



instructables

The World's Biggest Show & Tell

Instructables users love knowing how things work. And they take it a step further and show other people how to make them. They are tech-savvy and early adopters and use the Web as a giant show-and-tell. Tinkering is what makes them tick. From everyday hacks to building your own furniture to making a mean chicken curry, *Instructables* covers all the bases from home to auto to outdoors to green tech.



WHERE PASSIONATE PEOPLE SHARE WHAT THEY DO AND HOW THEY DO IT

THE USERS

TRAFFIC

Monthly Uniques	3 million
Monthly Page Views	27 million

[Source: Google analytics]

DEMOGRAPHICS

Male/Female	61% / 39%
25-54 Years Old	68%

AFFLUENT

HHI Earn \$75K+	26%
HHI Earn \$100K+	16%

CURIOS INTELLIGENCE [INDEX]

Bachelor's Degree	123
Post-Grad Degree	139

ENGAGEMENT IS KING!

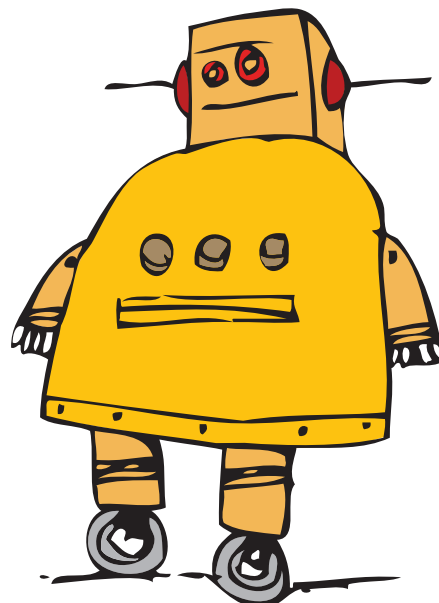
-16+ minutes per user (avg. over Feb '07 - Oct '07)
 -23 pages per user (avg. over Feb '07 - Oct '07)

[Source: Nielsen Net/Views, June '08 | Comscore, Spring 08]

CHANNELS

- Art
- Kids
- Craft
- Offbeat
- Food
- Pets
- Games
- Photography
- Green
- Ride
- Home
- Tech
- Life

At *Instructables*, when we say custom opportunities are available, we mean it. Give us a call and let's kick around some ideas on how your brand can engage the vibrant and passionate *Instructables* audience.





ADVERTISING SPONSORSHIP OPPORTUNITIES

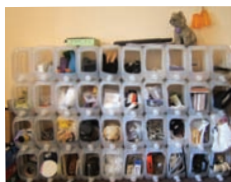
- Prominent ad placements (728x90, 300x250)
- Email Newsletters
- Forum sponsorships
- Custom created Instructables groups

CONTESTS

The *Instructables.com* community always loves a challenge and a contest.

Be the exclusive sponsor of an *Instructables* contest. The best way to connect with an affluent, educated and tech-savvy audience.

- Submit your own DIY project or *Instructables* including materials and tool list
- All materials and tools included in project lists that are sold will be linked to your brand's Web site



CONTEST EXAMPLES

Contests range from yoyo's to tools to the environment - wherever our user's passion's lie.



RATES

Placement	Ad Unit	Spec	Open Rate
Homepage	Leaderboard	728x90	\$35.00
	IMU	300x250	\$35.00
Channel	Leaderboard	728x90	\$32.00
	IMU	300x250	\$32.00
	Button	125x125	\$16.00
ROS	Leaderboard	728x90	\$25.00
	IMU	300x250	\$25.00
	Skyscraper	160x600	\$25.00
	Button	125x125	\$14.00
e-Mail Newsletter	IMU	300x250	\$1,600

Notes: \$2.00 premium added to CPMs for Rich Media of any kind

Ask your Account Manager about custom contests, groups and Instructables