



# Tool Box Buzz Group

[ToolBoxBuzz.com](http://ToolBoxBuzz.com)

[HomeConstructionImprovement.com](http://HomeConstructionImprovement.com)

[AConcordCarpenter.com](http://AConcordCarpenter.com)

Produced and Edited by

**Trusted Professional Contractors**

**2016 MEDIA GUIDE**

# Who We Are

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The Tool Box Buzz Group is a combination of three websites focused on the construction industry, remodeling, and home improvement. All three sites are managed by industry leaders Robert Robillard and Todd Fratzel. Both Rob and Todd are Professional Contractors with hands on daily experience in the construction, building, home improvement, and woodworking industries.

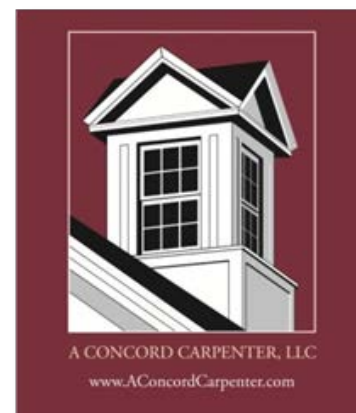
**Tool Box Buzz** – Tool Box Buzz focuses on tools, accessories, and products for professional tradesmen, home owners, and serious DIY'ers. Product reviews on this site come from users that rely on tools to make a living, and on serious DIY'ers using tools to create their dream projects. You can visit the site at:

[ToolBoxBuzz.com](http://ToolBoxBuzz.com)



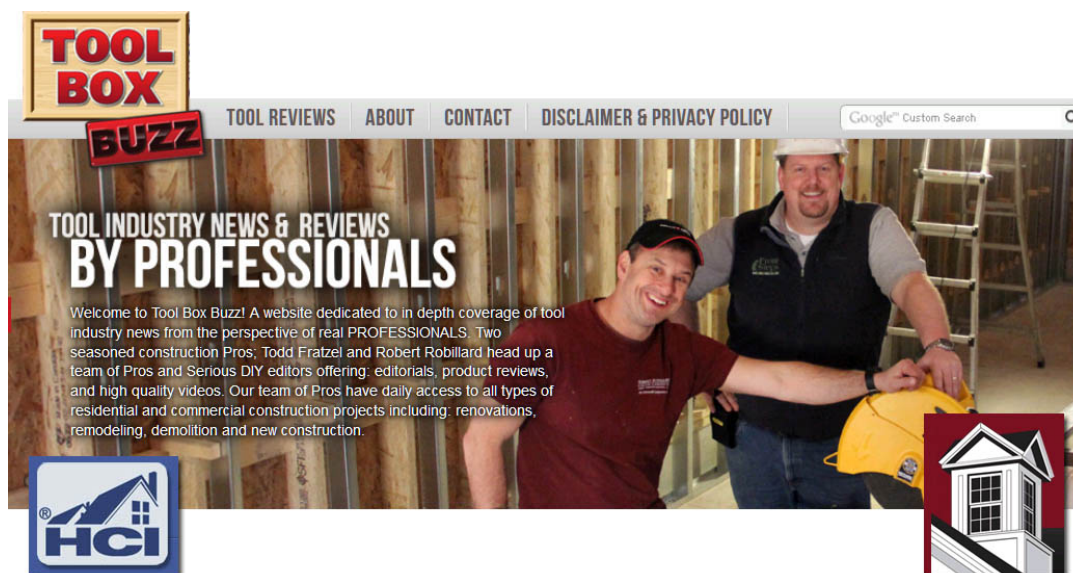
**Home Construction & Improvement** – HCI features a wide assortment of Home Improvement and Construction Advice from Custom Home Builder / Structural Engineer Todd Fratzel. In addition to sharing articles and features from his current construction projects, he also produces articles featuring woodworking projects from his custom woodworking shop and studio. Visit the site at: [HomeConstructionImprovement.com](http://HomeConstructionImprovement.com)

**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. You can visit the site at: [AConcordCarpenter.com](http://AConcordCarpenter.com)



# Team Work

Rob and Todd bring over 50 combined years of construction experience to the Tool Box Buzz Group of websites. By teaming up they are able to cover a much larger segment of the industry. Our team is further expanded by several contributing editors that also have backgrounds as contractors and serious DIY'ers.

