



WEEKEND HANDYMAN

www.WeekendHandyman.com

What We Do:

Event Coverage

The Staff of the Weekend Handyman or Weekend Handy Woman can come to your booth at an industry event to cover your products via video and help you reach more users with our social media reach!



Show Coverage With John Young At The GIE+ Expo

How To Use It Videos

For 2019, we will be doing one of these videos per week. In 2020, we will be expanding to 2-3 of these videos per week. These

are the most effective videos for promoting products where we demonstrate how to use it and how we would recommend using the product. These historically have been the best received and best shared videos making them a GREAT option for getting your word out!



John Young Conducting A Booth Interview.

Product Reviews

You can show the product in action and talk about it though your own channels, but reviews are just received a bit differently by the end users when they come from a third party over your internal team. We can review anything from small hand held items to full power equipment at our facility.



John Young With A Product Review.

Facebook - Instagram Marketing

We can help you promote your product via Facebook and Instagram or you can set up some one-on-one Facebook/Instagram advertising coaching time to learn how to effectively promote your products.



John Young With A Product Spotlight Show.

Live Streams

We have developed a great work flow with doing live streaming at events or with video interviews. Live video can be streamed to just our channels or we can stream to your channels for a live event for your followers! We take care of the tech heavy lifting making it an easy process on your end!



Ken Day With A Booth Product Announcement.

DIY Projects

For 2019, we will be doing one or two DIY projects each month in a multi episode set of videos. These videos will show a novice or beginner DIYer how they can tackle the job successfully! These videos are a 4+ part sequence which are tagged and prepared for the best reachability online and on social media channels. In 2020, we will be expanding this area to one DIY project per week!



Lori Young With A Product Demonstration Video.



WEEKEND HANDY WOMAN

www.WeekendHandyWoman.com



~Video Sponsors~

DIY Project Sponsors: 2019: \$500/month
2020: \$2000/month

-2019: 1 project per **MONTH** with 4+ video segments with logo on thumb nails, mentions in segments, and a promotional spot by the host of that segment. Includes links in video descriptions and on the blog posts.

-2020: 1 project per **WEEK** with the same as above.

(Sponsors that sign up in 2019 will be guaranteed the 2020 rate above)

How To Video Sponsors: 2019: \$500/month

-Tools or products will be featured in the videos when possible, sponsor mentioned by segment host, sponsor spot read by segment host, links in video description and on blog posts (The sponsor tool brands will have exclusivity in these how to videos)

Website banners will be placed on both websites

~Website Banners~

Location:	Size:	Rate:
Leader Board Top	960 x 110	\$500/Month
-Shows on all pages and top of mobile home page		
Mobile Posts Ad	350 x 250	\$400/Month
-Shows on mobile main page after 4 posts		
Footer Ad	960 x 100	\$100/Month
-Shows on all pages and bottom of mobile home page		
Home Top	728 x 90	\$100/Month
-Below our large video box on desktop only		
Right Column	350 x 125	\$50/Month
(on Desktop pages Only)	350 x 250	\$80/Month
	350 x 500	\$150/Month
	350 x 750	\$250/Month
Article Top	960 x 110	\$200/Month
-Above articles/posts on mobile and desktop		
Article Inline	960 x 110	\$100/Month
-In the middle of articles/posts on mobile and desktop		
Article Bottom	960 x 110	\$50/Month
-Below articles/posts on mobile and desktop		

~Website Video Players~

Location:	Size:	Rate:
Large Video Player	735 x 413	\$200/Month
-Desktop Site Top Left		

~Popup Banner Homepage~

Location:	Size:	Rate:
Top, right, left popup	Vary	\$200/Month

~Popup Banner Blog Pages~

Location:	Size:	Rate:
Top, right, left popup	Vary	\$200/Month

~Product Review Videos~

Sponsors	Free
Non-Sponsors	
Items under \$100 retail value:	\$200 or item and \$100
Items over \$100 retail value:	\$200 or item
Items over \$250 retail value:	\$200 or item and value applied to advertising on our channels

~Event Coverage~

Free: A 1-2 minute product announcement video shot at your booth at the show. It will be shared via social media and you can share the link on your social media or website.

