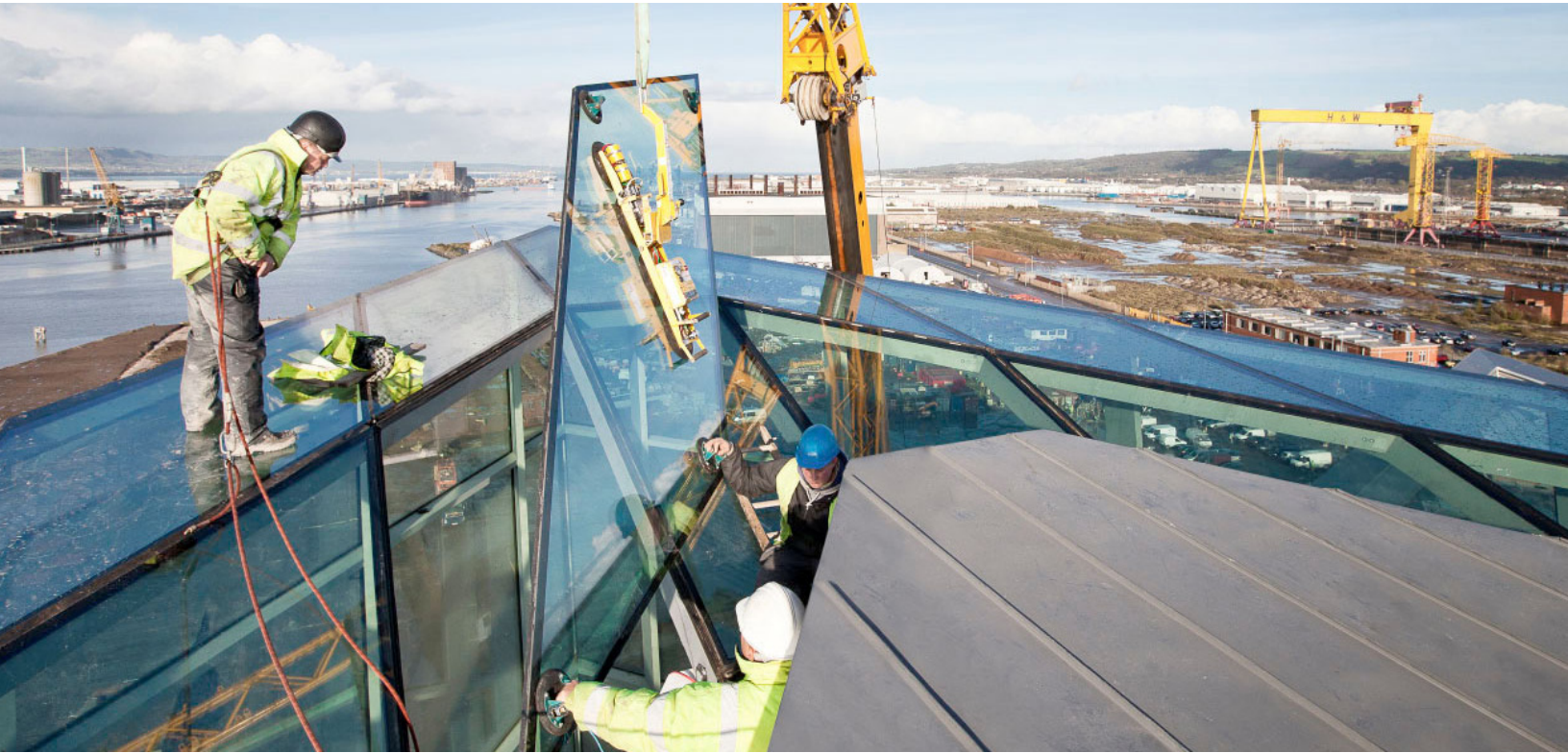


# Buildipedia.com

2013  
Media Kit





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## What We're All About

Buildipedia.com publishes content about design, architecture, construction, and infrastructure to an audience that comprises AEC\* professionals as well as homeowners, renters, and DIYers from across the United States and around the globe.

