



Pro Tool Innovation Awards

2026 Exclusive Winner's Promotional
Opportunities with Pro Tool Reviews





INTRODUCTION

The Pro Tool Innovation Awards



Each year, our Pro Tool Innovation Awards independent, dedicated panel of experts judge and recognize the industry's best-in-class products that we've determined are ahead of their time.

Your brand can amplify the authority of your award win among Pro Tool Reviews' audiences through custom content partnerships that drive consideration for your products that leading experts have named the market's most innovative of the year.

EXCLUSIVE PRO TOOL INNOVATION AWARD PROMOTION OPPORTUNITY

Turn Your Award Win Into Impactful Exposure

We're bringing together the trust and authority of our independent Pro Tool Innovation Awards with the reach and engagement of ProToolReviews.com to **amplify your win among the professionals who are making power tool purchases.**

Through custom content executions distributed across Pro Tool Reviews channels, **we'll exclusively showcase your award-winning product and what our editors believe makes it this year's most innovative, engaging an untapped audience with the news of your recognition.**



500k+

Monthly Pageviews

12.5M+

Average Monthly Social Impressions

683k+

Total Social Followers

193k+

Total YouTube Subscribers



Drive Strategic Engagement With What Sets Your Winning Product Apart

What

Award winners have the exclusive opportunity to partner with Pro Tool Reviews on custom content creation to spotlight your unique product attributes through fully dedicated custom articles and videos—presenting an exclusive way to secure individual storytelling that sets your product apart from our editorial round-ups.

How

Content will spotlight your win through a variety of strategic tactics, including prominent placement of the exclusive winner's seal and expert commentary on your winning product from the Pro Tool Reviews team.

Each piece will highlight what makes your product stand out in-line with your brand goals, and will be distributed across our site, our social platforms, and your own.

Who

Custom content is created and hosted by the independent experts at Pro Tool Reviews—one of the most trusted voices in the tool industry.

Distributed across our channels, it reaches highly engaged professionals who rely on our reviews to make critical purchasing decisions.

OUR PRO TOOL REVIEWS AUDIENCE

Your Content Will Reach Highly Engaged Industry Professionals and Business Owners

We'll distribute your custom articles and/or videos to our audience of **professionals and business owners who rely on Pro Tool Reviews for trusted guidance that drives smart, high-stakes purchasing decisions.**



Our Audience by the Numbers

82%

Use power tools and equipment regularly

72%

Have Advanced or greater skills with power tools

65%

Are in MEP trades or are contractors

24%

Are construction business owners

23%

Are in OPE and landscaping

Partnership Opportunities

Custom Articles Provide a Deep Dive Into Your Product's Key Features

Our Pro Tool Review experts will collaborate with your brand to craft one or more Custom Articles that take **an in-depth exploration of your Pro Tool Innovation Award-winning product's key attributes that make it this year's most innovative.**

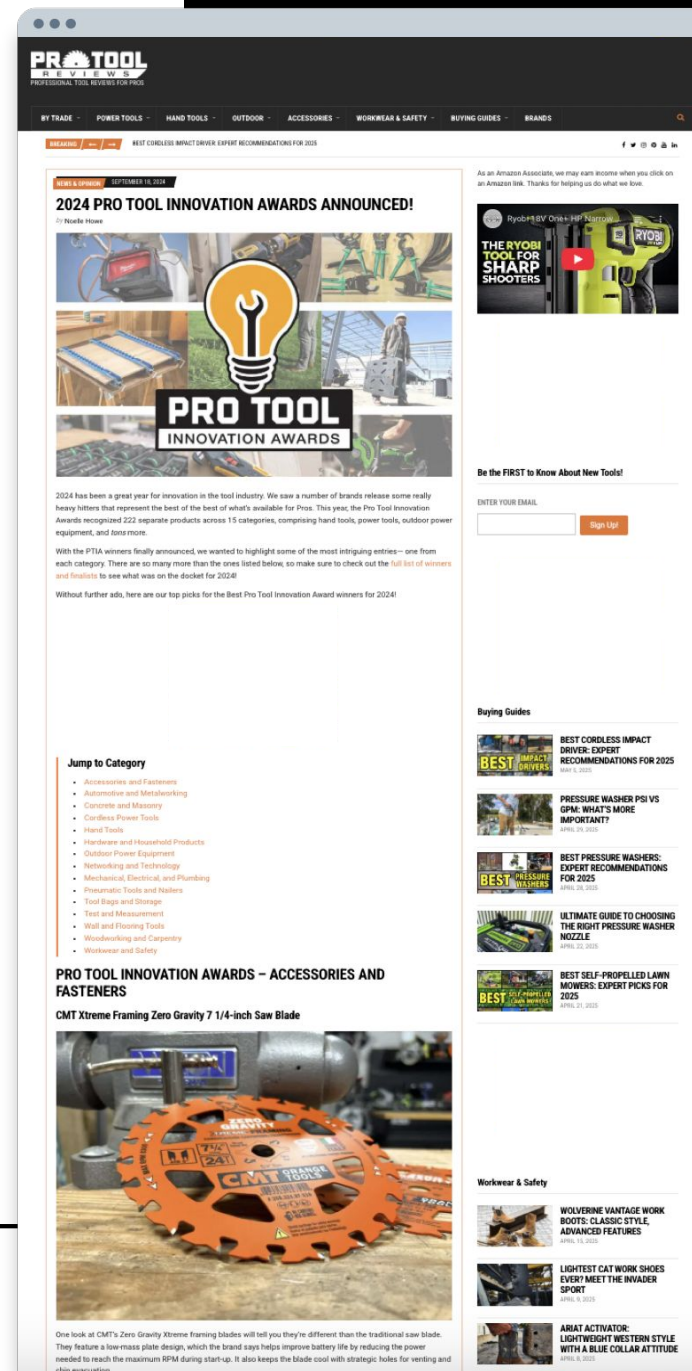
Custom Articles are written based on our Pro Tool Review experts evaluation of your product with your key product differentiators in mind to ensure our team is showcasing your product in line with your objectives.

