are age 35-49
- 64% of readers make more than \$60K per year

## Reader Survey Results (All 4 Sites Combined)

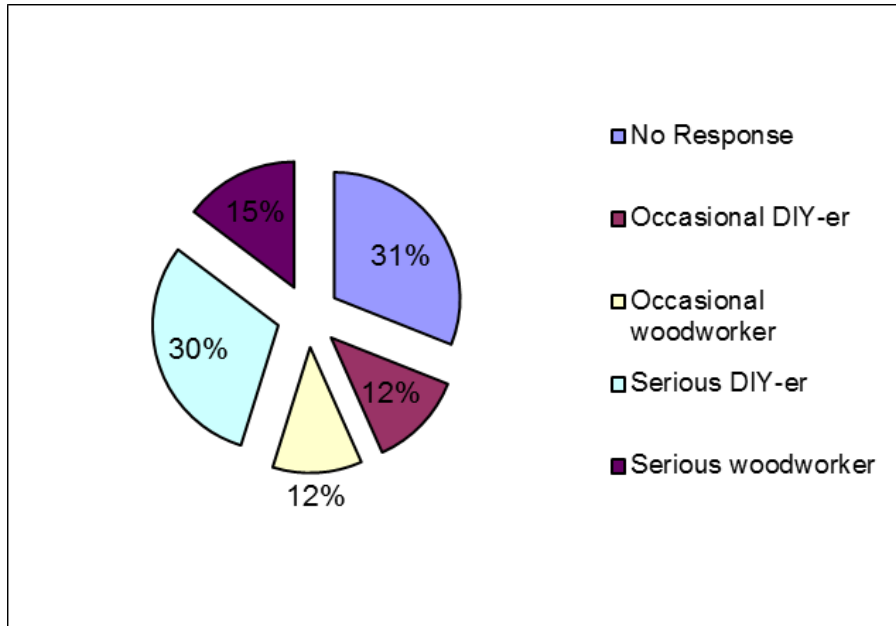
The following survey results are from a 5 month survey period in late 2012 and early 2013. The results are a mix of readers from all 4 publications.

### Reader Occupation/Profession

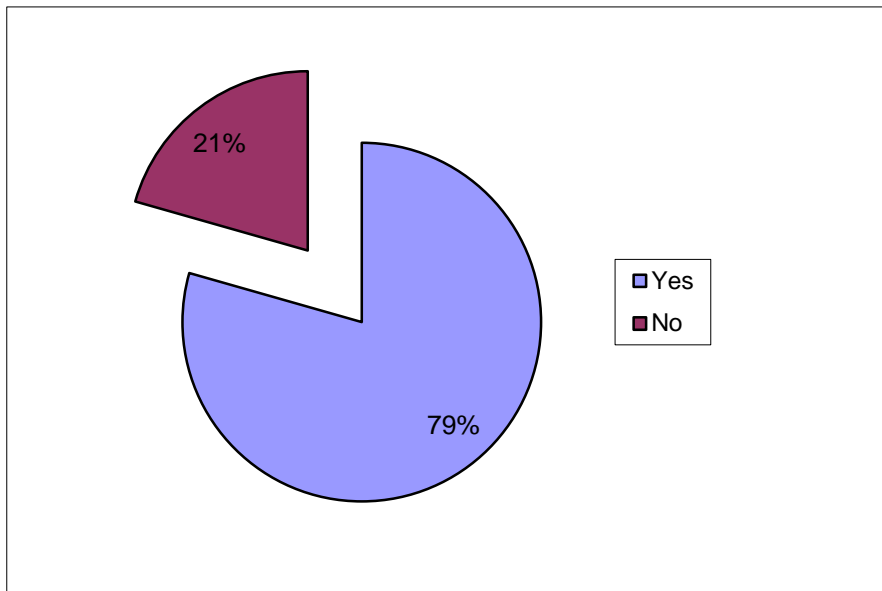


## DIY'ers / Woodworkers

(From OTHER Category Above)



**Do you use information on our WEBSITE when making purchasing recommendations and / or purchasing decisions?**



# Banner Ads, Newsletters & Video Advertising Rates

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## Banner Ad Details

We offer banner ad package deals on the following four sites:

- HomeConstructionImprovement.com
- AConcordCarpenter.com
- ToolBoxBuzz.com
- ToolSkool.com

### Banner Ad Options and Specifications:

- **Rates include 25% SOV (Share of Voice) – Run of Site**
- **Premium Banner Ad** – Top of page ad (728x90)
- **Select Banner Ad** – Top of sidebar ad (300x250)
- **Standard Banner Ad** – Lower sidebar ad (160x600)
- **Alternative Sizes** – Other sizes may be possible for custom campaigns.
- Acceptable file types: jpg, gif, png, Flash, HTML, JavaScript, and most third-party ad tags
- No files over 30K accepted
- Non Transparent

<b>Monthly Rates</b>	
<b>Banner Ad</b>	<b>Card Rate</b>
Premium	\$3,000
Select	\$2,500
Standard	\$1,250

\* Note: Discounts available for ad buys of 6 months or longer.

# Sample Banner Ad Placements

Below are sample locations for banner ads on our sites. Each of the sites are similar in location.

The screenshot displays a website layout for 'HOME CONSTRUCTION & IMPROVEMENT'. At the top, a red banner reads '728 X 90'. The main article is titled 'Outdoor Fire Pit and Patio' by Todd Fratzel on Landscaping. To the right of the article, there are two red banners with white text: '300 X 250'. Below the article, there is a 'NEXT PAGE' button and a 'Pages' indicator. At the bottom of the page, there is a '160 X 600' banner. The footer contains sections for 'ABOUT TODD FRATZEL', 'TOOL BOX BUZZ VIDEOS', and 'FRONT STEPS MEDIA VIDEOS'. The website also features a navigation menu, a search bar, and a sidebar with 'Crawl Space Encapsulation' and '300 X 250' banners.

