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Buildipedia.com publishes content about design, architecture, construction, and infrastructure to an audience that comprises AEC* professionals as well as homeowners, renters, and DIYers from across the United States and around the globe.

What sets Buildipedia.com apart from our competitors is our continuous engagement with AEC professionals. Architects, contractors, and tradesmen write our articles and star in our videos, sharing their expertise. We also have distribution and content partnerships with organizations such as the Construction Specifications Institute (CSI) and the American Institute of Architects (AIA). At the same time, we regularly engage a consumer audience with DIY guides, how-to articles, and the latest trends and tips for a better home.

Buildipedia provides a bridge between these “pro” and “joe” communities – our audience of AEC pros can interface directly with the consumers who need their expertise, goods, and services via Buildipedia’s Knowledgebase. Our online reference center, the Knowledgebase is devoted to the products and systems that constitute every detail of the built environment. Accurate and relevant content provided by our content partners — white papers, press releases, product reviews, and other advertorial articles — is published directly to the Knowledgebase under the guidance of Buildipedia’s editorial team.

*AEC — Architecture, Engineering, Construction
Buildipedia Content Summary

At Home & DIY

(Re)habitat by Rachael Ranney
Everyday DIY with Jeff Wilson
60 Simple Seconds
Jeff Wilson’s Everyday DIY Blog
Bathrooms
Design | Remodeling
Repair | Maintenance
Floors
Landscaping
Kitchens
HVAC | Electrical | Plumbing
Basements
Walls | Windows | Doors

For AEC Professionals

Featured Architecture
Construction Materials & Methods
Design News
From the Job Site
Engineering News
Public Infrastructure
Facilities Operations & Maintenance
Urban Planning
CSI Project Solutions
At Home & DIY

Buildipedia provides complete coverage of residential construction, maintenance, and renovations. Visitors find design ideas, remodeling, and landscaping trends, home improvement projects, and three do-it-yourself video series: Everyday DIY, hosted by TV personality and author Jeff Wilson (DIY Network and HGTV); 60 Simple Seconds, quick tips for small but crucial jobs; and {Re}habitat by Rachael Ranney, a guide to incorporating hip design to your home through adaptive reuse and upcycling.

Our Knowledgebase, populated by content straight from manufacturers and vendors, also provides the latest information on products, services, and technologies to our consumer audience.

Target Audiences

- Homeowners and renters
- General contractors
- DIYers
- Remodelers
- Residential construction tradesmen

Content Categories

- {Re}habitat by Rachael Ranney
- Everyday DIY with Jeff Wilson
- 60 Simple Seconds
- Jeff Wilson’s Everyday DIY Blog
- Bathrooms
- Design | Remodeling
- Repair | Maintenance
- Floors
- Landscaping
- Kitchens
- HVAC | Electrical | Plumbing
- Basements
- Walls | Windows | Doors
Leverage the power of branded videos as part of your content marketing strategy with Buildipedia, whether you’ve got a product, service, or construction project to promote.

“Best videos I have seen on YouTube yet. I am a first-time homeowner as of a month and a half ago, and I am in the final stages of finishing my first remodel: the guest bathroom. Thanks, Jeff! I will be checking out many more of your videos as I continue renovating!”

– Comment on: Buildipedia DIY - How to Install a Bathroom Lavatory

Our videos, crafted for us by our partner Kinopicz American, are recognized for their industry-leading production values. We of course offer distribution via the Buildipedia YouTube channel, but we also have a partnership with AOL/5Min Video, a syndication platform that puts every Buildipedia video in front of the editors of more than 900 online publishers, including the Huffington Post and the Wall Street Journal.

We will work with you to produce a single video or an entire campaign that engages and entertains our audience and showcases your company. Here are a few suggestions:

Product placement & Brand mentions

Original programming & Custom-branded video players

Series or episode sponsorship & Landing Page Sponsorship

To include video in your next content marketing initiative, please contact sales@buildipedia.com.