Each custom article will feature all-new photography of your product in action with our Pro Tool Reviews team, **alongside the Pro Tool Innovation Award winners' exclusive seal setting it apart from all of our other review content.**

HOW IT'S PROMOTED:

- (1) Dedicated Facebook and (1) Instagram post promoting your Custom Article*
- (1) Newsletter promotion of your Custom Article
- Use of the Pro Tool Innovation Award winner's seal in all content
- Client to receive assets for distribution across your O&O

Visuals are for illustrative purposes only. Content usage across client's O&O available for up to (1) year after the campaign launch. Client to fulfill tool/product delivery to PTR editors as needed. Native videos are not reviews or endorsements by our editors. *Social platforms are dependent on your final media package and investment level.



Short-Form Custom Video Offers a Social-First Approach to Highlighting Your Product

Our staff of trusted, expert tool reviewers will lead our all-new short-form video opportunity that **highlights your Pro Tool Innovation Award-winning product within the video formats that our audiences love to engage with.**

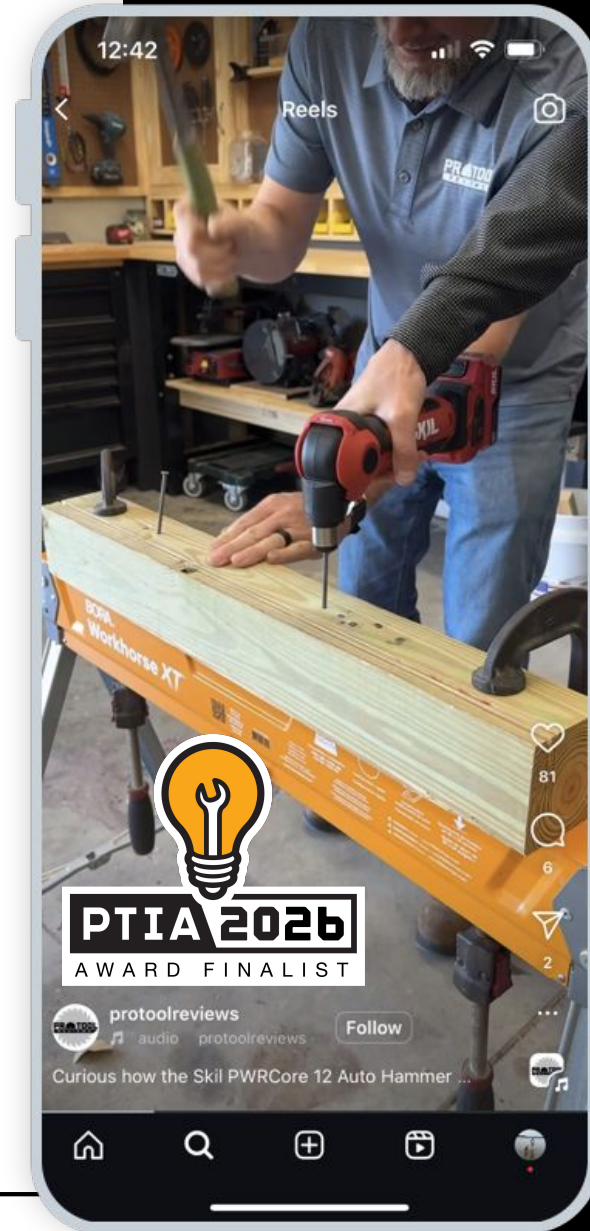
The short-form format will showcase your product's most stand-out feature that separates it from the rest in a quick-hitting style that's designed to capture and maintain attention as we communicate why we think this feature contributed to your Pro Tool Innovation Award win.

