



Putting the industry's top tools to the test | 2026 General Presentation

OUR BRAND

Where the Industry's Top Tools Get Tested, Reviewed, and Placed in the Spotlight

We're the only digital destination putting power tools, hand tools, and jobsite gear through real-world testing that highlights what makes each tool stand out.

We deliver head-to-head comparisons and in-depth reviews that position brands at the center of the conversation where buying decisions begin.

1.4M

Total Unique
Brand Audience

9.3M

Average Monthly Total
Brand Impressions

PR TOOL
REVIEWS



Source: Delta Digital Proprietary Data; ComScore, November 2025; Social Platforms

OUR GROWTH

Social Audiences Are Engaging at Record Levels

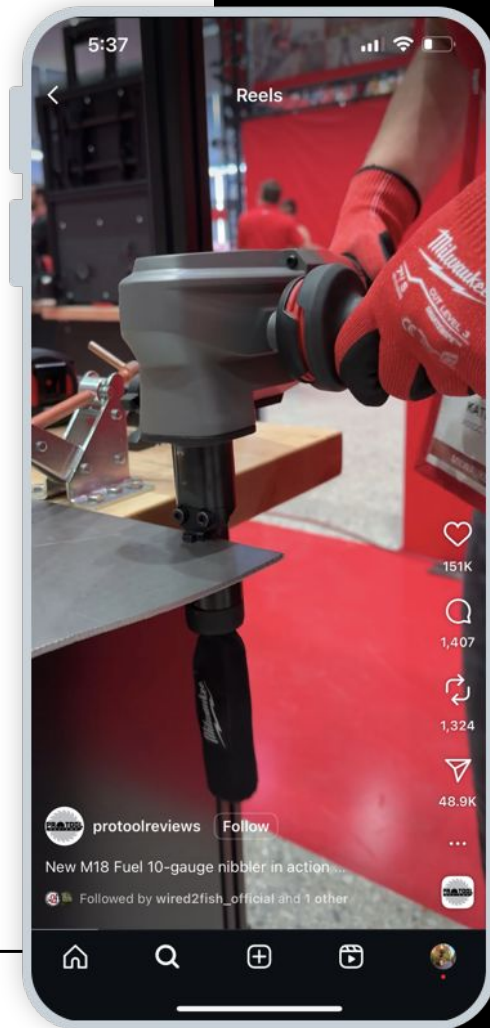
100M Total Social Video Views Projected by FY 2025

66M+ Total 2025 YouTube Impressions on the Pro Tool Reviews Channel

YouTube Viewership Growth

Short-Form Social Video Engagement Growth

Tool demos, walk-throughs, and pro-facing product intros



250k
Instagram
Followers

171k
YouTube
Subscribers

141k
Facebook
Followers

+23%
Growth in Total
Social Followers
12/25 vs. 5/25



Thought starters and visuals are for illustrative purposes only, details subject to change pending final editorial approval. Source: Delta Digital Proprietary Data



No one else provides tool reviews with the **regularity, consistency, and shoppability** that Pro Tool Reviews is providing right now.

WHAT WE DO

Real-World Testing. In-Depth Reviews. Tools That Stand Out.

Our professional tool reviewers and industry experts provide in-depth product reviews, news, and buying resources across written and video channels that offer insider perspectives and empower purchase decisions.

- Hands-On Product Reviews
- Head-to-Head Product Comparisons
- Buying Guides
- Product Roundups
- How-To's
- Deals
- Industry News





OUR IMPACT

Reviews That Drive \$1,946 in Sales per Unique Visitor Annually

\$4.6M in annual affiliate sales driven through our written reviews and videos

Our content not only guides audiences through the purchase funnel but influences them to make a purchase as a direct influence of our expert insights and perspectives.



Source: Delta Digital Proprietary Data

360° PRESENCE

Platforms That Bring Trades, Professionals, and Products Together

Pro Tool Reviews tentpoles and initiatives don't just connect with our digital audiences, but the industry as a whole.

With trade show presence, innovation recognitions, and a B2B content strategy, we offer a unique, 360° approach to connecting with the entire pro tool community.



PRO TOOL INNOVATION AWARDS

Our ancillary annual awards that recognize the year's most innovative industry advances.

TRADE SHOWS

Expert presence at every major show bringing industry news to our audiences through editorial coverage.

B2B STRATEGY

We connect business owners with the best manufacturers to help audiences discover what they need.



OUR AUDIENCE

Insights That Guide Every Purchase Decision, from Pros to Serious DIY'ers

Our high-intent audience of contractors, landscapers, automotive experts, and advanced DIY'ers trust our guidance to make decisions for their personal and professional careers.