What sets Buildipedia.com apart from our competitors is our continuous engagement with AEC professionals. Architects, contractors, and tradesmen write our articles and star in our videos, sharing their expertise. We also have distribution and content partnerships with organizations such as the Construction Specifications Institute (CSI) and the American Institute of Architects (AIA). At the same time, we regularly engage a consumer audience with DIY guides, how-to articles, and the latest trends and tips for a better home.

Buildipedia provides a bridge between these “pro” and “joe” communities – our audience of AEC pros can interface directly with the consumers who need their expertise, goods, and services via Buildipedia’s Knowledgebase. Our online reference center, the Knowledgebase is devoted to the products and systems that constitute every detail of the built environment. Accurate and relevant content provided by our content partners — white papers, press releases, product reviews, and other advertorial articles — is published directly to the Knowledgebase under the guidance of Buildipedia’s editorial team.

*\*AEC — Architecture, Engineering, Construction*

# Buildipedia Content Summary



## At Home & DIY

- {Re}habitat by Rachael Ranney*
- Everyday DIY with Jeff Wilson*
- 60 Simple Seconds*
- Jeff Wilson's Everyday DIY Blog
- Bathrooms
- Design | Remodeling
- Repair | Maintenance
- Floors
- Landscaping
- Kitchens
- HVAC | Electrical | Plumbing
- Basements
- Walls | Windows | Doors

## For AEC Professionals

- Featured Architecture
- Construction Materials & Methods
- Design News
- From the Job Site
- Engineering News
- Public Infrastructure
- Facilities Operations & Maintenance
- Urban Planning
- CSI Project Solutions



# At Home & DIY

Buildipedia provides complete coverage of residential construction, maintenance, and renovations. Visitors find design ideas, remodeling, and landscaping trends, home improvement projects, and three do-it-yourself video series: *Everyday DIY*, hosted by TV personality and author Jeff Wilson (DIY Network and HGTV); *60 Simple Seconds*, quick tips for small but crucial jobs; and *{Re}habitat* by Rachael Ranney, a guide

to incorporating hip design to your home through adaptive reuse and upcycling.

Our Knowledgebase, populated by content straight from manufacturers and vendors, also provides the latest information on products, services, and technologies to our consumer audience.

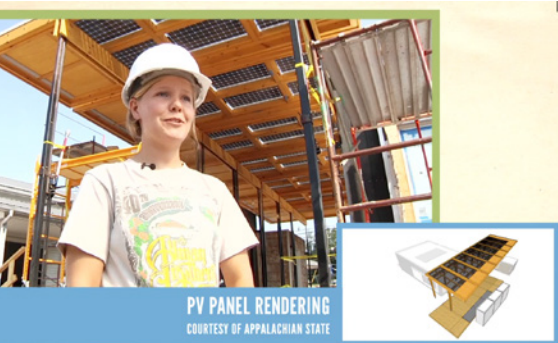


## Target Audiences

- Homeowners and renters
- Remodelers
- General contractors
- Residential construction tradesmen
- DIYers

## Content Categories

- {Re}habitat* by Rachael Ranney
- Floors
- Everyday DIY* with Jeff Wilson
- Landscaping
- 60 Simple Seconds*
- Kitchens
- Jeff Wilson's Everyday DIY Blog
- HVAC | Electrical | Plumbing
- Bathrooms
- Basements
- Design | Remodeling
- Walls | Windows | Doors
- Repair | Maintenance



## Original Video Series



Leverage the power of branded videos as part of your content marketing strategy with Buildipedia, whether you've got a product, service, or construction project to promote.