Each :15 to :30 second video is built with social platforms in mind, leveraging royalty-free music, text overlays, and **use of the Pro Tool Innovation Award winners' seal to drive engagement and credibility for your product.**

HOW IT'S PROMOTED:

- Each :15 to :60 second video is hosted on the Pro Tool Reviews YouTube channel
- (1) Dedicated Facebook and/or (1) Instagram post promoting your Custom Short-Form Video*
- Client to receive video assets for distribution across your O&O

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Long-Form Custom Video Highlights Your Product in Our Most Engaging Format

Our Long-Form Custom Video offering is **a premier opportunity for your brand to highlight your Pro Tool Innovation Award-winning product for our audiences in our most engaging content format.**

In a Long-Form Custom Video, our editors will conduct our most in-depth on-camera tour of your winning product, voicing over key features and functionality as our experts simultaneously demonstrate those features in-action, garnering our highest engagement and attention from our key Pro Tool Reviews audiences.

Each video running across ProToolReviews.com via our Native Video Player and embedded into your native article (if applicable) will prominently feature **the Pro Tool Innovation Award winners' seal to drive credibility for your product.**

HOW IT'S PROMOTED:

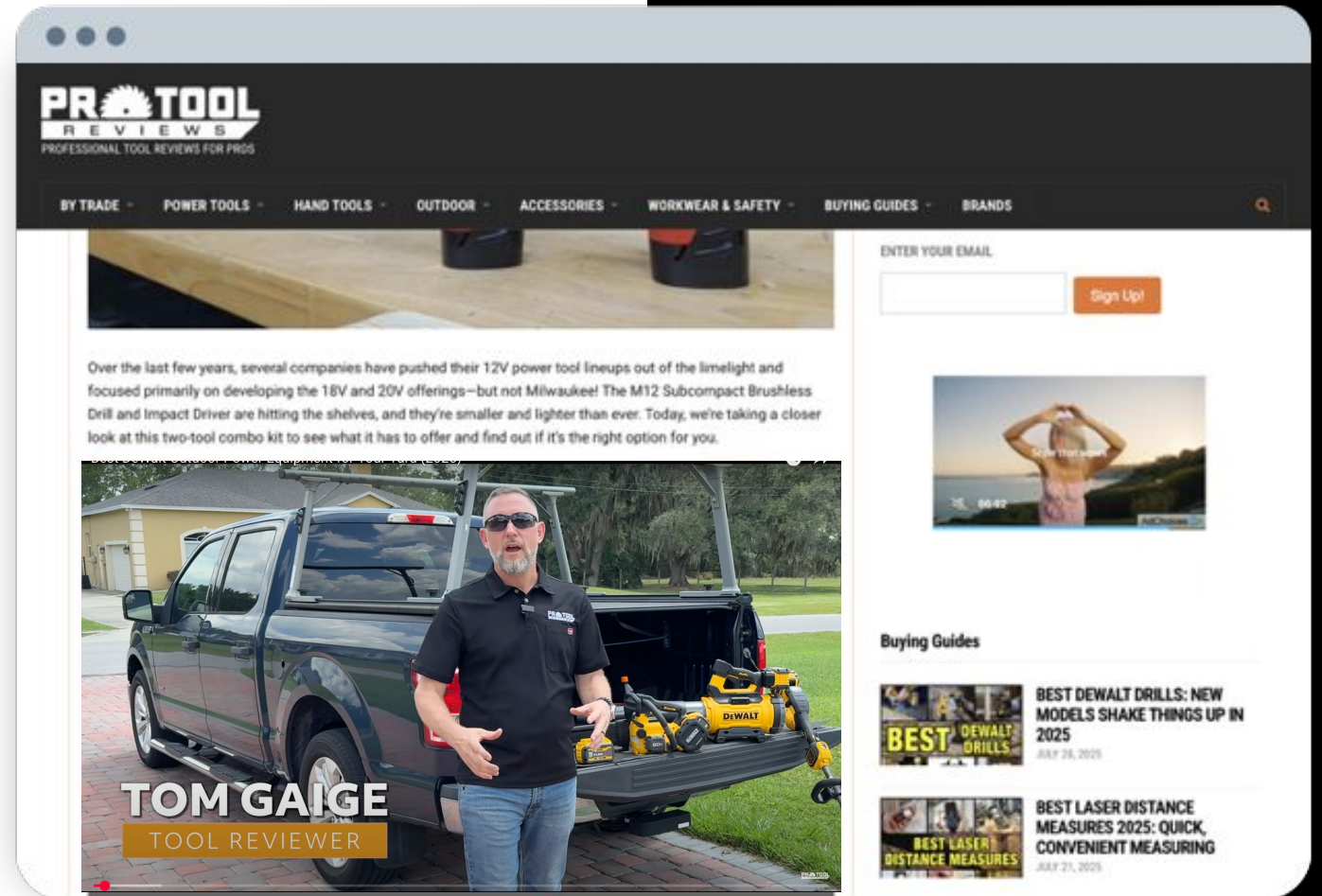
- (1) 6-8 minute video distributed across ProToolReviews.com
- (1) Dedicated Facebook post promoting your Custom Long-Form Video
- Client to receive video assets for distribution across your O&O