42%

Of our cross-platform audiences are age 25-44

60%

Have a HHI \$75k+

99%

Are likely to purchase a product with a positive review from Pro Tool Reviews

82%

Consider their experience at an Advanced or Expert level

56%

Spend \$100+ monthly on power tools



Source: Meta; ComScore, Aug 2025; Delta Digital Proprietary Data

Place Your Brand at the Center of Our Trusted, Industry-Leading Reviews



Native Solutions

- Short-Form Video
- Long-Form Video
- Article Content
- Social Content
- Trade Show Packages
- Pro Tool Innovation Awards Packages

Sponsorships

- Content Packages
- Content Integrations
- Buying Guides
- Gift Guides
- First-Impression Takeovers

Digital Media

- High-Impact Media
- Video Pre-Roll
- Standard Display
- Targeting Capabilities

Email

- Newsletter Sponsorships
- Newsletter Integrations
- Dedicated Emails

Connecting Brands with the Pros Through Complete Power Tool and Gear Coverage

| Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec |
|--------------------------|-------------------------------------|------------------------|---------------------------|------------------|------------------------------|-------------------------|----------------|----------------------------|---------------------------|-------------------------|------------------------|
| Concrete Tools & Trends | Oscillating Multi-Tools | String Trimmers | Lawn Mowers Clamps | Circular Saws | Cordless Drills | Impact Wrenches | Impact Drivers | Leaf Blowers | Reciprocating Saws | Table Saws | Jigsaws |
| Work Boots | Miter Saws | New Building Materials | Automotive Tools & Trends | Pressure Washers | Woodworking Tools and Trends | Track Saws | Chainsaws | Fall Workwear | Electrical Tools & Trends | Lighting | Winter Workwear |
| Tape Measures | Who Makes the Best Tools? | Spring Workwear | Clamps | Tool Storage | Summer Workwear | Plumbing Tools & Trends | Portable Power | Sanders | Routers | Black Friday Tool Deals | Christmas Gift Guide |
| <i>World of Concrete</i> | <i>International Builders' Show</i> | | Spring Black Friday | | Father's Day Gift Guide | Amazon Prime Day | | Pro Tool Innovation Awards | <i>Equip Expo</i> | <i>SEMA / STAFDA</i> | Best Tools of the Year |

780k+

Combined Monthly Average Pageviews

11k+

Total Product-Focused Articles

7k+

Total Product Reviews

50+

New Articles per Month



Flighting is for illustrative purposes only pending client feedback and editorial availability

CASE STUDY

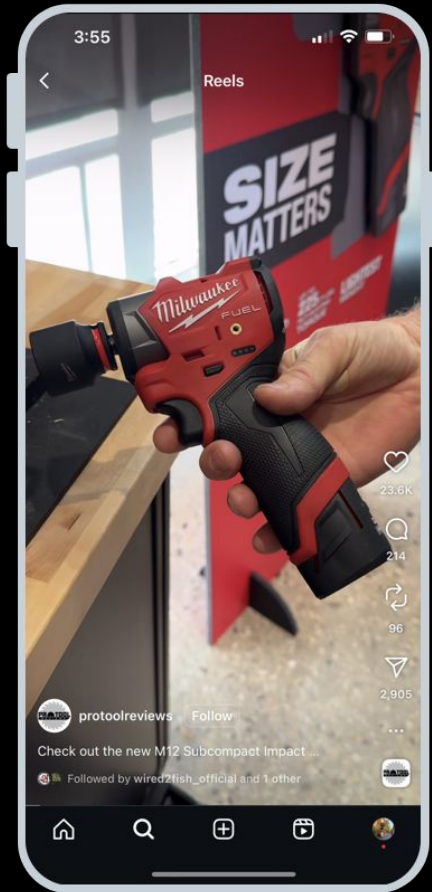
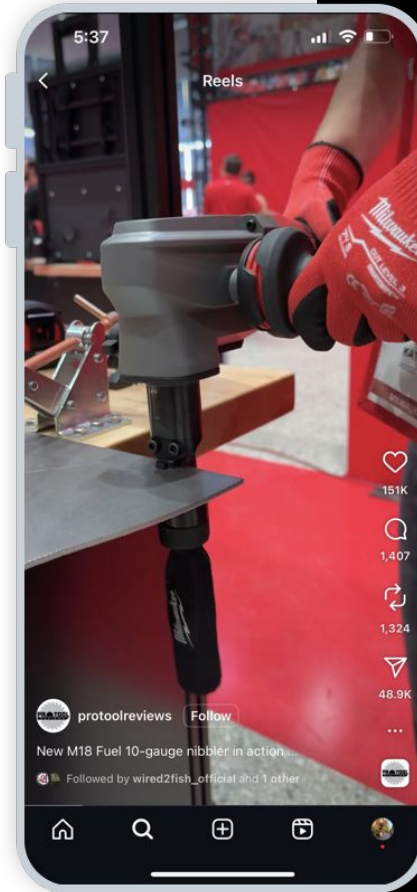
Media Event Coverage for Milwaukee Drove Massive Social Engagement

Pro Tool Reviews partnered with Milwaukee to provide on-site social media vertical video coverage of new product demos at the Milwaukee Pipeline event.