We will work with you to produce a single video or an entire campaign that engages and entertains our audience and showcases your company. Here are a few suggestions:

*"Best videos I have seen on YouTube yet. I am a first-time homeowner as of a month and a half ago, and I am in the final stages of finishing my first remodel: the guest bathroom. Thanks, Jeff! I will be checking out many more of your videos as I continue renovating!"*

– Comment on:  
Buildipedia DIY - How to Install a Bathroom Lavatory

**Product placement & Brand mentions**

**Original programming & Custom-branded video players**

**Series or episode sponsorship & Landing Page Sponsorship**

Our videos, crafted for us by our partner Kinopicz American, are recognized for their industry-leading production values. We of course offer distribution via the Buildipedia YouTube channel, but we also have a partnership with AOL/5Min Video, a syndication platform that puts every Buildipedia video in front of the editors of more than 900 online publishers, including the Huffington Post and the Wall Street Journal.

To include video in your next content marketing initiative, please contact [sales@buildipedia.com](mailto:sales@buildipedia.com).

*"This is the way to do a how-to video. Precise, concise instructions. The correct technical terms are used for all items – while they are in the instructor's hands and clearly visualizable. No condescending terms, instructions, or behavior. Video and sound quality are excellent. Crisp, clear video. The sound is clean. Finally, this is not some 'hoity-toity' bathroom we mere mortals will never purchase (never mind install) – i.e., no blatant sales pitch. Thank you for a great, no-nonsense installation."*

– Comment on:  
Buildipedia DIY - How to Install Shower Fixtures



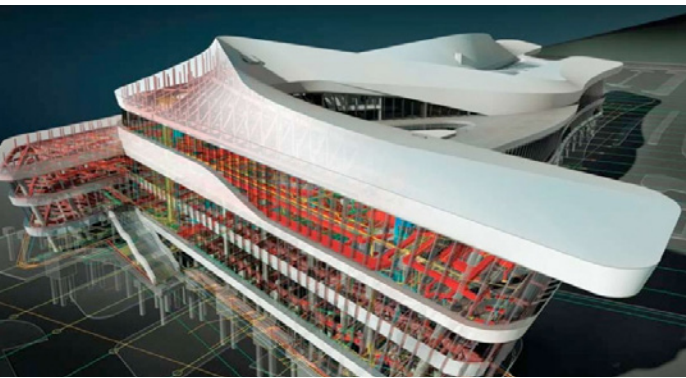


## For AEC Professionals

Buildipedia takes an AEC approach to its coverage of the built environment for its audience of pros.

We showcase the world's best architecture, urban planning, and design with rich imagery and reports from our writers across the globe. We are also dedicated to covering engineering; facility management, operation, and maintenance; and the infrastructure that supports the built environment, both public and private.

Finally, we deliver news and trends, best practices, product and equipment information, construction project and new build profiles, and safety lessons learned from construction sites of all types.



### Target Audiences

- Architects
- Urban Planners
- Landscape Architects
- Interior Designers
- Facility Managers
- Engineers
- General Contractors
- Specifiers
- Site Supervisors
- Students

### Content Categories

- Featured Architecture
- Construction Materials & Methods
- Design News
- From the Job Site
- Engineering News
- Public Infrastructure
- Facilities Operations & Maintenance
- Urban Planning
- CSI Project Solutions

# Our Partners

Buildipedia.com strategically partners with industry leaders in their respective fields and product categories to provide our users with up-to-date information about building products, techniques, and services.

We value our partners' contributions and so does our audience. AEC pros and consumers alike have benefited from the news provided by our content partners, who include the following firms, companies, and manufacturers::



*"Providing the latest and most up-to-date information and trends in architecture, design, and construction, Buildipedia is the perfect platform to share Accoya's most creative and innovative uses, as well as to display the qualities of the product to target architects, distributors, and end users."*

– Sarah Crowther, Weber Shandwick



*"The Knowledgebase at Buildipedia.com has provided my clients with an exceptionally efficient way to showcase their award-winning products and projects. Fast and easy to work with, the team at Buildipedia.com has made the continual posting of projects throughout the year one of our best tools in reaching building industry professionals with our messages."*

– Kathy Ziprik, Ziprik Consulting



*"We at Rick's Custom Fencing & Decking were happy to write a blog post on Buildipedia.com. They are a reputable website with quality blog posts and have great customer service. We worked with our rep to come up with a topic that their readers would find useful and Buildipedia.com posted it in a timely manner."*

– Rick's Custom Fencing & Decking





# Our Writers

Buildipedia.com's writers offer expertise in their respective fields that our readers find invaluable. From architects and contractors, to DIY pros and well known online bloggers.

