

2024
MEDIA KIT

DELTA

BUDGET
BYTES
FOOD
GROUP

DIGITAL



DELTA DIGITAL

DELTA
OUTDOOR
GROUP



DELTA DIY GROUP DIGITAL FAVORITE

DIY
GROUP





2024 MEDIA KIT



Delicious Digital Destinations

Feeding Your Food Know-How

Under the **Delta Digital Food Vertical**, our collection of delicious destinations covers a wide range of readers with a diverse set of goals and interests:

- budgetbytes.com
- thecookierookie.com
- mamaknowsglutenfree.com

Overall visibility: **95 million** readers*

Sticky time on site: Average of **6 minutes**

Average of **7 pieces of original content** posted per day

Total social media followers: **Over 3.4 million**

More than **276,000** email subscribers and growing!



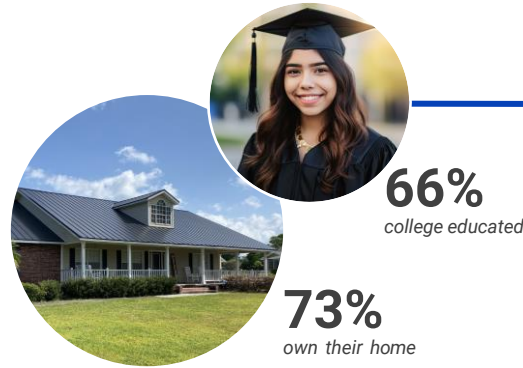
Meet our audience

Addressing a largely female audience, **Delta Digital Food Vertical** readers are highly-educated, largely own their own homes, and are overwhelmingly college-educated.

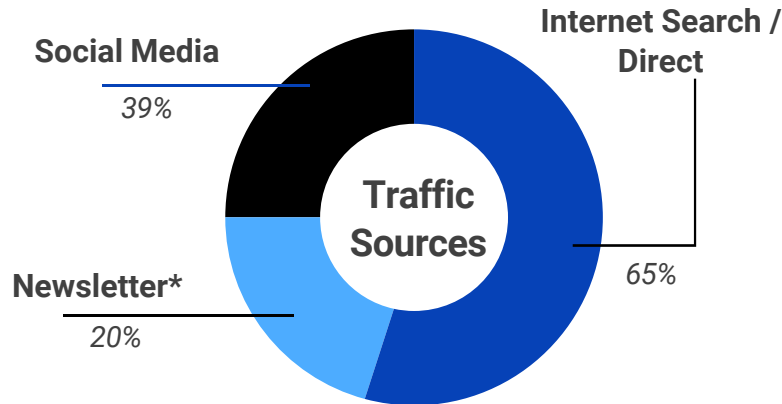
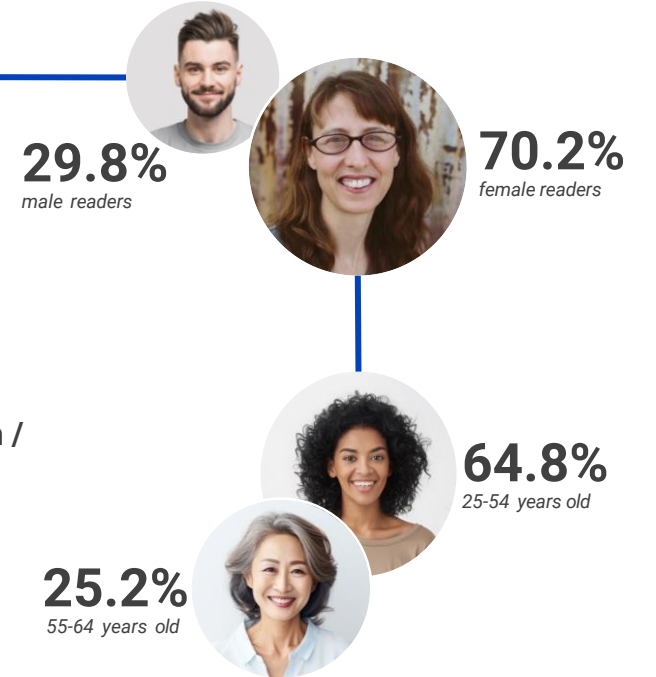
Nearly 60% of our readers earn between \$50k and \$100k a year. Almost 30% earn more than \$100,000 per year.

Overall, our readers are highly engaged and connected to our content, making advertising on our site a very attractive proposition.

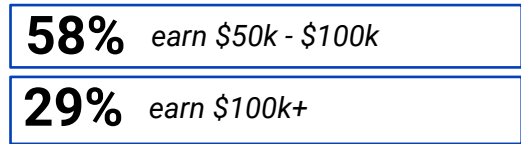
Financial Stability



Demographics



Household Income



*Survey has overlap between social media and newsletter traffic.



A large, Engaged Audience

Budget Bytes was born in 2009 when founder Beth Moncel, drowning in student loan debt and trying to make ends meet, began calculating down to the penny everything she was spending on food. After finding success observing patterns in ingredients, she began crafting money-saving recipes to help people like her who were looking to make delicious dishes on a reduced budget.

Today, **Budget Bytes** is joined by **The Cookie Rookie** and **Mama Knows Gluten Free** to present a variety of recipe-based solutions accompanied by beautiful photography and effective social media promotion.



