

HandyHomeOwnerValues.com

A new monthly emailed newsletter designed to provide quickly read and relevant information for the Do-it-Yourself (DIY) homeowner and occasional DIY garage auto mechanic with links to How-to-Fix-it videos and seasonal maintenance tips, new products and home services ideas, home project renovation and decorating ideas, consumer product safety recalls, and special advertiser deals and offers. Additionally, it provides readers with helpful tips to know when to call in a professional to do a project when it feels beyond the Do-it-Yourselfer's comfort level or skill set.

This email newsletter is targeted to new and existing homeowners who have also opted in to receive third-party advertiser offers as well as Do-it-For-Me (DIFM) project links to skilled and pre-qualified contractor professionals. Enhanced for demographic, lifestyle and purchase data from SMART – KMA's dynamic proprietary database.

DEMOGRAPHICS

Age, Income, Occupations, Presence of Children

LIFESTYLE INTERESTS

Catalog Buyers, Magazine Subscribers, Hobbies, Pets, Donors, Do-it-Yourself, Classic Home and Classic Car Ownership

FINANCIAL DATA

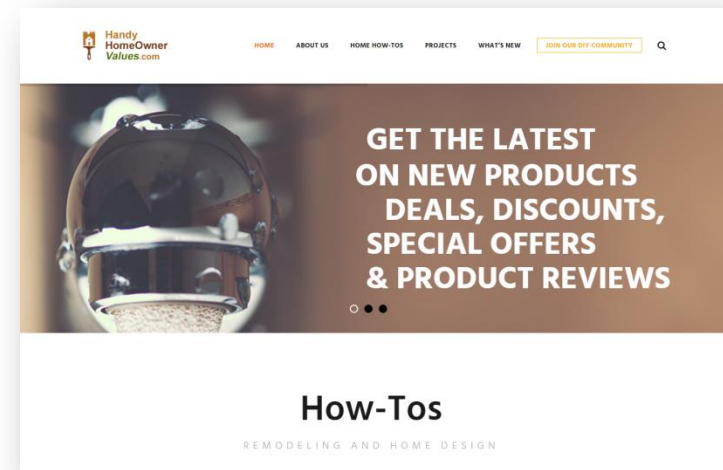
Newsletter Subscriber, Type of Investment, Credit Card and Home Equity Credit Seekers, Mortgage Applicant Data

INSURANCE INFORMATION/SEEKERS

Auto, Health, Life, Homeowners

Advertising Options Available

- Dedicated Emails
- Newsletter Sponsorships
- Poll Questions & Sponsorship
- Lead Generation
- Digital & Facebook Custom Audiences



Dedicated Emails

List Details

List Size: 300,000

Average Open Rates: 5-8%

Average Click Rates: 1-2%


Selections Available:

DEMOGRAPHICS

Age, Gender, Income, Marital Status,
Number of Children in Household

LIFESTYLE INTERESTS


Catalog Buyers, Hobbies, Pets,
Donors, Do it Yourself




Handy HomeOwner Values.com

Special Offer

UP TO
20% OFF
Select Bath Essentials
[SHOP NOW](#)

20% OFF
Pennington Smart Seed
Offer ends 3/21/16.

[SHOP NOW](#)

SAVE \$31
Pagosa Springs
5-Piece Patio Set
\$99 Was \$130
Available in these colors

[BUY NOW](#)