“This is the way to do a how-to video. Precise, concise instructions. The correct technical terms are used for all items – while they are in the instructor’s hands and clearly visualizable. No condescending terms, instructions, or behavior. Video and sound quality are excellent. Crisp, clear video. The sound is clean. Finally, this is not some ‘hoity-toity’ bathroom we mere mortals will never purchase (never mind install) – i.e., no blatant sales pitch. Thank you for a great, no-nonsense installation.”

– Comment on: Buildipedia DIY - How to Install Shower Fixtures
For AEC Professionals

Buildipedia takes an AEC approach to its coverage of the built environment for its audience of pros.

We showcase the world’s best architecture, urban planning, and design with rich imagery and reports from our writers across the globe. We are also dedicated to covering engineering; facility management, operation, and maintenance; and the infrastructure that supports the built environment, both public and private.

Finally, we deliver news and trends, best practices, product and equipment information, construction project and new build profiles, and safety lessons learned from construction sites of all types.

Target Audiences

- Architects
- Urban Planners
- Landscape Architects
- Interior Designers
- Facility Managers
- Engineers
- General Contractors
- Specifiers
- Site Supervisors
- Students

Content Categories

- Featured Architecture
- Construction Materials & Methods
- Design News
- From the Job Site
- Engineering News
- Public Infrastructure
- Facilities Operations & Maintenance
- Urban Planning
- CSI Project Solutions
Our Partners

Buildipedia.com strategically partners with industry leaders in their respective fields and product categories to provide our users with up-to-date information about building products, techniques, and services.

We value our partners’ contributions and so does our audience. AEC pros and consumers alike have benefited from the news provided by our content partners, who include the following firms, companies, and manufacturers:

"Providing the latest and most up-to-date information and trends in architecture, design, and construction, Buildipedia is the perfect platform to share Accoya’s most creative and innovative uses, as well as to display the qualities of the product to target architects, distributors, and end users."

– Sarah Crowther, Weber Shandwick

"The Knowledgebase at Buildipedia.com has provided my clients with an exceptionally efficient way to showcase their award-winning products and projects. Fast and easy to work with, the team at Buildipedia.com has made the continual posting of projects throughout the year one of our best tools in reaching building industry professionals with our messages."

– Kathy Ziprik, Ziprik Consulting

“We at Rick’s Custom Fencing & Decking were happy to write a blog post on Buildipedia.com. They are a reputable website with quality blog posts and have great customer service. We worked with our rep to come up with a topic that their readers would find useful and Buildipedia.com posted it in a timely manner.”

– Rick’s Custom Fencing & Decking
Our Writers

Buildipedia.com’s writers offer expertise in their respective fields that our readers find invaluable. From architects and contractors, to DIY pros and well known online bloggers.

We’re proud to bolster such a diverse selection of industry specific knowledge. Here is a little more about some of our features writers:

Nicole Jewell
Favorite story: Organic Forms in Architecture
Coming in 2013 from Nicole: Zaha Hadid’s Civil Court of Justice and “le Pompidou” de Madrid

Murrye Bernard
Favorite story: Case Study: The Evolution of Miami Architecture
Coming in 2013 from Murrye: Writing about new projects both in the United States and abroad that adapt traditional materials and techniques in innovative ways.

“While I can’t always travel for stories, talking with architects and learning about buildings is an excellent way to discover places and reveal their cultures.”
— Murrye Bernard

Rick Atkinson
Favorite story: Designing the Small House
Coming in 2013 from Rick: Sustainable practices, materials and technologies and ways to adapt to climate change in the decades ahead

Jeff Wilson
Favorite story: Extreme Basement Retrofit
Coming in 2013 from Jeff: More on retrofitting and remodeling, including Jeff’s book, The Greened House Effect

Lisa Taylor Minor
Favorite story: Case Study: MulvannyG2 Architecture Designs Self Sustaining Gashora Girls Academy in Rwanda
Coming in 2013 from Lisa: Stories of the amazing people, firms, and companies within our industry who are using their ideas, talent, and innovation to make a difference