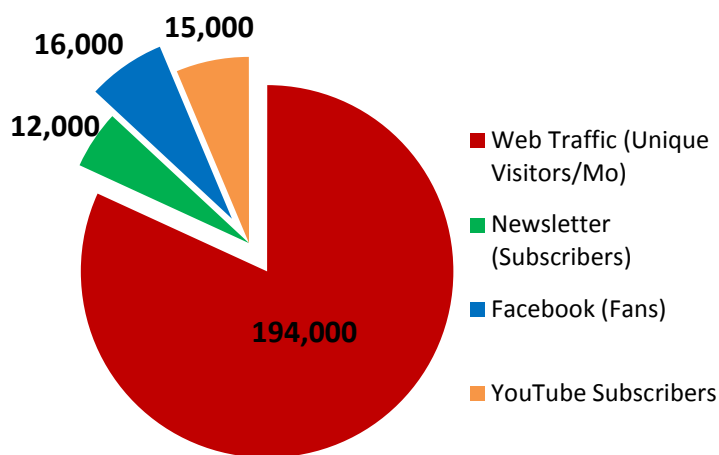


Each of the Editor's Main Sites (ACC and HCI) focuses on content rich articles featuring tools and products being used on the jobsite. Tool Box Buzz focuses on high quality product reviews and news. This approach allows Tool Box Buzz to provide a wide range of field experience so the tools can be highlighted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

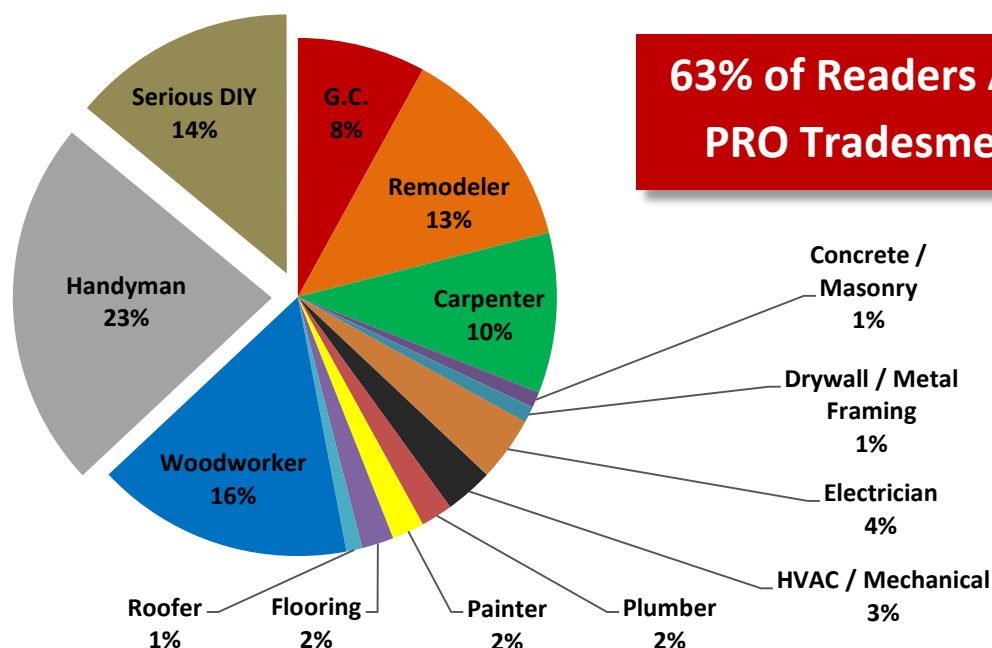
# Combined Site Traffic and Demographics



Our three websites and associated social media channels attract a wide range of contractors, builders, wood workers, tradesmen, and serious DIY'ers from across the United States and Canada. They rely on our professional experience in the trades to help keep them informed about industry trends, new products, and our experience using them on real jobs. The bottom line is our readers trust our opinions and suggestions when purchasing products, new tools, and the equipment they need to get the job done.

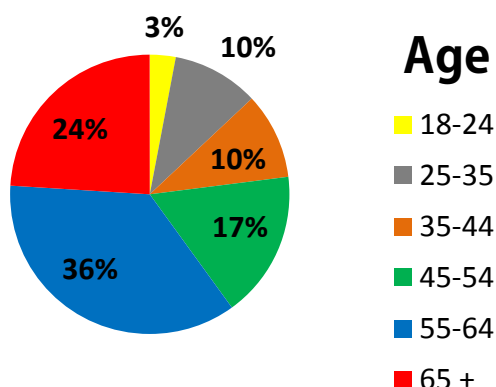
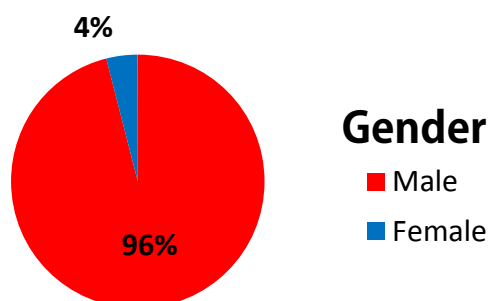
Notes: The numbers listed above cover all three websites and their associated social media channels. Web page traffic is from Google Analytics, Newsletter subscriptions are managed in Aweber.