Newsletter Sponsorships

Top Right Banner:
300 x 250 Image

Featured Article:
Headline: 65 Characters
Body: 250 Characters

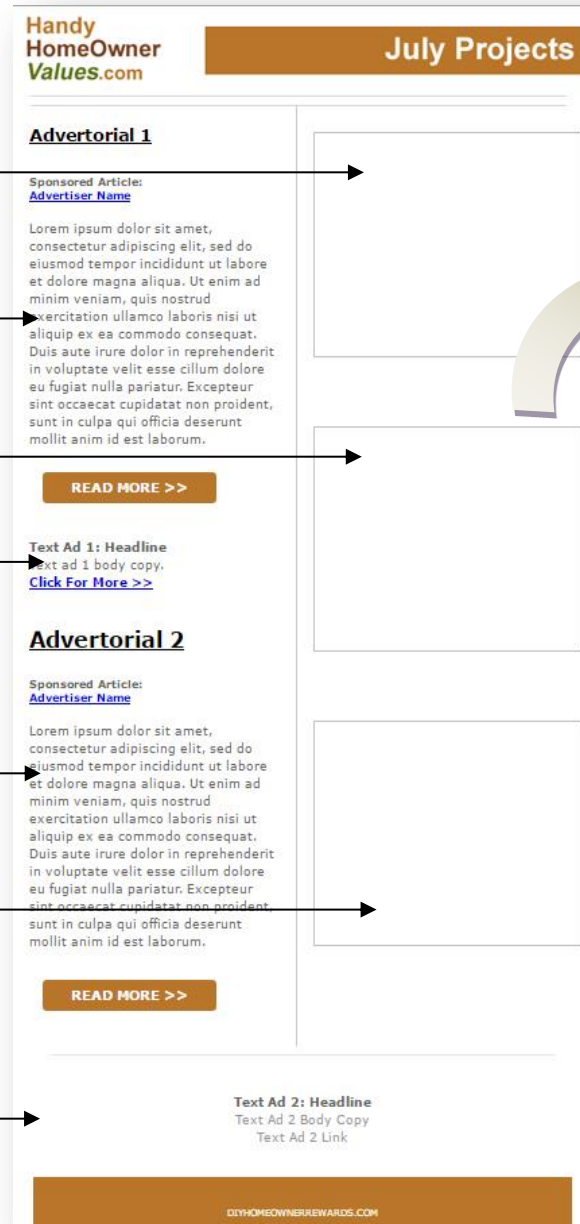
Middle Right Banner:
300 x 250 Image

Middle Text Ad:
Headline: 65 Characters
Body: 250 Characters

Featured Article:
Headline: 65 Characters
Body: 250 Characters

Bottom Right Banner:
300 x 250 Image

Bottom Text Ad:
Headline: 65 Characters
Body: 250 Characters



Handy HomeOwner Values.com **July Projects**

Advertorial 1

Sponsored Article:
[Advertiser Name](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[READ MORE >>](#)

Text Ad 1: **Headline**
Text ad 1 body copy.
[Click For More >>](#)

Advertorial 2

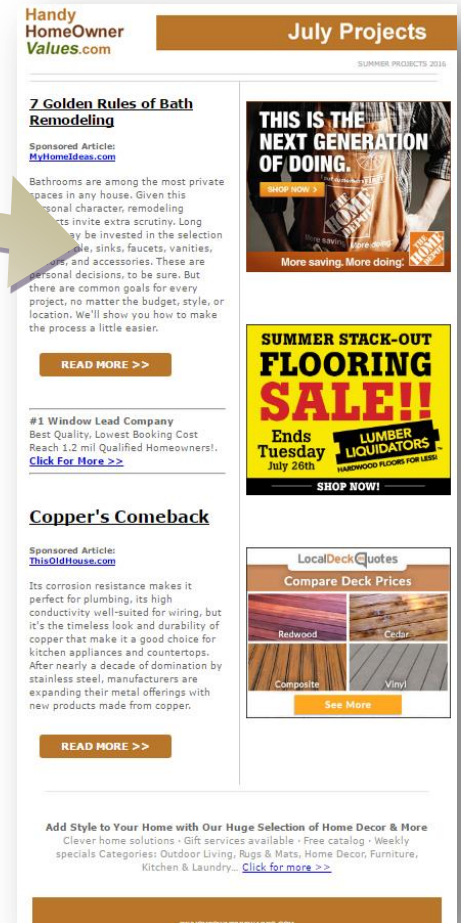
Sponsored Article:
[Advertiser Name](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[READ MORE >>](#)

Text Ad 2: **Headline**
Text Ad 2 Body Copy
Text Ad 2 Link

DIYHOMEOWNERREWARDS.COM



Handy HomeOwner Values.com **July Projects**

SUMMER PROJECTS 2018

7 Golden Rules of Bath Remodeling

Sponsored Article:
[MyHomeIdeas.com](#)

Bathrooms are among the most private spaces in any house. Given this personal character, remodeling projects invite extra scrutiny. Long-term investments may be invested in the selection of materials, sinks, faucets, vanities, toilets, and accessories. These are personal decisions, to be sure. But there are common goals for every project, no matter the budget, style, or location. We'll show you how to make the process a little easier.

[READ MORE >>](#)

#1 Window Lead Company
Best Quality, Lowest Booking Cost
Reach 1.2 mil Qualified Homeowners!
[Click For More >>](#)

Copper's Comeback

Sponsored Article:
[ThisOldHouse.com](#)

Its corrosion resistance makes it perfect for plumbing, its high conductivity well-suited for wiring, but it's the timeless look and durability of copper that make it a good choice for kitchen appliances and countertops. After nearly a decade of domination by stainless steel, manufacturers are expanding their metal offerings with new products made from copper.

[READ MORE >>](#)

LocalDeckQuotes
Compare Deck Prices

Redwood Cedar
Composite Vinyl

[See More](#)

THIS IS THE NEXT GENERATION OF DOING.

[SHOP NOW >](#)

SUMMER STACK-OUT FLOORING SALE!!
Ends Tuesday July 26th
LUMBER LIQUIDATORS
HARDWOOD FLOORING FOR LESS!
[SHOP NOW!](#)

Add Style to Your Home with Our Huge Selection of Home Decor & More
Clever home solutions • Gift services available • Free catalog • Weekly specials Categories: Outdoor Living, Rugs & Mats, Home Decor, Furniture, Kitchen & Laundry... [Click for more >>](#)

DIYHOMEOWNERREWARDS.COM

Newsletter Schedule: 2 Issues Per Month
Subscriber Size: 300,000
Average Open Rates: 5% - 8%
Average Overall Click Rates: 1-2%
(Click rates vary on ad position)

Lead Generation

We can help you build your email list of Do-it-Yourselfers through our lead generation program by placing your opt-in form on **HandyHomeownerValues.com** and within our advertising network. We will utilize our SMART data targeting capabilities to only show your offer to our DIY audience. You Only Pay When They Subscribe!