Social media



FOLLOWERS
1,600,000
40,350,000
MONTHLY IMPRESSIONS



FOLLOWERS
700,000
Over 6,000,000
MONTHLY IMPRESSIONS



FOLLOWERS
1,000,000
2,640,000
MONTHLY IMPRESSIONS

Video



SUBSCRIBERS
64,000
10,500,000
MONTHLY VIEWS

Search traffic



MONTHLY PAGE VIEWS
8,600,000
over 7,916,000
MONTHLY VISITORS

By the numbers

Three
Specialized
websites

7,700
recipes
& guides

276,000
newsletter
subscribers

3.4M
social media
followers

104M
unique monthly
page views

210M
pages read
per year



WE FISH.
WE TEACH.
WE SHARE.

2024 MEDIA KIT



Content FOR Anglers. BY Anglers.



Since 2008, Wired2fish has grown into the largest online freshwater fishing publication with over 2 million social followers and over 6 million annual website visitors. We focus on covering the world of freshwater fishing, particularly bass fishing.

Each year over **100 million** Wired2fish videos are viewed online by enthusiasts and sportsmen looking to learn from our staff and some of the top pros.

With attractive tool photography and **helpful buying guides**, Wired2fish informs and educates—even while it entertains. It's exciting. And it reaches the very people you want to inform about new products, technologies, and opportunities through engaging videos, website articles, newsletters, and social media.



Meet our audience

Addressing a mostly male audience, Wired2fish readers are highly-educated, largely own their own homes, and are overwhelmingly college-educated. 65% refer to themselves as sportsmen.

Nearly 30% of our readers earn between \$50k and \$100k a year. Almost 30% earn more than \$100,000 per year.

Overall, Wired2fish readers are highly engaged, educated, and able to make purchasing decisions.



Financial Stability

73%
own their home



66%
college educated

Our Readers

Fish more than 2X/month **66%**

Fish more than 5X/month **38%**

Demographics

82%
male readers



18%
female readers

47%
45-64 years old



37%
25-44 years old

Household Income

28% *earn \$50k - \$100k*

26% *earn \$100k+*

A large, Engaged Audience

Wired2fish, Inc. started producing online marketing content in 2008. In February of the same year, Wired2fish.com launched— now one of the largest and respected freshwater fishing sites with one of the largest social media networks in the industry.

Wired2fish works because it is objective, trusted, and dedicated to providing readers and viewers with comprehensive, up-to-date fishing techniques, product reviews, buying guides, and videos with our talented staff and top pros in the industry.



Social media



FOLLOWERS
1,257,763
7,000,000
MONTHLY IMPRESSIONS



FOLLOWERS
362,556
Over 4,900,000
MONTHLY IMPRESSIONS



FOLLOWERS
76,421
1,500,000
MONTHLY IMPRESSIONS

Video



SUBSCRIBERS
327,417
1,650,000+
MONTHLY VIEWS

Search traffic



MONTHLY PAGE VIEWS
1,970,000
over 875,000
MONTHLY VISITORS

By the numbers

16 yrs
of publication history

11,000
Articles, videos & reviews

185,000
newsletter subscribers

2M
social media followers

1.96M
unique monthly page views



INDEPENDENT REVIEWS FOR
INDUSTRY PROFESSIONALS

2024 MEDIA KIT



FOR the Pros. BY the Pros.



Since 2008, Pro Tool Reviews has served as a leading Home Building and Landscaping media platform. We craft full funnel digital campaigns to reach our passionate audience with engaging content revolving around the latest:

- Tools
- Materials
- Machinery
- Safety Equipment
- Workwear & Gear

Overall visibility: **2.1 million** page views per month!!

