

## CONTENT CREATION

We know your audience and speak its language. Our brands are recognized as independent authorities delivering trustworthy how-to advice, product reviews, tips and techniques. Together, we can create dynamic content that will inspire your customers to action.

We are creative, credible, and connected. Our team will leverage our best-in-class marketing team with our audience — millions of highly-engaged enthusiasts who trust our brands for home, hobby and product advice. The results will be dynamic content that moves the needle.

### WE CAN HELP YOU WITH:

- Magazines, catalogs, and manuals
- Digital downloads, magazines, e-books
- Native advertising
- Blog and website content
- Email campaigns and newsletters
- Social media content
- Online training and certification
- White papers and research studies
- Webinars and virtual events
- Podcasts

