

AConcordCarpenter.com

## Media Guide



2014

## **Abstract**

My name is Robert Robillard and I am the founder of AConcordCarpenter.com. It is my goal to establish a long-term advertising and promotional relationship with tool and product manufacturers.

I am quickly becoming a thought leader in the home improvement, construction and renovation industry.

Being a licensed builder and running a full service remodeling business I am one of the very few website personalities with real credibility. Everyone on my staff is Professional contractors and tradesmen.

Very few online publications have the day-to-day connection with the remodeling industry as I do. I am a seasoned contractor whose reputation can help your company educate and inform consumers on your tools and products. I have a trusted history of only promoting quality products. My confidence in a product can only help build brand as well as sell product.

### **AConcordCarpenter.com DELIVERS RESULTS!**

My confidence in a tool or product sends a clear message of quality and value to a readership that is 69% professional contractors and 25% sophisticated hobbyists.

My website, cable television show and newsletter followers come to my site looking for new, improved tools and product reviews. They rely on my industry training and experience to provide solutions to their problems and make appropriate recommendations for purchasing tools, products and accessories.

These professional contractors and sophisticated hobbyists as well as others are motivated and eager to solve a problem or make a purchase; they trust my advice and recommendation. Many times they make a purchase immediately after reading a review where a direct-buy link is posted.

I am able to showcase, demonstrate and advertise tools and products through a variety of media venues including: television, video, social media, newsletter, email blasts, tool / product reviews and product placements.

As the editor and sole decision maker at AConcordCarpenter I will communicate with directly with your team. All decisions, strategic changes and additions to my site relative can be made swiftly and with one phone call or email. Press releases and other posts can be published in a matter of minutes.

Consumers crave content that's been created by experts who have worked in the area of

expertise for decades. AConcordCarpenter confidence in your products will help deliver the brand message directly to our readers. Together we can help you gain more market share and increased sales.

Advertisers and sponsors also enjoy priority placement and emphasis on the site.

### **Value:**

- Professional contractor credibility [[example HGTV interview](#)]
- First-person authorship by an industry professional [[Example](#)]
- 49% professional contractor readership
- 19% Sophisticated hobbyist readership
- Multiple forms of professional consumer contact
- Strong social networking engagement [Facebook, Twitter, YouTube and LinkedIn]
- Outstanding tool and product reviews [[ACC YouTube channel videos](#)]
- Direct buy buttons on every product review post
- Credible product and tool videos [[Example](#)]
- The ability for fast turnaround on product news, reviews and videos [[Example](#)]
- Exposure on a weekly newsletter
- Advertising on website and newsletter with 25% to 50% Share Of Voice.
- The ability to send email blasts to newsletter subscribers
- [Product placement](#) of tools / products shown being used on jobsites, videos, construction / home related articles and [Cable TV episodes](#)
- **Priority placement and editorial emphasis on my site.**

## **Site Stats:**

AConcordCarpenter.com average of 45,000 visitors per month with 1.5x page views. Plus additional exposure on Face book, Twitter and Linked In.

- 76 Male / 24% Female
- **49% of readers are Pro Contractors, Remodelers and Renovators**
- **19% of our readers are DIY-ers and Woodworkers**
- **32% of readers are consumers**
- 60% of our readers are College or Grad School Educated
- 43% of readers are age 18-34
- 21% of readers are age 35-49
- 17% of readers are age 50+
- 19% of readers make more than \$60 K per year
- 47% of readers make more than \$100K per year

## **Influence:**

AConcordCarpenter.com has influence that is much higher than its website traffic.

AConcordCarpenter.com has the ability to use social media and corral other magazines and online publications to re-post and cross-promote its articles.

AConcordCarpenter's editor, Robert Robillard also writes for reputable trade magazines ProTool Review magazine and Extreme-How-To-Magazine, as well as two industry related websites ToolBoxxBzz.com and BeThero.com

## **Weekly Newsletter:**

The AConcordCarpenter.com Newsletter is a double opt-in process that that publishes weekly on Tuesdays. The ACC newsletter reaches 4500 people. It has a 35% open rate, 9% click thru rate and its subscriber base has been growing at a daily rate of 4% since inception eight months ago.

These subscribers are highly motivated and trust the information they receive. They rely on my expert advice and recommendations prior to making purchases.

The AConcordCarpenter.com newsletter uses high-powered email delivery software [AWebber] and can deploy marketing messages in minutes to a list of subscribers, and the consumption of the information is nearly instantaneous.