Drive Maximized Engagement With Your Video via an All-New Native Video Player

Across each article page on ProToolReviews.com, we feature an in-content video player that we leverage for distribution of our own editorial video content. Your brand can leverage this all-new **Native Video Player** for distribution of your own custom video at scale across desktop and mobile.

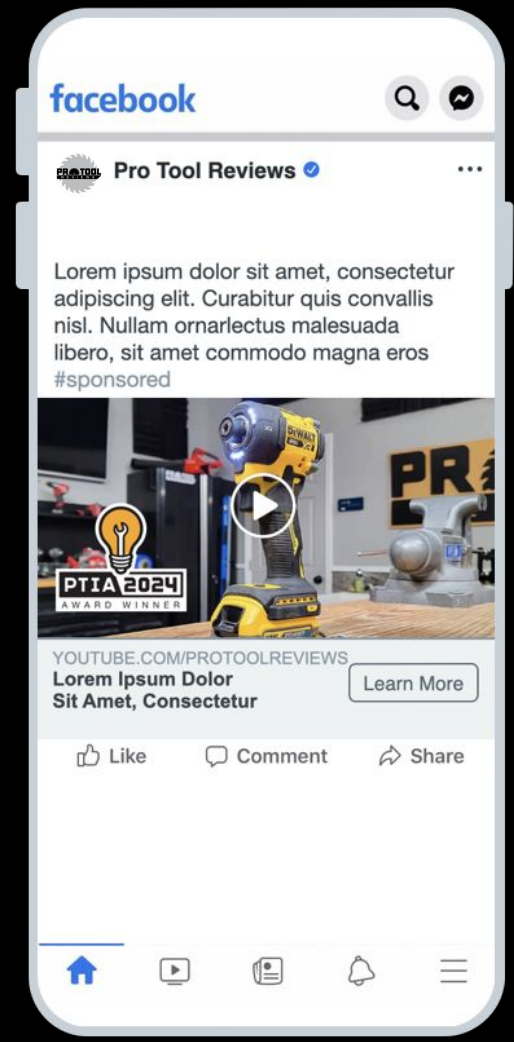
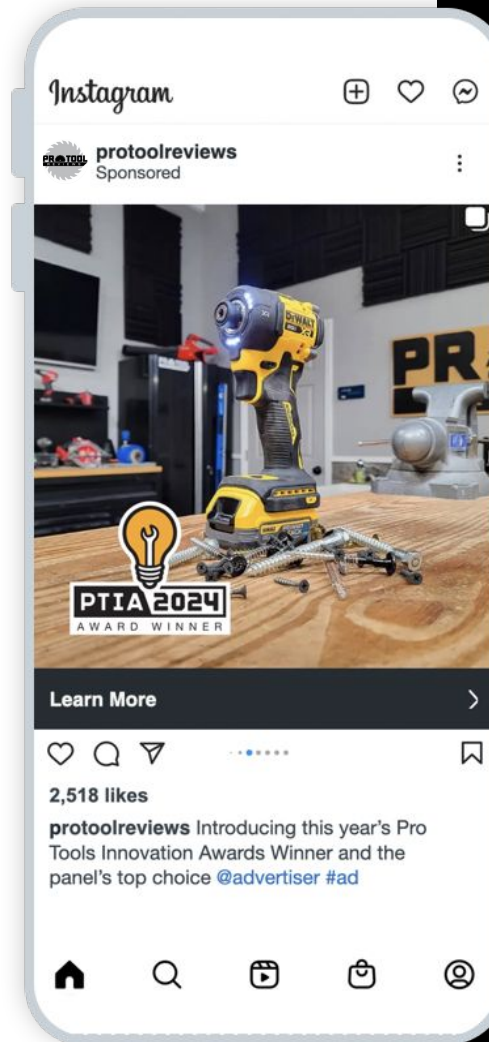
Your videos will run full-length across our Pro Tool Reviews article pages within a player that our audiences already rely on for on-site video content, driving maximized video views for your custom content among engaged audiences seeking new ideas from our experts.