As a result of our partnership, the Milwaukee posts on Pro Tool Reviews handles saw some of our strongest social performance of all time rooted in our access and ability to bring industry-exclusive releases with expert insights and commentary to our audiences who crave it.

80M+ Total Social Impressions for Milwaukee Across 5 Platforms

5.1M+ Total Video Views on Milwaukee's Top Performing Reel



Source: Delta Digital Proprietary Data. Campaign results will vary.

WHY PRO TOOL REVIEWS

The Most Trusted Platform That's Driving Purchases Like No One Else Can

Only Pro Tool Reviews delivers real-world tool and equipment reviews backed by trusted experts—proving the power of expert influence on what professionals buy next.



AUDIENCE INTENT

With **\$4.6M in total affiliate sales accounting for nearly \$2k spent per unique visitor**, no one else influences purchases in the power tools and equipment industry.

PRO READERS

Our authentic, expert-driven content resonates and garners professional trust—**more than 25% of our readers are business owners or decision makers.**

CAPABILITIES

High-impact capabilities allow you to leverage our experts to connect with pros across native, video, social, and digital solutions to drive awareness and sales.

DISTRIBUTION

Strong distribution across ProToolReviews.com, YouTube, Facebook, Instagram, and newsletters offer scale to get your brand in front of more pros.



Source: Delta Digital Proprietary Data

Additional Slides



OUR PRO AUDIENCE

Insights That Guide Every Purchase Decision for Professionals

Our high-intent audience of contractors, landscapers, automotive experts, and business owners trust our guidance to make decisions for their professional careers.



149

Audience Index
for Adults 45-54

62%

Are Age 45+

60%

Have a HHI
\$75k+

82%

Consider their
abilities at an
Advanced or
Expert level

67%

Are Professionals
+110% YoY

+25%

Are Business
Owners or Buyers



OUR DIY AUDIENCE

Insights That Guide Every High Stakes Purchase Decision for DIY'ers

Our high-intent audience of advanced DIY'ers trust our guidance to make major decisions for gear they can rely on to work, perform, and last the test of time.



149

Audience Index
for Adults 45-54

62%

Are Age 45+

60%

Have a HHI
\$75k+

99%

Are likely to purchase
a product with a
positive review from
Pro Tool Reviews

82%

Consider their
experience at an
Advanced or
Expert level

56%

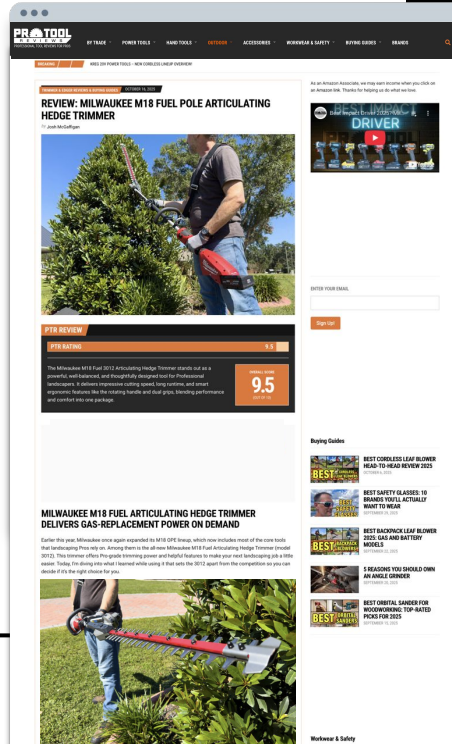
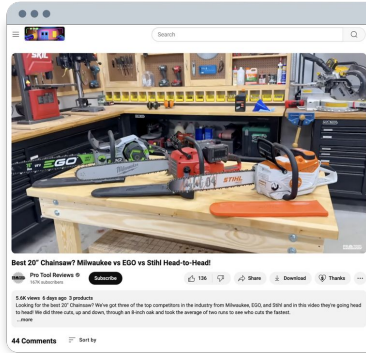
Spend \$100+
monthly on
power tools