Where will you display my Offer?

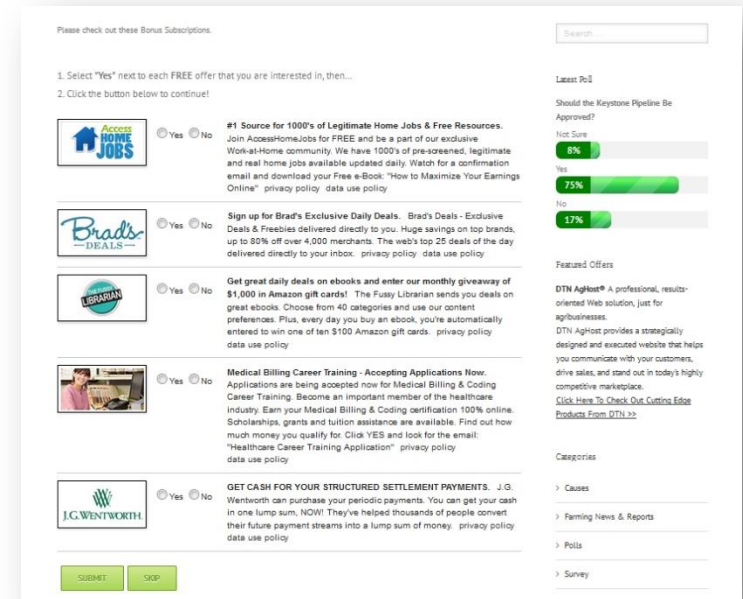
We will display your offer on **HandyHomeownerValues.com** and within our partner website network.

How do I get my leads?

We transmit your new email leads directly into your email marketing system. This makes it easy for you to start emailing new subscribers right away.






How much does it cost?

You pay only for the leads you generate. Price per lead is determined by the volume of leads you are looking for and the number of data fields you need to collect.



Please check out these Bonus Subscriptions.

1. Select "Yes" next to each FREE offer that you are interested in, then...
2. Click the button below to continue!

	<input type="radio"/> Yes <input type="radio"/> No	#1 Source for 1000's of Legitimate Home Jobs & Free Resources. Join AccessHomeJobs for FREE and be a part of our exclusive Work-at-Home community. We have 1000's of pre-screened, legitimate and real home jobs available updated daily. Watch for a confirmation email and download your Free e-Book "How to Maximize Your Earnings Online" privacy policy data use policy
	<input type="radio"/> Yes <input type="radio"/> No	Sign up for Brad's Exclusive Daily Deals. Brad's Deals - Exclusive Deals & Freebies delivered directly to you. Huge savings on top brands, up to 80% off over 4,000 merchants. The web's top 25 deals of the day delivered directly to your inbox. privacy policy data use policy
	<input type="radio"/> Yes <input type="radio"/> No	Get great daily deals on ebooks and enter our monthly giveaway of \$1,000 in Amazon gift cards! The Fussy Librarian sends you deals on great ebooks. Choose from 40 categories and use our content preferences. Plus, every day you buy an ebook, you're automatically entered to win one of ten \$100 Amazon gift cards. privacy policy data use policy
	<input type="radio"/> Yes <input type="radio"/> No	Medical Billing Career Training - Accepting Applications Now. Applications are being accepted now for Medical Billing & Coding Career Training. Become an important member of the healthcare industry. Earn your Medical Billing & Coding certification 100% online. Scholarships, grants and tuition assistance are available. Find out how much money you qualify for. Click YES and look for the email. "Healthcare Career Training Application" privacy policy data use policy
	<input type="radio"/> Yes <input type="radio"/> No	GET CASH FOR YOUR STRUCTURED SETTLEMENT PAYMENTS. J.G. Wentworth can purchase your periodic payments. You can get your cash in one lump sum, NOW! They've helped thousands of people convert their future payment streams into a lump sum of money. privacy policy data use policy

Latest Poll

Should the Keystone Pipeline Be Approved?

Not Sure 8%

Yes 75%

No 17%

Featured Offers

DTN Aghost® A professional, results-oriented Web solution, just for agribusinesses. DTN Aghost provides a strategically designed and executed website that helps you communicate with your customers, drive sales, and stand out in today's highly competitive marketplace. [Click Here To Check Out Cutting Edge Products From DTN >>](#)

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- > Causes
- > Farming News & Reports
- > Polls
- > Survey

Build Your Email List Of Do-It-Yourselfers!