Social Posts Distribute Your Content Within Platforms Where Discovery Happens

Tap into the loyalty and engagement of our Pro Tool Reviews social audiences to maximized views and visits to your content across ProToolReviews.com and/or our YouTube channel.

Our editors regularly create content for our Facebook and Instagram handles that capture attention and drive action to our content on-site—and we'll replicate that for your brand as we develop **custom posts using key takeaways and cutdowns from your custom content and encourage our audiences to click through to your full-length content in their respective platforms.**



With a list open rate of 38% and a click-through of over 10%, our product reviews, industry news, and editorial content truly connects with our professional audiences.

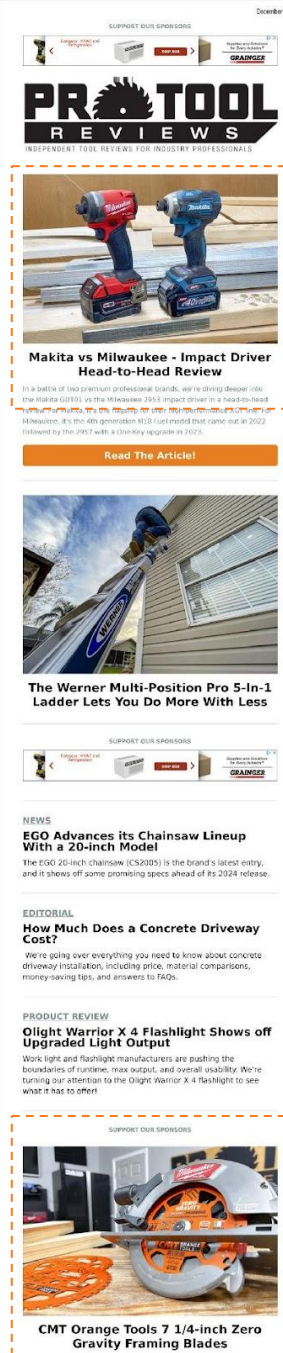
We'll leverage our weekly newsletter to promote your content—whether it's Custom Articles, Short-Form, or Long-Form Video—in order to maximize engagement and consideration for your award-winning product.

PACKAGE INCLUDES:

- Native unit featuring your brand's custom content with branded imagery, a logo, and the Pro Tool Innovation Awards winners' seal
- Each native unit will drive to your content on a Pro Tool Reviews channel