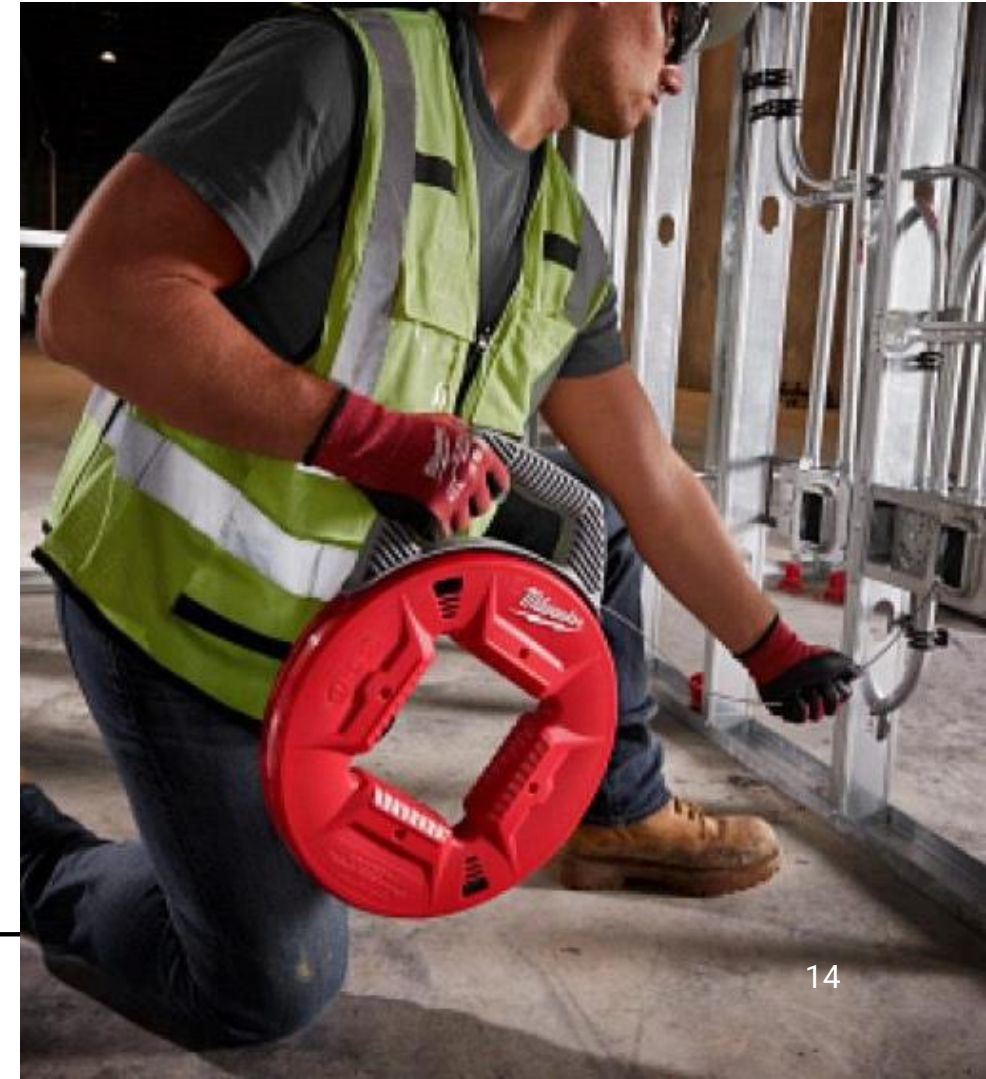
Sticky time on site: Average of **4 minutes**

Average of **7 pieces of original content** posted per day

Total social media followers: **Over 488,000**

Targeted audience:

- Tradesmen
- Builders
- Remodelers
- Contractors
- Lawn Care Professionals
- Prosumers / Serious DIYers



Meet our audience

Addressing a mostly male audience, Pro Tool Reviews readers are highly-educated, largely own their own homes, and are overwhelmingly college-educated. 65% associate themselves with the mechanical, electrical, and plumbing trades while nearly a quarter identify as business owners.

Nearly 60% of our readers earn between \$50k and \$100k a year. Almost 30% earn more than \$100,000 per year.

Overall, Pro Tool Reviews readers are highly engaged, educated, and able to make purchasing decisions.

Financial Stability

73%
own their home



66%
college educated

Demographics

81.3%
male readers



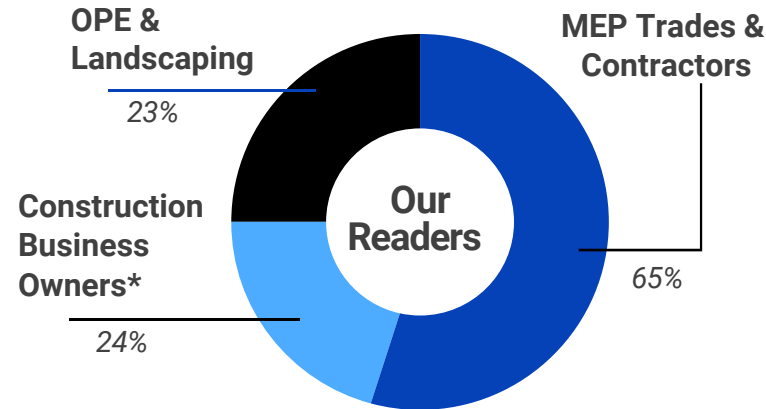
18.7%
female readers



41.8%
25-44 years old



45.7%
45-64 years old



Household Income

58% earn \$50k - \$100k

29% earn \$100k+



*Survey has overlap between tradesmen and business owners.

A large, Engaged Audience

CD Media, the original publishing company behind Pro Tool Reviews, started producing online marketing content in 1996. In 2008, they launched the Pro Tool Reviews website, now the largest online tool review publication with one of the largest social media networks in the industry.

Pro Tool Reviews works because it is objective, trusted, and dedicated to providing readers with comprehensive, up-to-date tool information and evaluations to help them make the best purchasing decisions.



Social media



FOLLOWERS
106,000
4,350,000
MONTHLY IMPRESSIONS



FOLLOWERS
227,000
Over 1,000,000
MONTHLY IMPRESSIONS



FOLLOWERS
27,000
264,000
MONTHLY IMPRESSIONS

Video



SUBSCRIBERS
133,000
700,000+
MONTHLY VIEWS

Search traffic



MONTHLY PAGE VIEWS
2,000,000
over 1,200,000
MONTHLY VISITORS

By the numbers

16 yrs
Of publication history

7,700
Articles & reviews

48,000
newsletter subscribers

488,000
social media followers

2M
unique monthly page views

20.2M
pages read per year

Display Advertising

Our websites are carefully designed to keep readers engaged, so your inline banners get noticed.

Whether your ad appears on our recipe, meal prep, how-to, or buying guide pages, the content directly targets our readers.

We offer inventory in simple impression packages across **Budget Bytes**, **The Cookie Rookie** and **Mama Knows Gluten Free**. There's no need for granular targeting—the audience is already quite specific.