We're proud to bolster such a diverse selection of industry specific knowledge. Here is a little more about some of our features writers:



## Nicole Jewell

**Favorite story:** Organic Forms in Architecture

**Coming in 2013 from Nicole:** Zaha Hadid's Civil Court of Justice and "le Pompidou" de Madrid



## Murrye Bernard

**Favorite story: Case Study:** The Evolution of Miami Architecture

**Coming in 2013 from Murrye:** Writing about new projects both in the United States and abroad that adapt traditional materials and techniques in innovative ways.

*"While I can't always travel for stories, talking with architects and learning about buildings is an excellent way to discover places and reveal their cultures."  
– Murrye Bernard*



## Rick Atkinson

**Favorite story:** Designing the Small House

**Coming in 2013 from Rick:** Sustainable practices, materials and technologies and ways to adapt to climate change in the decades ahead



## Jeff Wilson

**Favorite story:** Extreme Basement Retrofit

**Coming in 2013 from Jeff:** more on retrofitting and remodeling, including Jeff's book, *The Greened House Effect*



## Lisa Taylor Minor

**Favorite story: Case Study:** MulvannyG2 Architecture Designs Self Sustaining Gashora Girls Academy in Rwanda

**Coming in 2013 from Lisa:** Stories of the amazing people, firms, and companies within our industry who are using their ideas, talent, and innovation to make a difference

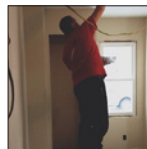
*"In April of 2012, I had the privilege of writing a feature article on the Gashora Girls Academy in Rwanda. I was truly inspired by MulvannyG2 Architecture's generosity, as well as its ability to seamlessly integrate innovative design practices with the community's cultural building standards. I also was moved by the vision and efforts of the Rwanda Girls Initiative (RGI). This story not only sheds light on the importance of sustainable design, it also shines brightly with human kindness. RGI proves that a single compassionate idea can take root to ultimately bring life-changing to the citizens of an entire community."  
– Lisa Taylor Minor*



## Kristin Dispenza

**Favorite story:** Swanky Leather Belt Lounge Chair & Reclaiming an Outdoor Firepit

**Coming in 2013 from Kristin:** More Featured Architecture



## Rob Thimmes

**Favorite Series:** The {Re}Habitat with Rachael Ranney Video Series

**Coming in 2013 from Rob:** Basic techniques [of interiors], but also the many 'little' things that make an installer efficient

*"I admire Rachael Ranney's Creativity and enjoy her energy."  
– Rob Thimmes*



## Fernando Pagés Ruiz

**Favorite story:** Architecture for Those Who Need It Most: The Parque Biblioteca Espana

**Coming in 2013 from Fernando:** More on sustainable smart construction.



## J. Mariah Brown

**Favorite story:** Pelamis Wave Energy Converter: Renewable Energy from Ocean Waves.

**Coming in 2013 from Mariah:** Writing about best practices and innovation in facility maintenance to help organizations operate at the highest efficiency."



## Greg Vendena

**Favorite story:** Ecocity Malmo: Sustainable Urban Development

**Coming in 2013 from Greg:** More on sustainable efficiency and urban planning



## Kiva Bottero

**Favorite story:** Designing the Small House

**Coming in 2013 from Kiva:** Writing about efficient, sustainable building design that is low-cost and doesn't rely on expensive renewable energy systems for generating energy

## 2013 Editorial Calendar

### January

IBS  
Construction Outlook  
Modular Homes  
Home Security & Safety  
How to Recycle Everything  
Home Gym

### April

Emerging Green Technologies  
FoM Municipal Pools, etc.  
Commercial MEP  
Residential Solar Power  
Basements, Flooding, etc.  
Curb Appeal

### July

Climate Change  
FoM of Leisure Facilities  
Carbon Credits  
Kid-Friendly Backyards | Homesteading  
Residential Irrigation  
Guide to Home Cooling