Source: ComScore, Aug 2025; Delta Digital Proprietary Data

WHAT WE COVER

Showcasing the Performance & Innovation Driving Today's OPE Market



#2

Most Trafficked Content Category, *only Buying Guides* rank higher

600k+

Average Quarterly Pageviews

583k+

Average Quarterly Sessions

1,400k+

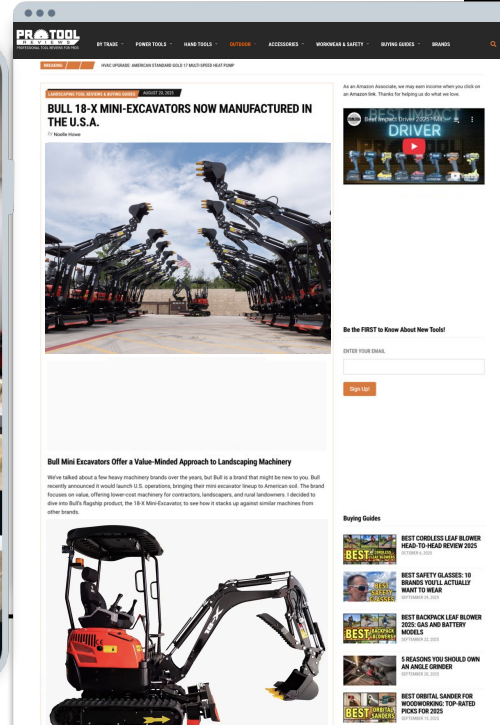
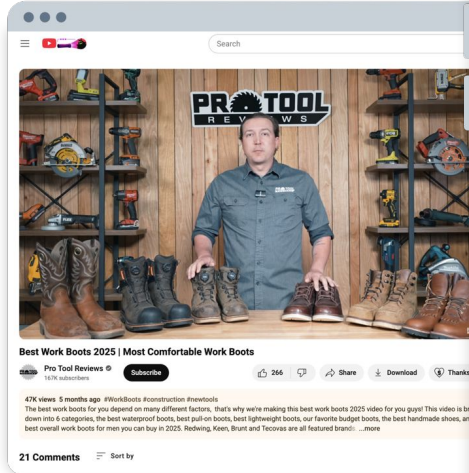
New and Existing OPE Articles



Source: Delta Digital Proprietary Data

WHAT WE COVER

Showcasing the Performance & Innovation Driving Today's Construction Market



1.1M+
Average Quarterly
Pageviews

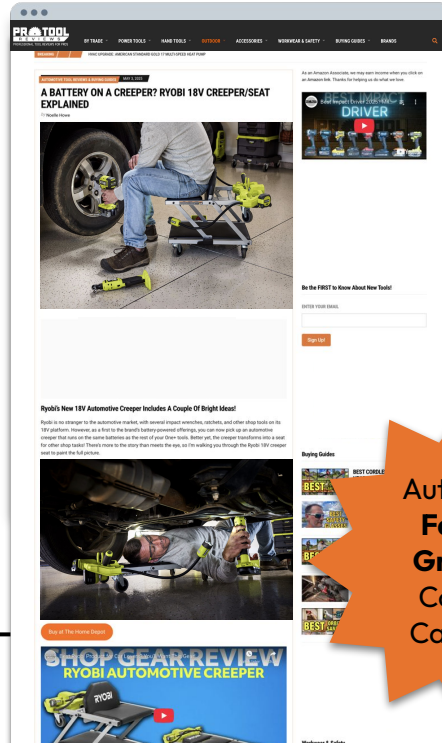
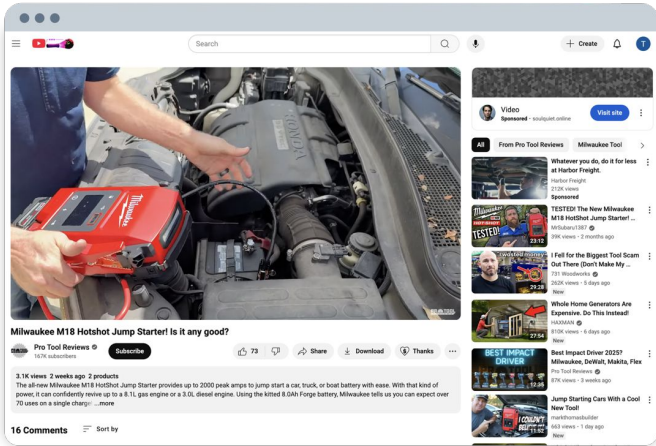
975k+
Average Quarterly
Sessions

6k
New and Existing
Construction Industry Articles

Quarterly
special feature coverage of
automotive equipment

WHAT WE COVER

Showcasing the Performance & Innovation Driving Today's Automotive Market



70k+

Average Quarterly Pageviews and growing

65k+

Average Quarterly Sessions and growing

160+

New and Existing Automotive Industry Articles

Quarterly

special feature coverage of automotive equipment



Source: Delta Digital Proprietary Data



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