BUDGET BYTES Recipes Spring Recipes Popular Meal Plans About

BUFFALO BEANS AND GREENS

By Jess • Budget Bytes

5 from 1 vote

[PIN RECIPE](#) [JUMP TO RECIPE](#)

This post contains some affiliate links, which means that we make a small commission off items you purchase at no additional cost to you.

I love any dish where I can sneak in some kale without complaints from the haters, there's just something so fun about sneaking them in and hearing the good ol' "I usually hate kale, but this is SO good!" These Buffalo beans and greens pack in a whole lot of nutrition and flavor on a shoestring budget. Creamy white beans, rich kale, and wholesome diced veggies all tossed in spicy buffalo sauce. Drizzle it with some blue cheese dressing, and I just can't get enough! One of my favorite Nashville institutions recently closed (I sob) and they had a killer Buffalo beans and greens dish on their menu, so this tip of the hat goes out to my friends at The Wild Cow.

WHAT ARE BUFFALO BEANS AND GREENS?

If you've made our [Saucy White Beans with Spinach](#), then you know how good stewed beans can be. These buffalo beans and greens are a fun riff on the classic "Buffalo chicken" that all Americans know and love, but we've turned it into a veg-friendly complete meal. It's a balanced, comforting, and wholesome meal with just the right amount of spice.

INGREDIENTS FOR BUFFALO BEANS AND GREENS

Here's what you'll need to make buffalo beans and greens:

- **Unsalted Butter:** Helps sauté the veggies without browning and adds richness to the dish. Dairy free? No problem, olive oil is a suitable substitute.
- **Vegetables:** Yellow onion, celery, and carrots create a sweet, earthy, and crunchy base of flavor for this dish.
- **Garlic:** Adds an earthy and savory element to the dish.
- **Cannellini Beans:** These creamy white beans are a great meat replacement and are packed full of fiber and protein.
- **Buffalo Sauce:** Adds a touch of spice to the dish.
- **Blue Cheese Dressing:** You can use as much or as little as you like. It's just for a drizzle on top at the end. Blue cheese can be polarizing, so if you're not a fan, you can leave it off or try a drizzle of [Homemade Ranch Dressing](#) instead!
- **Fresh Kale:** Wilts into this dish to create a delightfully earthy flavor and texture.
- **White Rice:** Serve these beans and greens over rice for a complete, filling meal.

ABOUT BUDGET BYTES

As food lovers and number crunchers, we've decided that cooking on a budget shouldn't mean canned beans and ramen noodles right after night. Join us for delicious recipes designed for small budgets.

[LEARN MORE](#)

NEW HERE?

[START HERE](#)

READER FAVORITE RECIPES

- CLASSIC HOMEMADE MEATLOAF
- HOW TO MAKE SOFT BOILED EGGS
- 6 WAYS TO UPGRADE INSTANT RAMEN
- BAKED CHICKEN DRUMSTICKS

[MORE TRENDING RECIPES](#)

SPRING RECIPES

- LEMONY CUCUMBER CONCOUS SALAD
- PASTA PRIMAVERA
- PASTA WITH PEAS AND HAM
- SAUTEED ASPARAGUS

[MORE SPRING RECIPE IDEAS](#)

YOUR AD HERE

The average reader spends time on

2 or more pages per visit

Native Content Promotion

Budget Bytes is one of the largest and most unique budget-minded recipe sites within the industry. Our trusted recipes have captured the trust and attention of millions of cooking enthusiasts and foodies. Maintaining this relationship lets us develop a highly-attentive online and social audience who relies on our opinions and research on a wide variety of culinary topics.

Budget Bytes will craft custom **Native Content** article content with your brand's creative direction and input and a call to action of your choice. Content is promoted via a dedicated placement for the Native/Partner and boosted on social.

Additional exposure opportunities are available a la carte.

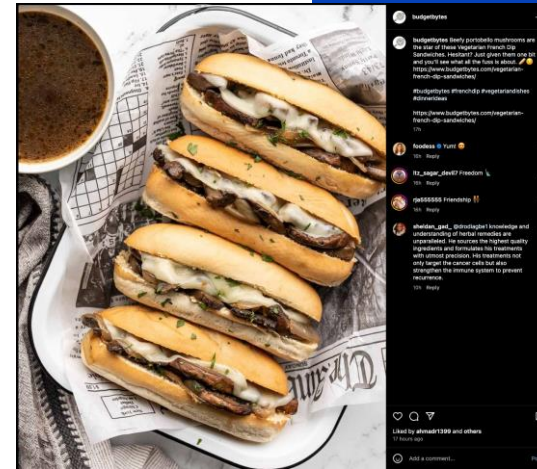
Native content requires 4 to 5 weeks of lead time for implementation.



