

# 2011 Media Guide



## Introducing Front Steps Media Publications



# About Front Steps Media

Front Steps Media is a family of online publications focused on the Home & Garden Industry. These sites are completely focused on providing readers with expert solutions to every day projects.



**Home Construction & Improvement** is our premiere website offering **home improvement, DIY, and construction** advice.



**Tool Box Buzz** is all tools all of the time! Offering **industry news** and **detailed product reviews** for construction professionals and DIY'ers.

# About Our Readers

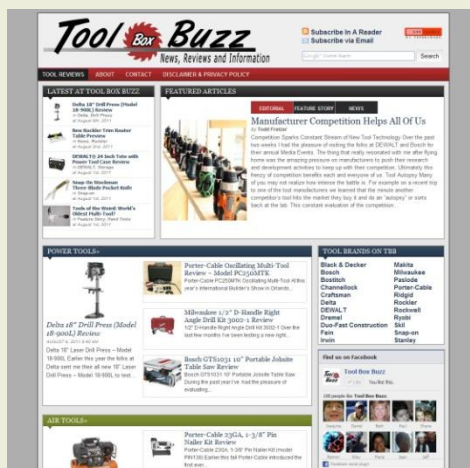
- ❑ Average 120,000 Unique Monthly Visitors
- ❑ Average 245,000 Unique Monthly Page Views
- ❑ 62% Male / 38% Female
- ❑ 60% of our readers are College Educated
- ❑ 24% of readers are age 18-34
- ❑ 48% of readers are age 35-49
- ❑ 54% of readers make more than \$60K per year

# Who We Are



## www.HomeConstructionImprovement.com

Written by Editor Todd Fratzel who brings more than 20 years of construction and engineering experience to the readers of HCI. Todd is also a project manager and engineer for a large construction company. His continued interaction within the industry provides fresh and current industry perspective.



## www.ToolBoxBuzz.com

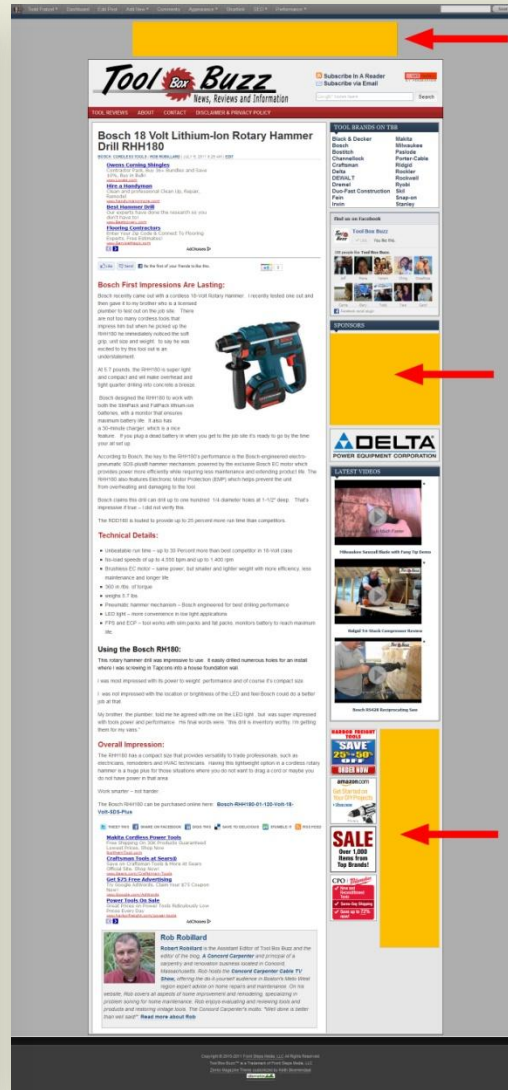
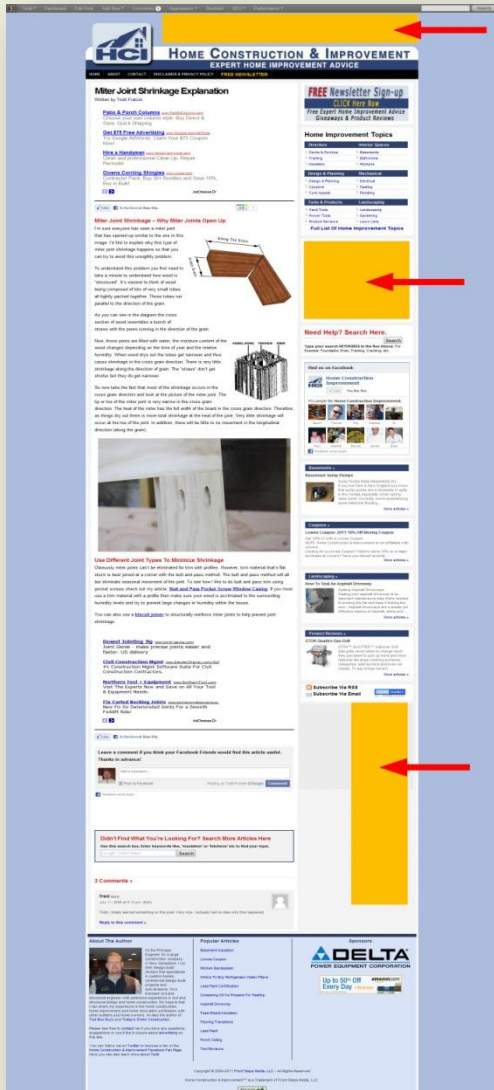
Editor Todd Fratzel shares his wealth of tool knowledge and hands on experience. The site also features Assistant Editor Rob Robillard (from www.AConcordCarpenter.com ) who shares his love of carpentry tools and Contributing Editor Bryan Wright who brings years of industry news experience.