## Reader Occupation/Profession

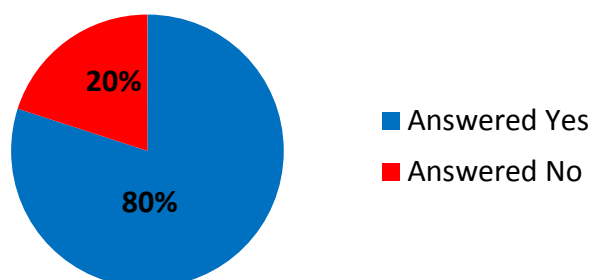


**63% of Readers Are PRO Tradesmen**

# Who Reads Our Stuff



## Readers Who Make Product and Tool Purchasing Decisions Based On Our Content



Note: Results above are from internal survey conducted Fall 2015.

## Reader Feedback

*"Rob, Todd and the rest of the editors provide some of the best hands on construction content in the industry."*

*"When I need advice on making a new tool purchase my first visit is Tool Box Buzz."*

*"Real guys in the trade talking about real tools ~ doesn't get much better!"*

*"I love the insight of true professionals who are an honor to their craft."*

*"Advice from my peers is far more trustworthy than some of the glossy magazines on the market."*

# Banner Ad Rates

We offer banner ad package deals. Ads appear concurrently on all three sites including:

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

Banner Ad Rates / Month			
Ad Placement	10% SOV	20% SOV	25% SOV
Premium	\$2,000	\$3,500	\$4,000
Select	\$1,750	\$3,250	\$3,500
Standard	\$1,000	\$1,800	\$2,000

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

## Banner Ad Options and Specifications:

- SOV = Share of Voice
- All Ads are Full 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



# Sample Banner Ad Placements

Below are sample locations for banner ads on our sites. Each site uses similar ad locations.

**728 X 90**

**300 X 250**

**300 X 250**

**160 X 600**

**Advertise with Google**

**Recommended Articles**

**Home Construction & Improvement**

**Tool Box Buzz**

**Home Construction & Improvement**

**SAMPLE AD  
LOCATIONS  
AND SIZES**

## Newsletter Advertising

Our weekly email newsletter features content from all three of our websites along with product giveaways and industry news. Our newsletter readership stands at 12,000 double opt-in subscribers and the size of our list grows on a daily basis.

### Newsletter / EBlast Options:

- Sponsored content opportunities.
- Banner Advertisements.
- E-Blasts – Single issue sent to all subscribers with a special offer and/or sponsored post.
- Sponsorship Banner Ad – 125x125 px located in the right sidebar.
- Large Banner Ad – 300x250 px, inserted between articles in the main content column.

## Newsletter Ad Rates

Item	Card Rate
<b>Dedicated Email Blast</b>	<b>\$3,500 / Issue</b>
<b>125x125 Sponsor Ad*</b>	<b>\$200/mo</b>
<b>300x250 Banner Ad**</b>	<b>\$400/mo</b>

\* 3 Slots Available, Positions Filled On First Come First Serve Basis.

\*\* 3 Slots Available, Positions Filled On First Come First Serve Basis.

**ON THE LEVEL**  
STRAIGHT ADVICE FROM THE PROS  
From the editors of Tool Box Buzz, Home Construction Improvement and A Concord Carpenter

**IN THIS ISSUE Volume 9**

Todd Fratzel: Prefabricated Wall Panels  
Rob Robillard: Framing Energy Efficient Corners  
Jeff Williams: Ridgid Fuego Framing Circular Saw  
Todd Fratzel: DEWALT DWE7491RS Jobsite Table Saw

This week we'd like to focus on framing projects and products. All of us here at TBB spend a great deal of time on projects that deal with framing whether it's a new build or renovation work. So here's a few topics that we think you'll enjoy.

**TODD FRATZEL**  
**Prefabricated Wall Panels**

We've been using prefabricated wall panels for years with great success. Prefab wall panels should NOT be confused with modular homes as they have nothing in common other than being manufactured in a factory.