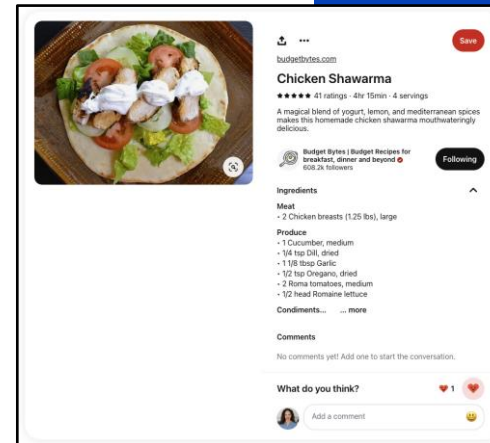
The screenshot shows a recipe page on the Budget Bytes website. The main title is "HOW TO COOK CHICKEN BREAST IN A PAN" with a sub-header "BUDGET BYTES". The recipe is by Beth, published on Jan 9, 2022, and has a 4.41 rating from 30 votes. It includes a "PIN RECIPE" button and a "JUMP TO RECIPE" button. The main image shows two pan-seared chicken breasts in a skillet. Below the image is a section titled "WHY I LOVE PAN SEARED CHICKEN BREASTS" with a short paragraph explaining the benefits of this cooking method. To the right of the main content are several sidebar sections: "ABOUT BUDGET BYTES" with a "LEARN MORE" button, "NEW HERE?" with a "START HERE" button, "READER FAVORITE RECIPES" listing items like "CLASSIC HOMEMADE MEATLOAF" and "HOW TO MAKE SOFT BOILED EGGS", "MORE TRENDING RECIPES", "SPRING RECIPES" listing items like "LEMONY CUCUMBER COUSCOUS SALAD" and "PASTA PRIMAVERA", and "MORE SPRING RECIPE IDEAS". At the bottom right, there is an advertisement for "CLEANS 5X BETTER" with a "SEE IT" button.

Social Media Posts

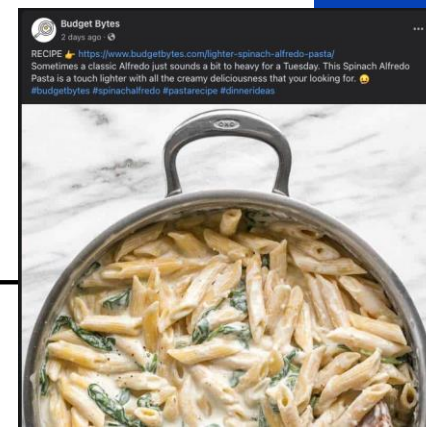
A **Social Media Post** is a promotional post created on behalf of the partner and shared on the Delta Digital Food Vertical of sites Instagram and/or Facebook accounts.