  
**SAMPLE AD  
LOCATIONS  
AND SIZES**

# Newsletter Advertising

We also offer e-newsletter packages featured on 3 independent newsletters from:

- AConcordCarpenter – Rob Robillard’s regular newsletter.
- ToolBoxBuzz & HomeConstructionImprovement – Todd Fratzel’s regular combined newsletter.
- ToolSkool – Brad Stagg and Beth Knott’s regular newsletter.

## Newsletter / EBlast Options:

- We offer both sponsored content opportunities and banner advertisements on our newsletters.
- Newsletters Published by all three Editors.
- **E-Blasts – Single issue sent to all subscribers with a special offer and/or sponsored post.**
- **Newsletter Sponsorship Banner Ad – Email Newsletter Banner Sizes: 468 pixels wide x 60 pixels tall + 160 pixels wide x 600 pixels high**

Newsletter Ad Rates	
Ad	Card Rate
Email Blast*	\$0.25/Subscriber
468x60 Banner**	\$300/mo
160x600 Banner***	\$250/mo

\* Note: Pricing is per issue.

\*\* Placed in-line with content after 1<sup>st</sup> story, before 2<sup>nd</sup> story. Discounts available for buys including 6 or more issues.

\*\*\* Placed in lower sidebar. Discounts available for buys including 6 or more issues.

FROM THE EDITOR OF  
**TOOL BOX BUZZ AND HOME CONSTRUCTION & IMPROVEMENT**  
TODD FRATZEL  
Expert Home Improvement Advice and Professional Tool Reviews

**IN THIS ISSUE**  
Outdoor Fire Pit & Patio Project  
Senco Brad Nailer Giveaway  
Woodworking Jigs

**SHARE THIS EMAIL**  
Did someone forward this to you? Click the button to subscribe.  
**SUBSCRIBE HERE**

**SUBSCRIBE VIA RSS**  
Get live updates in your web browser window.  
**RSS FEED**

**UNSUBSCRIBE**  
If you no longer wish to receive this newsletter you can unsubscribe [here](#).

**RELATED ARTICLES/VIDEOS**  
[Milwaukee M18 FUEL Sawzall Video](#)  
[Festool Carvek Cordless Jigsaw Review](#)  
[Workshop Compressed Air System](#)

**SPONSORS**

**Outdoor Fire Pit & Patio**  
Everyone loves outdoor living spaces especially ones that incorporate a fire pit! We recently finished a major landscaping project at our home including a patio, fire pit, and sitting wall. The project also included a large flower garden around the structure and preparations for a covered pavilion in the future.  
For more pictures and details of this amazing backyard transformation be sure to use the Read More link below to read the entire article.  
[Read More](#)

**Senco Brad Nailer Giveaway**  
This month we've teamed up with the folks at Senco to offer a chance to win their F-18 Cordless Brad Nailer. Their patented technology let's this 18 gauge nailer run on just an 18V Li-Ion battery! Be sure to check this article out and enter for your chance to win!  
[Read More](#)

## Sponsored Videos

Our team is uniquely positioned to produce high quality sponsored promotional videos. We are able to showcase products on real job sites and provide prospective and professional opinions that our readers rely on when making purchases.



- Custom video featuring all three editors. Featured video offers perspective from three seasoned PRO's including product demo and highlights.
- **Custom video hosted on our YouTube Channel and available for you to host as well.**
- **Video promoted on all 4 Social Media channels and on the ToolBoxBuzz Video page.**

<b>Sponsored Video Rates</b>	
<b>Ad</b>	<b>Card Rate</b>
Basic Video*	\$4,000
On Location Video	Starting @ \$8,000**

\* Note: Product samples must be sent to all three editors and no travel is required.

\*\* Plus travel expenses.

# Sponsored Projects – Product Placements

One of the other unique advertising opportunities that we provide are sponsored projects that focus on product placement.

From time to time we have active construction projects that allow us to feature a product or tool being used in a real life situation. These projects allow us to create several forms of content including photos, content rich articles, and videos.

Please contact us to discuss how we can help promote your product on one of our projects.

The screenshot shows a website for 'A CONCORD CARPENTER' with the tagline 'Promoting best practices in the remodeling industry'. The main article is titled 'Bathroom Remodeling Strategies – My Top 3' by Robert Robillard. The article lists three strategies: Bathroom Makeover, Bathroom Layout Change, and Bathroom Expansion. Each strategy is accompanied by a small image. The website also features a sidebar with a newsletter sign-up, social media links, and a list of topics. A promotional banner for a RIDGID 18V compact drill/driver combo is also visible, showing a price reduction from \$169 to \$149.

## How To Install Fypon Gable Pediments Video

Check out the following short video. It shows my installing this gable pediment above and how easy it really is. Fypon is easy to install including people with basic DIY and tool skills.



# Summary

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Our four sites represent a very unique opportunity to reach loyal readers including Pro Contractors and Serious DIY'ers. Each of our sites has seasoned veterans that have an active ongoing relationship with the construction industry. Each of us is on active jobs sites on a regular basis, something most other publications simply cannot say.

Each of us is a huge believer in the products we use and provide our readers detailed product reviews on a regular basis. Our audiences trust our opinions and expertise.

Our Readers are highly motivated and engaged in this industry. They trust our advice and recommendations. In addition they make purchases based on our trusted history of only promoting quality products.