# Advertising Opportunities

We offer a wide range of advertising opportunities and custom solutions to meet the needs of this ever evolving industry.

- Banner Advertising** including: 728x90, 300x250 and 160x600 standard IAB sizes.
- Branded Pages - ALL NEW** : We can design pages on our site that are 100% branded to your product including product reviews, video demonstrations, press releases, buy now product sales and social media interaction.
- Email Newsletter** Announcements and Banner Ads
- Sponsored Posts**: We can help you quickly get the word out to our readers announcing exciting product news, sales events and giveaways.
- Featured Projects**: We can incorporate your product in featured Home Improvement, DIY and Construction projects. The projects are highlighted with featured project articles, videos and social media.

# Banner Ads on Websites



We offer standard IAB sizes of 728x90, 300x250 and 160x600. Custom sizing is available in some situations.

Banner ads can be placed site wide, home page only, category specific and even geo-targeted.

# Branded Pages

The screenshot shows a branded webpage for HCI (Home Construction & Improvement). The page features a navigation bar with links for HOME, ABOUT, CONTACT, and DISCLAIMER & PRIVACY POLICY. The main content area is titled "DEWALT TrackSaw Review – Model DWS520K" and includes a featured video, a search bar, and a list of product reviews. The review text describes the DEWALT TrackSaw's features and specifications, such as its zero clearance track saw cutting system, dual-edged tracks, and 12A, 1300W motor. The page also includes social media connections for Facebook and a list of product reviews for various DEWALT tools.

**HCI** **20V MAX<sup>+</sup> LITHIUM ION** **20V MAX<sup>+</sup> POWER MAXIMUM PERFORMANCE**  
**HOME CONSTRUCTION & IMPROVEMENT**  
EXPERT HOME IMPROVEMENT ADVICE

HOME ABOUT CONTACT DISCLAIMER & PRIVACY POLICY

**DEWALT**  
GUARANTEED TOUGH.  
**20V MAX<sup>+</sup> LITHIUM ION** **20V MAX<sup>+</sup> POWER MAXIMUM PERFORMANCE**  
SEE THE ENTIRE LINEUP >

**DEWALT TrackSaw Review – Model DWS520K**  
Written by Todd Fratzel.

Like Todd Fratzel likes this.

**DEWALT TrackSaw – Model DWS520K**  
Over the last 6 months I've been testing DEWALT's DWS520K TrackSaw (the corded version). For those of you not familiar with the TrackSaw I like to describe it as a multi-purpose saw that has the precision of a table saw, the flexibility of a circular saw and the abilities of a panel saw.

For me there are a couple of reasons that the DEWALT TrackSaw was appealing. One of the biggest reasons for me is the fact that my workshop is located on the 2nd floor of my garage. The TrackSaw allows me to cut sheet goods down to more manageable sizes to bring up to the shop. Sure I could do that with a circular saw but not nearly as precise or neat. Lastly the TrackSaw also allows me to make cuts inside finished homes without making a huge mess. Tasks like under-cutting doors and cutting panels out of cabinets are a piece of cake with the TrackSaw.