“I am very excited about the impact that this important project will have on the community of the Gashora Girls Academy.”
— Lisa Taylor Minor

Kristin Dispenza
Favorite story: Swanky Leather Belt Lounge Chair & Reclaiming an Outdoor Firepit
Coming in 2013 from Kristin: More Featured Architecture

Rob Thimmes
Favorite Series: The ReHabitat with Rachael Ranney Video Series
Coming in 2013 from Rob: Basic techniques [of interiors], but also the many ‘little’ things that make an installer efficient

“I admire Rachael Ranney’s Creativity and enjoy her energy.”
— Rob Thimmes

Fernando Pagés Ruiz
Favorite story: Architecture for Those Who Need It Most: The Parque Biblioteca Espana
Coming in 2013 from Fernando: More on sustainable smart construction.

J. Mariah Brown
Coming in 2013 from Mariah: Writing about best practices and innovation in facility maintenance to help organizations operate at the highest efficiency.”

Greg Vendena
Favorite story: Ecocity Malmo: Sustainable Urban Development
Coming in 2013 from Greg: More on sustainable efficiency and urban planning

Kiva Bottero
Favorite story: Designing the Small House
Coming in 2013 from Kiva: Writing about efficient, sustainable building design that is low-cost and doesn’t rely on expensive renewable energy systems for generating energy

“In April of 2012, I had the privilege of writing a feature article on the Gashora Girls Academy in Rwanda. I was truly inspired by MulvannyG2 Architecture’s generosity, as well as its ability to seamlessly integrate innovative design practices with the community’s cultural building standards. I also was moved by the vision and efforts of the Rwanda Girls Initiative (RGI). This story not only sheds light on the importance of sustainable design, it also shines brightly with human kindness. RGI proves that a single compassionate idea can take root to ultimately bring life-impacting change to the citizens of an entire community.”
— Lisa Taylor Minor

While I can’t always travel for stories, talking with architects and learning about buildings is an excellent way to discover places and reveal their cultures.”
— Murrye Bernard

“I admire Rachael Ranney’s Creativity and enjoy her energy.”
— Rob Thimmes

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Quarterly Traffic

**195,000**
Unique Visitors

**365,000**
Page Views

**305,000**
Video Views

Demographics

Income
Trending More Affluent

- $0 - 50k: 48%
- $50 - 100k: 29%
- $100 - 150k: 13%
- $150k+: 9%

Education
Trending More Educated

- No College: 32%
- College: 49%
- Grad School: 19%

Age
Balanced Audience

- < 18: 12%
- 18 - 34: 31%
- 35 - 54: 41%
- 55+: 17%

Gender
Balanced Between Men and Women

- Male: 57%
- Female: 43%

Quantcast.com Report Dec 6, 2012
Ad Placements

Leaderboard - (728 x 90px)
Every page features one leaderboard ad unit in the header, alongside the Buildipedia.com logo.
Dimensions: 728px x 90px

Medium Rectangle - (300 x 250px)
All content pages on Buildipedia.com display one medium rectangle ad unit, above-the-fold (ATF).
Dimensions: 300px x 250px

Skyscraper - (160 x 600px or 300 x 600px)
All content pages also include a below-the-fold (BTF) skyscraper ad unit that accommodates either 160px wide or 300px wide (half-page) creatives.
Dimensions: 160px x 600px or 300px x 600px

Site-wide ad unit specifications
GIF/JPG: 50K
Flash (.swf): 50k

Animation Specifications:
Maximum number of loops: Three
Maximum animation time per loop: 15 seconds

Flash Specifications:
Flash versions Accepted: 6, 7, 8, 9, 10
AS2 and AS3 are accepted.
Flash must contain clickTAG variable.

Google DFP / ROI Metrics

Buildipedia uses Google’s industry-proven DoubleClick platform and IAB* standard ad units for display ad trafficking and reporting. Buildipedia works with all of its display advertisers to analyze ROI metrics such as Click Through Rate (CTR) and to continuously optimize campaigns.