Facebook post



Pinterest post



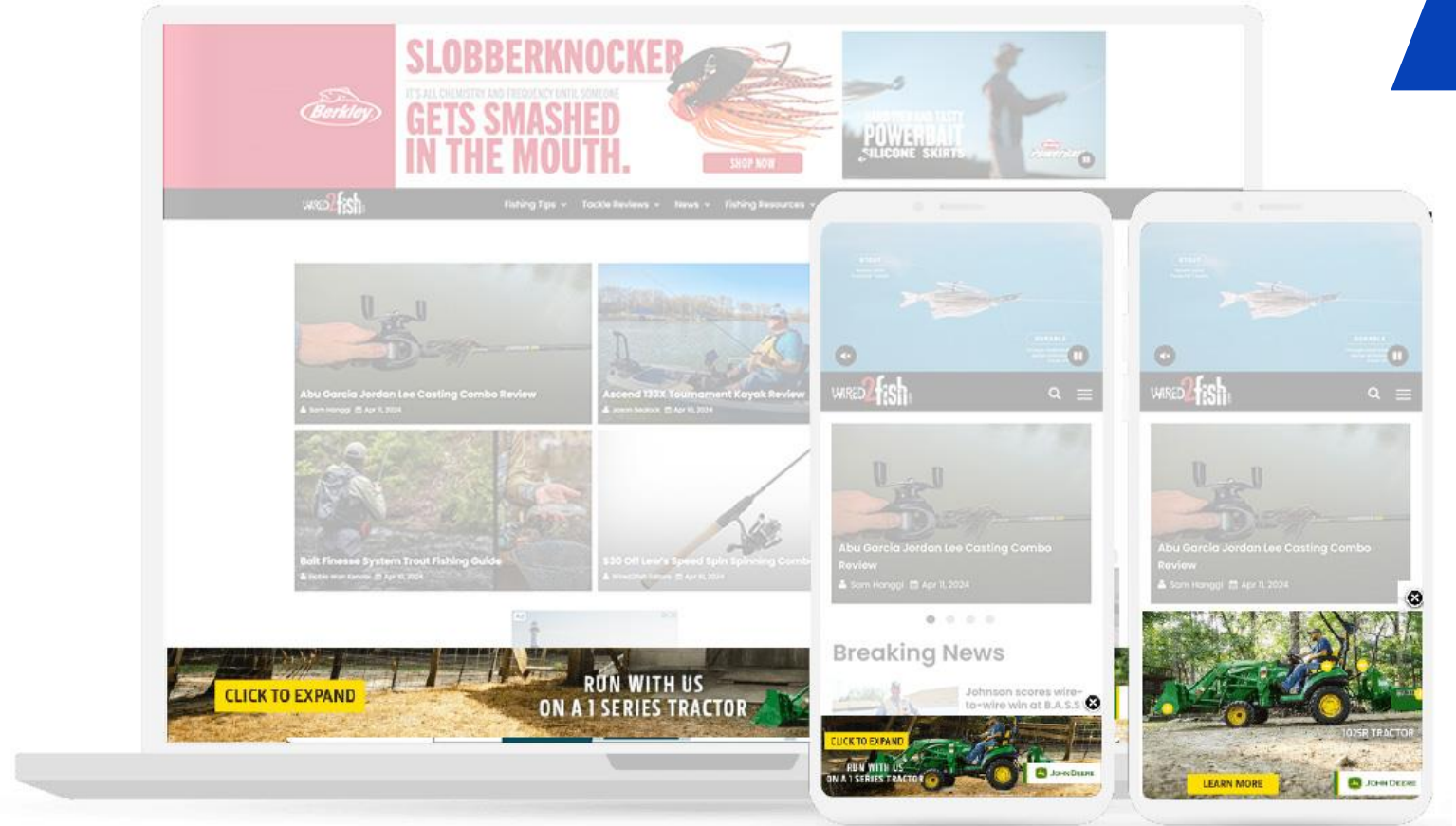
Instagram post



Adhesion Ads

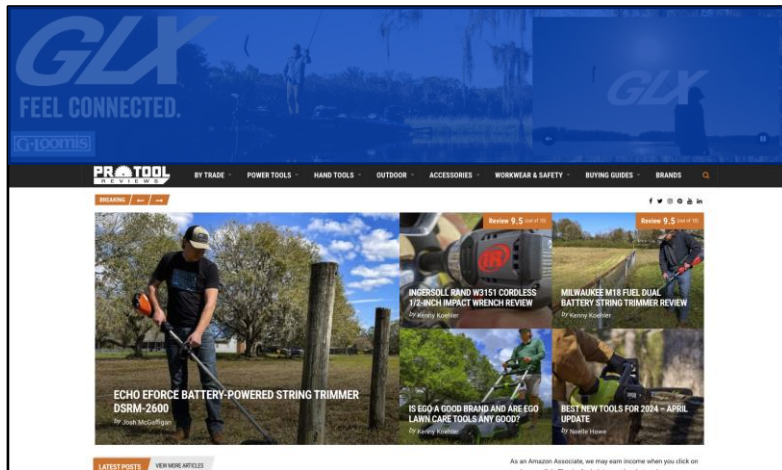
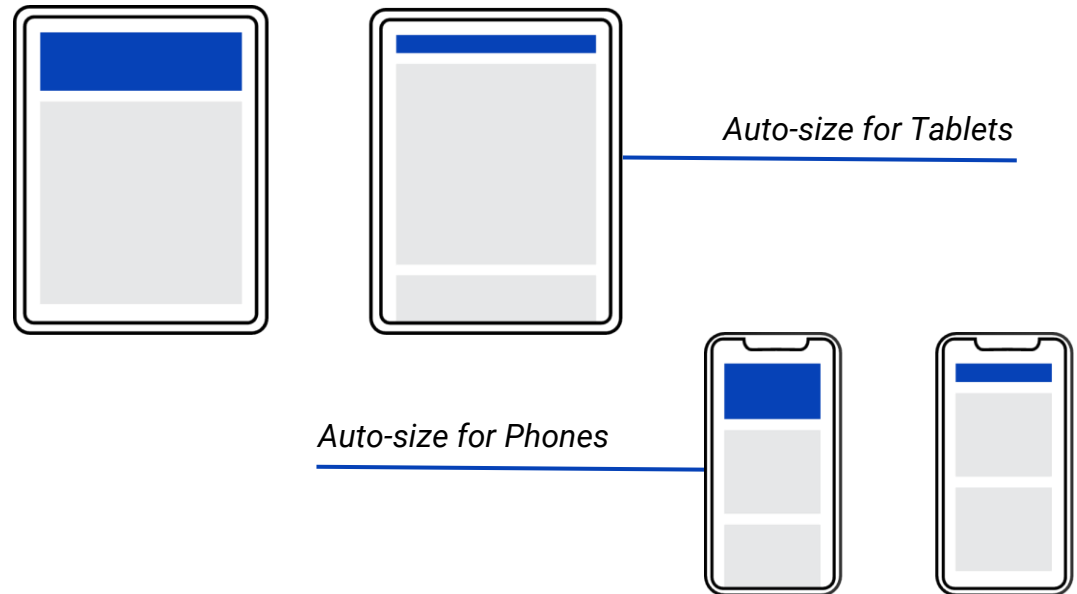
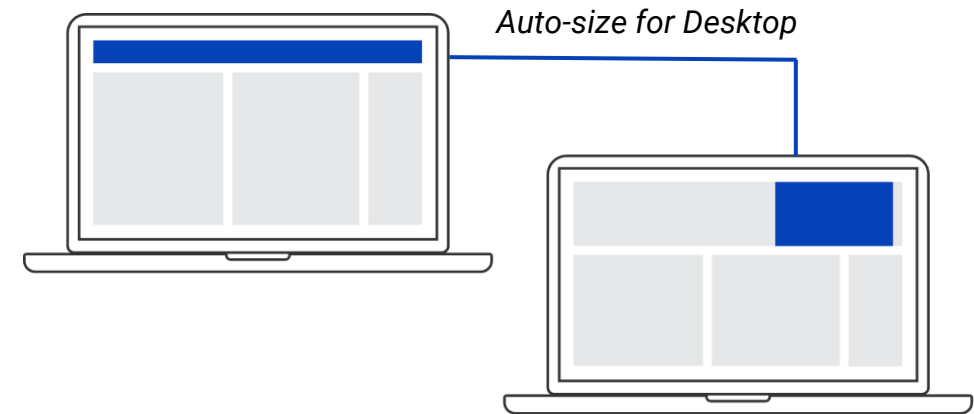
The **Adhesion** ad unit is positioned at the bottom of the page, overlaying content and drawing attention without burdening the browsing experience.