**DEWALT TrackSaw Features and Specifications**

- Zero clearance track saw cutting system delivers precise, splinter-free cuts
- For use with track saw dual-edged tracks for perfectly straight cuts in both directions
- On-track cut depth: 2-1/8 (54mm) at 90 degree, 1-5/8-inch (41mm) at 45 degree; depth scale accurately indicates exact depth of cut accounting for track thickness
- 12A, 1300W motor effortlessly powers through hard woods up to 2-1/8-inch thick
- Continuous Anti-Kickback mechanism and riving knife prevent kickback when engaged; Low profile blade guard allows saw to be used in confined spaces
- Blade: 6-1/2" 44T ATB
- Dust Management: Universal 1-1/4" Port
- Tool Weight with Blade: 12 lbs

Testing the DEWALT TrackSaw

**Featured Video**  
DWS520K 12V MAX Corded TrackSaw Review  
Ziv @ Buzz

**Need Help? Search Here.**  
Type your search KEYWORDS in the Box Above. For Example: Foundation Drain, Framing, Cracking, etc.  
Search

**DEWALT DWS520K 6-1/2" Corded TrackSaw**  
Buy New \$219.00  
Free Amazon.com Prime Information

**DEWALT DWS520K 6-1/2" Corded TrackSaw**  
Buy New \$219.00  
Free Amazon.com Prime Information

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**DEWALT Videos**  
DWS520K 12V MAX Corded TrackSaw Review  
Cordless 12V MAX System  
DEWALT 12V MAX System  
DEWALT 12V MAX System

We can offer completely branded pages. The pages won't include competing ads or products. Other features can include:

- Product Reviews
- Video Demonstrations
- Social Media Connections
- Direct Sale Links
- Banner Ads
- Instructional Videos

# Banner Ads on Email Newsletter

We offer standard IAB sizes of 125x125, 300x250 and 160x600. Custom sizing is available in some situations.

Banner ads can be changed on a weekly basis. These ads are extremely effective with our readers.

**Hci HOME CONSTRUCTION & IMPROVEMENT**  
EXPERT HOME IMPROVEMENT ADVICE  
Aug 10, 2011 Newsletter Issue #12

Todd,  
Two days from now I'll be taking a much needed family vacation out in sunny California! The vineyards of Napa Valley are calling my name. After a long summer of hectic construction projects and traveling to tool manufacturer media events I need some time with my family to recharge the battery pack!

This week I'm going to cover demolition and how asbestos and lead paint have changed the game. I'm also going to mention the DeWALT 20V Max which is now available to buy! Lastly I want to share with all of you a FREE stair stringer calculator that I created in Excel that you can use for your next stair project.

**Editor Todd Fratzel** shares his expert advice from 20 years of experience in engineering and construction.

**Asbestos Demolition**  
Did you know that here in the State of NH that all demolition (small to large) must first be tested for asbestos before a demolition permit can be issued by the local town or city? NH RSA 141-E requires that the demolition first be tested by a certified testing company and then if it's found it must be abated by a certified contractor.

**Asbestos Demolition**  
If you are going to do minor demolition for lets say a renovation project on a house that was built prior to 1978 then you'll need to test for Lead Paint. The new **Lead Paint Law** has been in effect since 2010. This new law must be followed by all contractors working on pre 1978 built homes anywhere in the US.

So if you plan on hiring a contractor to do demolition work for you then I highly recommend you ask about current environmental laws dealing with Asbestos and Lead Paint. Be sure your contract deals with those issues directly and be sure you ask for copies of all permits. The last thing you want is the environmental police knocking on your door about waste in a landfill from your home!

**DeWALT 20V MAX Tools**  
Earlier this summer I attended the DeWALT Media Event where they unveiled their all new 20V MAX line-up of cordless tools. These new tools are on Pre-Order at Amazon and scheduled for delivery on August 29th of this month. If you want to get your hands on these awesome new tools then you should check out the following links (Disclosure: if you buy these products from these links I do get a very small commission).

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**FREE Stair Stringer Calculator**  
Do you find it confusing to design and cut out stair stringers? Does the math give you a head ache? If so I've got a really easy to use FREE stair stringer calculator that will help you out stringers like a PRO.

If you'd like to get this FREE stair stringer calculator all you need to do is head on over to my **Stair Stringer Calculator** article.

If you need help building stairs then you should read my article on **How To Build Stairs**.

**Vacation**  
As I said in the opening I'll be on vacation next week. I'll be back in the office on Monday. I'll share some scenery from Napa Valley. Until then enjoy the remaining few weeks of summer!

**DELTA**  
Tool Buzz  
News, Reviews and Information

**Hci HOME CONSTRUCTION & IMPROVEMENT**

Home | Marketplace | Product Reviews | Local's 10% Off Coupon | Unsubscribe to this newsletter