*Photo: Installing tile For AConcordCarpenter TV Show [DEWALT product placement]*

### **Cable Television show:**

The “ConcordCarpenter” cable TV show offers expert advice on home repairs and maintenance to across Boston’s Metro West region.

- The show has 21,000 viewers and airs on Mondays at 8:30 p.m., Wednesdays at 6:30 p.m. and Thursdays at 12:30 p.m.
- 21,000 viewers
- We can arrange to use a Tool or Product on the show; Manufacturer logo would show at end of show as donor of product. A voice-over will also announce both at the beginning and end of the TV show that tool or product was supplied and give credit.
- The benefits, ease of use, reliability and value of the tool will be discussed during the show.

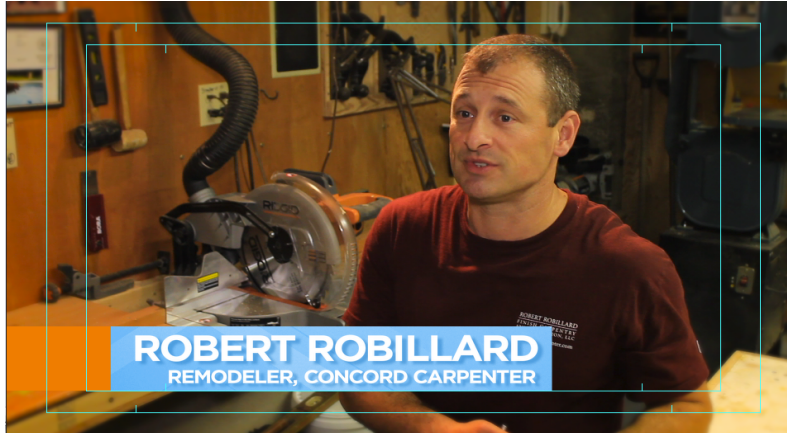


Photo above and links below: [HGTV Interviews](#)

**Other TV interviews:**

[HGTV hidden costs of remodeling interview](#)

[HGTV original plans help a remodel](#)

[HGTV renting portable storage for an easier remodel](#)

[HDTV setting up a temporary kitchen](#)

**Banner Ad Details:**

- Rates include 25% SOV
- Premium Banner Ad - top of page [728 x 90]
- Select Banner Ad - Top of sidebar ad [300 x 250]
- Standard Banner Ad - Lower sidebar [160 x 600]
- Acceptable file types: jpg, gif, png, Flash, HTML, Javascript and most third-party ad tags
- No files over 30K accepted
- Non Transparent
- Ad may not auto-play audio or expand beyond the dimensions of the ad space.

**Banner Ad Rates:**

**Card Rate:**

**Discounted Rate:**

- |            |              |                          |
|------------|--------------|--------------------------|
| • Premium  | \$ 850 month | \$ 800 [6 month min buy] |
| • Select   | \$ 800 month | \$ 750 [6 month min buy] |
| • Standard | \$ 600 month | \$ 500 [6 month min buy] |

## **Newsletter Advertising:**

- Newsletter published weekly [ Approx 48 issues per year]
- **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 x 60 and 160 x 600 available

### **Email Ad Rates:**

### **Card Rate:**

### **Discounted Rate:**

- |                                 |                      |  |
|---------------------------------|----------------------|--|
| • Email Blast * [per issue buy] | \$ 0.25 / Subscriber | \$ 0.20 / Subscriber [6 month min buy] |
| • 468 x 60 Ad**                 | \$ 100 month         | \$ 80 month / month                    |
| • 160 x 600 ad ***              | \$ 80 month          | \$ 60 month / month                    |

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\* Pricing per issue. Discount rate is for consecutive issues.

\*\* Placed in-line with content after 1<sup>st</sup> story, before 2<sup>nd</sup> story. Card rate is for a 6 month Ad buy. Discounted is for 12-month buy.

\*\*\* Placed in sidebar. Card rate is for a 6 month Ad buy. Discounted is for 12-month buy.

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## **Summary**

A Concord Carpenter represents a unique opportunity to reach loyal readers including Pro Contractors and DIY'ers.

At Concord Carpenter, our crew, are all seasoned, professional contractors still active in the trades. We enjoy using our knowledge and experience to help and educate best practices in the remodeling and building industry. That is something most publications cannot say.

Our audience trusts our opinions and advice. This audience is highly motivated and engaged in the industry and often makes purchases based on our history of only promoting quality products.