This is a high Impact non-standard IAB creative designed and implemented by Wired2fish and its partners.



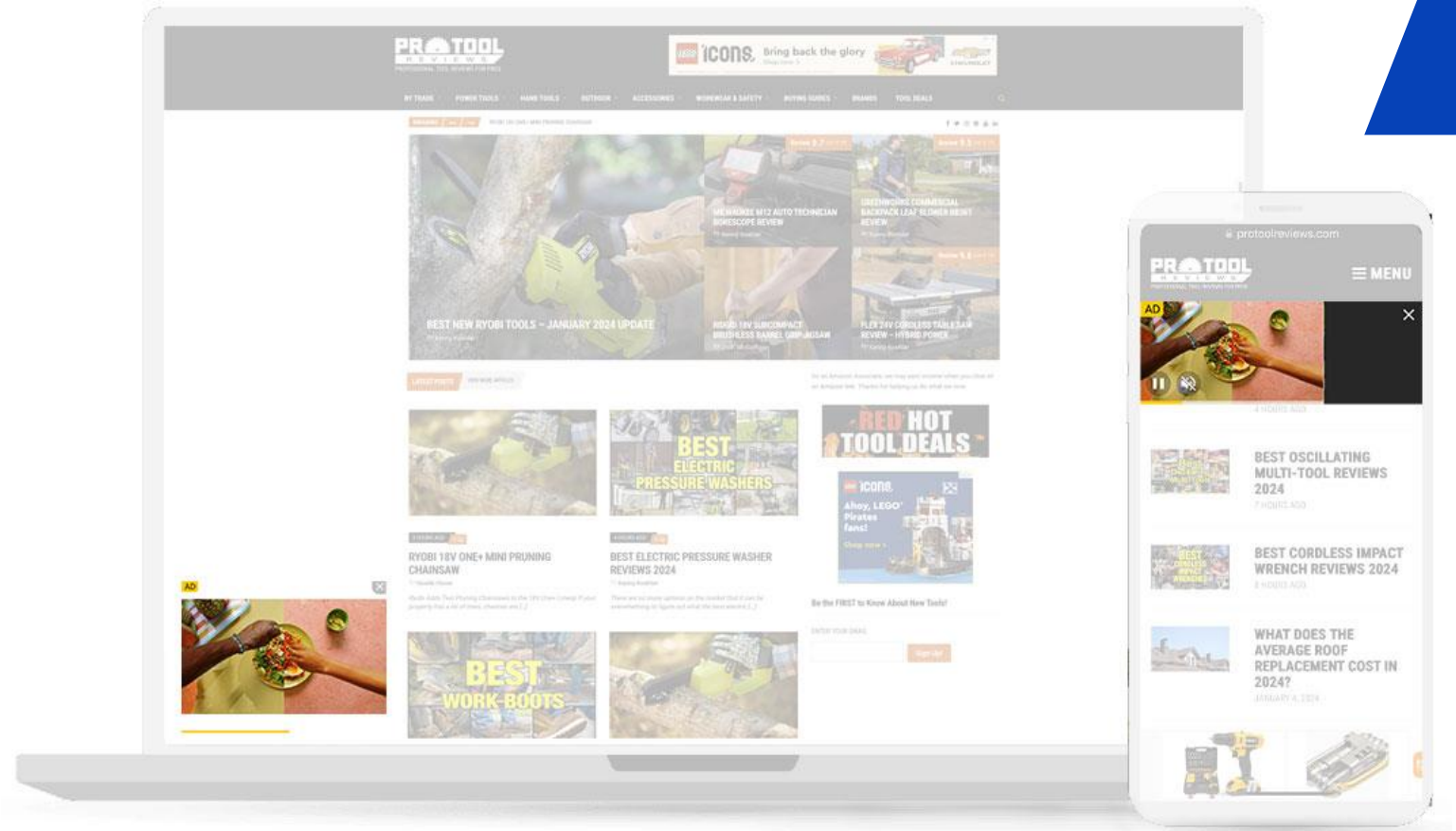
Summitt Ad

With automatic height and width adjustment to adapt to various user displays, the Wired2fish Summitt Ad brings a highly-visible interactive ad and video experience to readers that grabs the attention. This premium ad position is our top performing ad and is only available to select advertisers and there is limited availability.



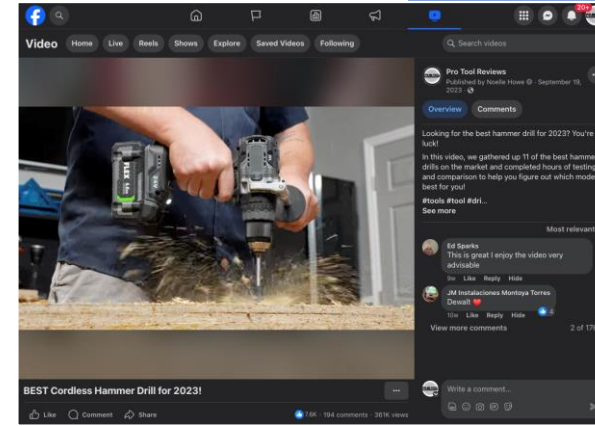
Outstream Ads

The **Outstream video** unit is a dynamic, high-engagement video that plays in the bottom corner of the desktop website and at the top of the mobile website.