### October

Museums  
Building Envelopes  
Energy Management  
Painting Interiors  
Plumbing  
Whole Year Guide to When

### February

De-Construction  
Life Cycle Analysis  
Cob, Adobe, Earth Houses  
Winter Home Maintenance  
Multigenerational Design  
Tips for Winter Apartment Living

### May

Pritzker Prize  
Continuing Education  
Project Management  
Pritzker Residential Builds  
Natural Pest Control  
Moving Tips & Renter's Rights

### August

Adaptive Reuse  
Historic Preservation  
AEC Billings Indices  
Residential Reuse  
Guide to Tools and Maintenance  
Outbuildings

### November

AEC Legislative Concerns  
GreenBuild  
LEED  
Holidays at Home  
Kitchens  
Green Products & Materials

### March

Wind Power  
Landscape Architecture  
Urban Planning  
Tax Rebates, Exemptions, etc.  
Spring Maintenance and Preparation  
Rain Barrels and Rain Gardens

### June

Hospitality Operations  
Heavy Equipment  
Emerging Architects  
Remodeling  
Driveways and Pavement  
Storm Readiness and Repair

### September

Solar Decathlon  
AEC Emerging Careers  
Colleges and Universities  
Walls, Windows, Doors  
Painting Exteriors  
Organization & Storage

### December

2013's Best ArchiMoments  
FoM of Malls  
Healthy Buildings  
Guest Rooms  
DIY Projects for Winter  
House of the Year



## Quarterly Traffic



**195,000**  
Unique Visitors



**365,000**  
Page Views

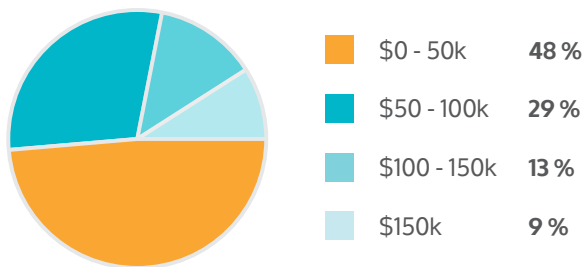


**305,000**  
Video Views

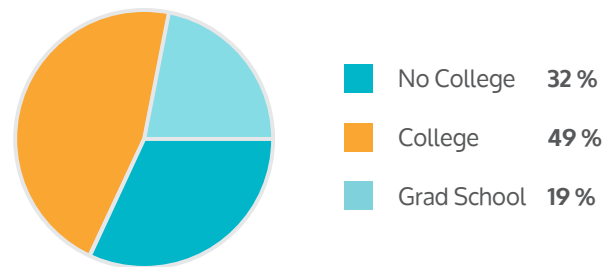
*Google Analytics Jan 1 - Mar 31, 2013  
YouTube + AOL Video views aggregated*

## Demographics

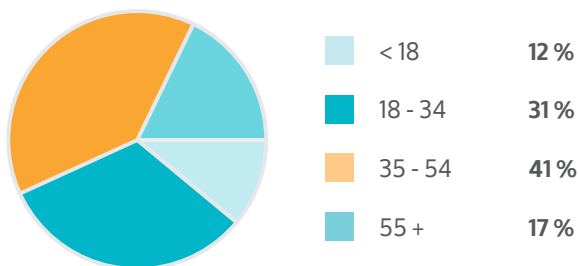
**Income**  
Trending More Affluent



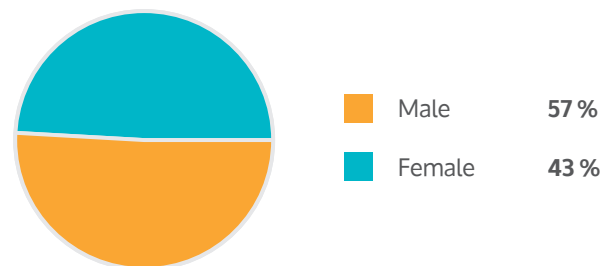
**Education**  
Trending More Educated



**Age**  
Balanced Audience



**Gender**  
Balanced Between Men and Women



*Quantcast.com Report Dec 6, 2012*

# Ad Placements

## Leaderboard - (728 x 90px)

Every page features one leaderboard ad unit in the header, alongside the Buildipedia.com logo.