Silver Package (can be online/Skype interview) **\$500.00**
3-5 minute video explanation of two or three products from the company in an interview style. Shared on Social Media and Youtube video available for embedding on your website and sharing on your social media pages. Guaranteed 5000 views

Gold Package (can be online/Skype interview) **\$900.00**
3-5 minute video explanation of two or three products from the company in an interview style. Shared on Social Media and Youtube video available for embedding on your website and sharing on your social media pages. Guaranteed 10000 views

Platinum Package (can be online/Skype interview) **\$2000.00**
5-10 minute Q&A video with host covering multiple products' benefits and features. Shared on and all social media. Guaranteed 20,000 views

~Our Traffic~

Websites: Combined Sites are over 10,000 unique visits per day.
Social Media: Facebook in late 2018 brought our Weekend Handyman channel in as a content creator partner and now are having over 100,000 reach per week!

John Young, Weekend Handyman
john@weekendhandyman.com • Phone: 612-597-4499

Lori Young, Weekend Handy Woman
lori@weekendhandywoman.com • Phone: 612-597-2998

Weekend Handyman
29442 120th St.
Grey Eagle MN 56336

weekendhandyman.com • weekendhandywoman.com
youtube.com/weekendhandyman • youtube.com/weekendhandywomanvideos

2019 Editorial Calendar



WEEKEND HANDYMAN

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January:

DIY Projects:

- Refinishing wood project
- Making A Counter Top

Featured Product Types: Cordless Hand Tools Brand 1
Product Deadline For Monthly Inclusion: January 10, 2019
How To Videos: Released on Fridays
Show Coverage: CES, Hardware Show

February:

DIY Projects:

- Toilet installation and repair
- Bathroom repair tips

Featured Product Types: Cordless Hand Tools Brand 2
Product Deadline For Monthly Inclusion: February 10, 2019
How To Videos: Released on Fridays
Show Coverage: Home/Builder Shows

March:

DIY Projects:

- DIY Solar Panel Set Up

Featured Product Types: Outdoor yard clean up tools
Product Deadline For Monthly Inclusion: March 10, 2019
How To Videos: Released on Fridays
Show Coverage: Home/Builder Shows:

April:

DIY Projects:

- Build a dog house/chicken coop

Featured Product Types: Cordless Battery Powered Lawn Mowers testing and reviews
Product Deadline For Monthly Inclusion: April 10, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

May:

DIY Projects:

- Replacing Entry Door
- Green Houses

Featured Product Types: Ride On Lawn Mowers testing and reviews
Product Deadline For Monthly Inclusion: May 10, 2019
How To Videos: Released on Fridays
Show Coverage: National Hardware Show

June:

DIY Projects:

- Lawn Mowing/Yard Clean Up Tips
- TBD

Featured Product Types: Zero Turn Mowers
Product Deadline For Monthly Inclusion: June 10, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

July:

DIY Projects:

- Insulating with foam

Featured Product Types:UTV
Product Deadline For Monthly Inclusion: July 10, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

August:

DIY Projects:

- Composting Systems

Featured Product Types: Sub Compact Tractors
Product Deadline For Monthly Inclusion: August 10, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

September:

DIY Projects:

- Fall Yard Tips

Featured Product Types: TBD
Product Deadline For Monthly Inclusion: September 10, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

October:

DIY Projects:

- TBD

Featured Product Types: Snow Removal
Product Deadline For Monthly Inclusion: October 10, 2019
How To Videos: Released on Fridays
Show Coverage: GIE+Expo

November:

DIY Projects:

- Hand made gift ideas

Featured Product Types: Holiday Gift Ideas
Product Deadline For Monthly Inclusion: November 1, 2019
How To Videos: Released on Fridays
Show Coverage: TBD

December:

DIY Projects:

- Building storage unit

Featured Product Types: Non-powered hand tools
Product Deadline For Monthly Inclusion: November 10, 2019 (December video work shot in November)
How To Videos: Released on Fridays
Show Coverage: TBD



WEEKEND HANDY WOMAN

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2020 Editorial Calendar



January:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: January 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: CES, Hardware Show

February:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: February 10, 2020

Show Coverage: Home/Builder Shows

How To Videos: Released on Tuesday and Fridays

March:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: March 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: Home/Builder Shows:

April:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: April 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

May:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: May 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: National Hardware Show

June:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

June Continued:

Product Deadline For Monthly Inclusion: June 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

July:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: July 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

August:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: August 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

September:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: September 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

October:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types:

Snow Removal

Product Deadline For Monthly Inclusion: October 10, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: GIE+Expo

November:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: November 1, 2020

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD

December:

DIY Projects:

- Project Week 1 (4 part video series)
- Project Week 2 (4 part video series)
- Project Week 3 (4 part video series)
- Project Week 4 (4 part video series)

Featured Product Types: TBD

Product Deadline For Monthly Inclusion: November 10, 2020 (December video work shot in November)

How To Videos: Released on Tuesday and Fridays

Show Coverage: TBD