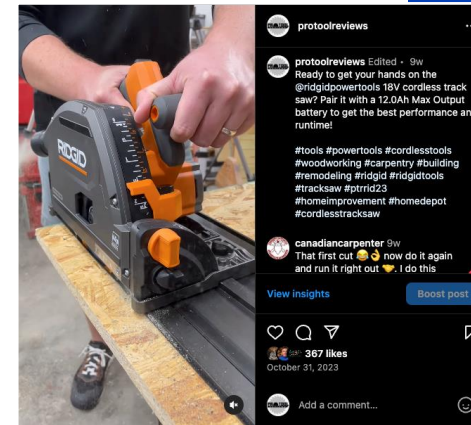


Social Media Posts

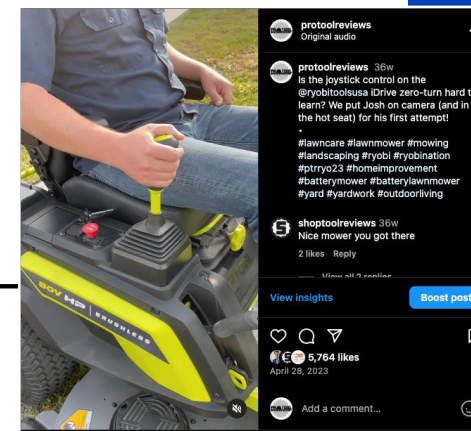
A **Social Media Post** is a promotional post created on behalf of the partner and shared on the Pro Tool Reviews Instagram and/or Facebook accounts.



Facebook post



Instagram post



Instagram post

Newsletter Advertising

The Pro Tool Reviews newsletter goes out **twice per week** to over 48,000 tradesmen, construction professionals, landscape professionals, and business owners. With a list open rate of 38% and a click-through of over 10%, our product reviews, industry news, and editorials truly connect with readers.

Four Newsletter Formats per Month

- Weekly Tool Coverage Recap
- New Tool Announcements*
- Best Head-to-Head Tools Compared
- Monthly Tool Deals*

We provide both **package deals** and **a la carte** advertising for our newsletter program, with premium spots reserved for exceptional visibility and higher CTR rates.

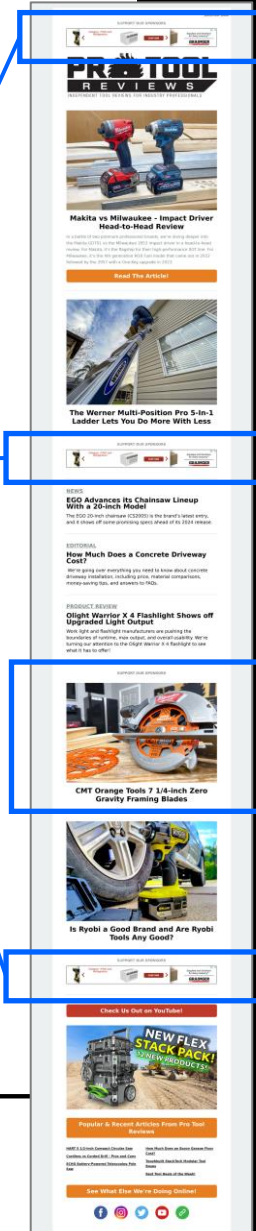


Banner Ads

Native Content Ad

The Nitty-Gritty

- 48,000 subscribers
- 38% open rate
- 10% CTR
- 728x90 or 300x250 banners
- 65kB max file size
- 100% SOV available
- 7-day lead time (typical)



Built If Sold Program

Pro Tool Reviews has numerous editorial series we'd like to pursue; however, many simply lack the budget to add them to our regular editorial calendar.

For these we offer our **Built If Sold** program. This allows an advertiser to get a 100% SOV (share of voice) around an article written and published by Pro Tool Reviews. This content is published to the website and also featured in a dedicated newsletter placement with 100% advertiser SOV ads.

Built if Sold content requires 4 to 5 weeks of lead time for implementation.



Revolutionizing Drywall: The Latest Innovations in Tools and Techniques
Explore cutting-edge tools and methods transforming the drywall industry. Highlight advancements in automation, ergonomic tools, better taping and seams, and these innovative technologies. Discuss how improved work efficiency is achieved.

Eco-Friendly Plumbing: Product Choices That Save Money and Help Sustainability
Delve into the latest eco-friendly tools and practices in the plumbing industry. Highlight how plumbers can use these innovations to reduce water waste, improve energy efficiency, and minimize environmental impact. Include insights on new materials, water-saving fixtures, and the role of technology in sustainable plumbing.



Affiliate Retailers and Platforms

Pro Tool Reviews has affiliate relationships with multiple prominent retailers and is fully integrated with many of the larger platforms to compliment your ad spend with tangible ROAS (return on ad spend).

Currently in 2024, Pro Tool Reviews generates over 124,000 clicks to retail every month with an average sales volume of \$422,000 per month.



DELTADIGITAL
HOUSE OF CONTENT

THANK YOU!