Dimensions: **728px x 90px**

## Medium Rectangle - (300 x 250px)

All content pages on Buildipedia.com display one medium rectangle ad unit, above-the-fold (ATF).

Dimensions: **300px x 250px**

## Skyscraper - (160 x 600px or 300 x 600px)

All content pages also include a below-the-fold (BTF) skyscraper ad unit that accommodates either 160px wide or 300px wide (half-page) creatives.

Dimensions: **160px x 600px** or **300px x 600px**

## Site-wide ad unit specifications

GIF/JPG: 50K

Flash (.swf): 50k

### Animation Specifications:

Maximum number of loops: Three

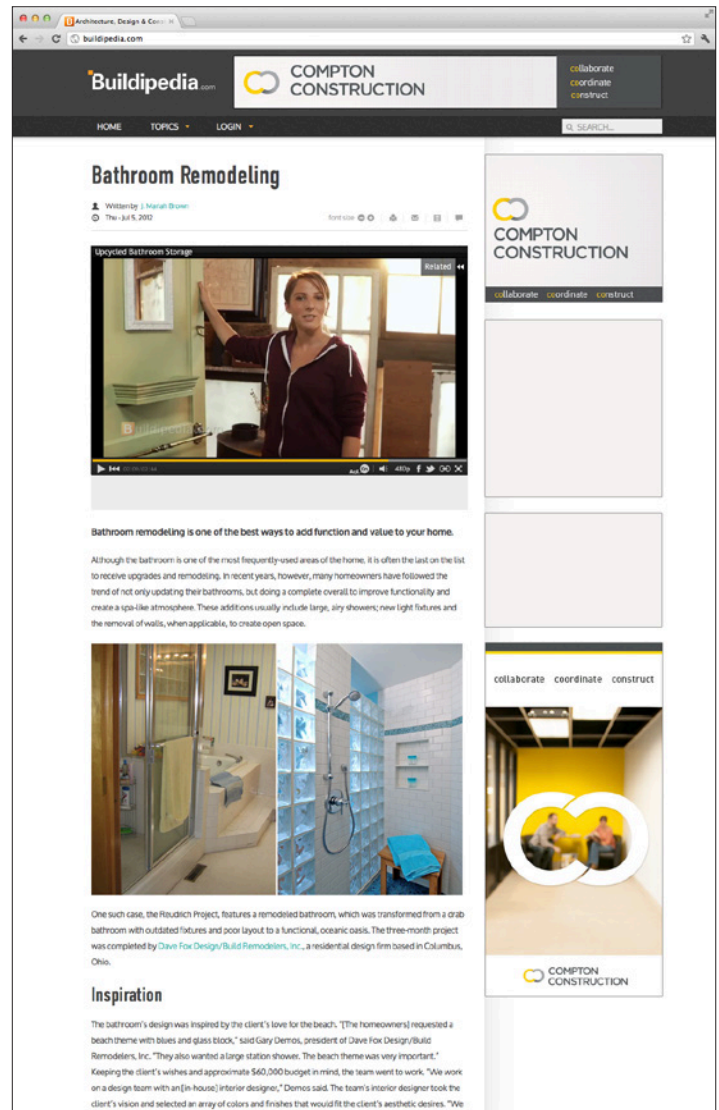
Maximum animation time per loop: 15 seconds

### Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

AS2 and AS3 are accepted.

Flash must contain clickTAG variable.



# Google DFP / ROI Metrics

Buildipedia uses Google's industry-proven DoubleClick platform and IAB\* standard ad units for display ad trafficking and reporting. Buildipedia works with all of its display advertisers to analyze ROI metrics such as Click Through Rate (CTR) and to continuously optimize campaigns.



\*Interactive Advertising Bureau