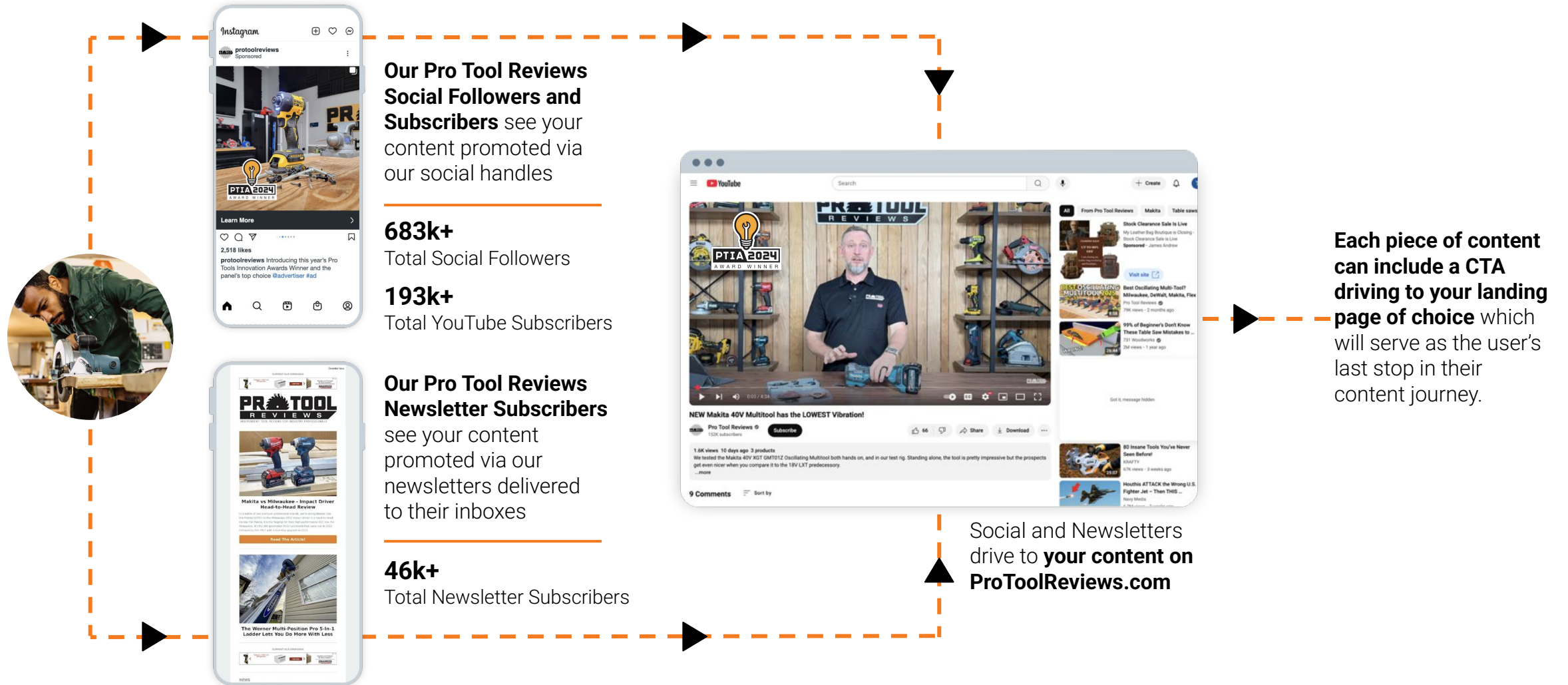
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NATIVE PLACEMENT



NATIVE PLACEMENT

How Our Audiences Discover Your Custom Content



Pro Tool Innovation Awards

Promotional Packages & Investment Tiers

Q4 2026 Program Timing

OPTION #1 | \$10,500

(1) **CUSTOM ARTICLE** hosted on ProToolReviews.com

ADDED VALUE

CUSTOM ARTICLE NEWSLETTER PROMOTION from a Pro Tool Reviews newsletter

- (1) Newsletter promotion via native unit

CUSTOM ARTICLE SOCIAL PROMOTION from Pro Tool Reviews social handles

- (1) In-feed static Facebook post
- (1) In-feed static Instagram post

OPTION #2 | \$18,000

(1) **CUSTOM ARTICLE** hosted on ProToolReviews.com

(1) **SHORT-FORM CUSTOM VIDEO** hosted on Pro Tool Reviews' YouTube channel

ADDED VALUE

CUSTOM ARTICLE NEWSLETTER PROMOTION from a Pro Tool Reviews newsletter

- (1) Newsletter promotion via native unit

SHORT-FORM CUSTOM VIDEO SOCIAL PROMOTION from Pro Tool Reviews social handles

- (1) In-feed video Facebook post
- (1) In-feed video Instagram post

OPTION #3 | \$28,000

(1) **CUSTOM ARTICLE** hosted on ProToolReviews.com

(1) **SHORT-FORM CUSTOM VIDEO** hosted on your custom article + distributed via our Native Video Player

(1) **LONG-FORM CUSTOM VIDEO** hosted on Pro Tool Reviews' YouTube channel

ADDED VALUE

CUSTOM ARTICLE NEWSLETTER PROMOTION from a Pro Tool Reviews newsletter

- (1) Newsletter promotion via native unit

SHORT-FORM CUSTOM VIDEO SOCIAL PROMOTION from Pro Tool Reviews social handles

- (1) In-feed video Instagram post

LONG-FORM CUSTOM VIDEO SOCIAL PROMOTION

- (1) In-feed video Facebook post
- Native Video Player Distribution



Thank You

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