Prefabricated wall panels are built exactly as we would do in the field except that they are done great precision (computer assisted cutting machines) and out of the weather. A well trained crew can set and entire level of a house in less than a day (exterior walls) and be ready for the roof or 2nd floor deck framing the next day.

Here in New England this can be a huge benefit when the elimination of weather delays can be a huge advantage in keeping a project on schedule. Read on to learn more about why I believe this is the best way to build a new building.

[Read More](#)

**ROBERT ROBILLARD**  
**Framing Energy Efficient Corners**

Many framers these days have changed the way they frame their corners. Historically framers have over built corners, headers and walls. Framing energy efficient corners means using less wood in the corners and allowing room for insulation.

If you're not framing your corners this way its time to get up to speed on this improved method. Read on to learn how it's done!

[Read More](#)

**OUR SITES**  
TOOL BOX BUZZ  
HCl  
A CONCORD CARPENTER

**FOLLOW US**  
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**THIS MONTH'S GIVEAWAY**  
Win a RIDGID Cordless Brad Nailer  
LATEST TOOL HEAD TO HEAD  
10" Miter Saw Head to Head

TOOL BOX BUZZ  
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HCl



# 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.



## Sponsored Video Rates

Item	Card Rate
<b>Basic Video Review</b>	\$4,000
<b>On Location Video</b>	Starting @ \$8,000**

\* Note: Product samples must be sent to each editor working on the assignment and no travel is required.

\*\* Plus travel expenses.

- Custom videos hosted on our YouTube Channel and available for you to host as well.
- Video promoted on all 3 Social Media channels and on the ToolBoxBuzz Video page.

# 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.

## 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.



**A CONCORD CARPENTER**  
Promoting best practices in the remodeling industry

HOME ABOUT NEWSLETTER AUTHORS TV SHOW VIDEO REVIEWS ASK CONCORD CARPENTER

**Bathroom Remodeling Strategies – My Top 3**  
By Robert Robillard on Bathrooms, Design, Electrical

**3 Bathroom Remodeling Strategies**

When you look at your bathroom to spruce it up or remodel if you need to ask yourself whether you have the time, energy and budget to take a project like this on. At the end of the day there are three bathroom remodeling strategies to consider and all three are different and range in cost.

**The Top 3 Bathroom Remodeling Strategies:**

- Makeover
- Layout Change
- Expansion

**Bathroom Makeover:**

A makeover is probably the simplest and most cost effective change you can make to a bathroom. It involves making cosmetic, fixture and accessory changes to the room.

The makeover does not alter the room size or tear into the walls but usually involves changing out fixtures like a new vanity, counter, sink, toilet and faucet. Wall paint, light fixtures and towel bars are also a big item on a makeover. Some folk even opt to have re-glaze their tub.

**Bathroom Layout Change:**

A layout change adds complexity to a bathroom remodeling project by rearranging or moving the location of bathroom fixtures. Whether it's adding a second sink or larger shower, sometimes small moves can make a big difference in how you use and enjoy the bathroom.

One thing to consider is that a layout change often involves substantial demolition work, structural repairs as well as plumbing and drain rework.

**Bathroom Expansion:**

The time for a bathroom expansion is when you need or desire a larger bathroom or are changing a bathroom to a luxury or master bathroom.

In order for a bathroom expansion to work you need to borrow space from elsewhere. Finding that extra space often means sacrificing an adjacent closet or making an adjacent bedroom smaller.

Adding just 30 inches to your bathroom can mean adding a large walk in shower with a frame-less glass enclosure, a double sink vanity or closet storage.

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**TOPICS**

Bathrooms	How To
Contractor Advice	Interior Repairs
Decks / Porches	Kitchens
Design	Landscape
Electrical	Remodeling
Energy Saving	Roofing
Exterior Repairs	Reviews
Finish Carpentry	Tools PLUST
Home / Personal Safety	Workshop Tips

**RIDGID 18V COMPACT DRILL/DRIVER COMBO**  
WAS \$169 **NOW \$149**

**Concord Carpenter**  
You and 2,627 others like Concord Carpenter.

# Summary

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Our three 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 works on active jobs sites on a regular basis, something most other publications simply cannot say.

Each of us believes in the products we use, and we 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. In addition, they make purchases based on our trusted history of only promoting quality products.

We're happy to provide package advertising deals that are customized to your budget and needs. Please contact us today for a proposal.

