



Reach Millions of **HOMEOWNERS** In More Than **20,000 Hardware Stores** Nationwide

The Network



In partnership with Encompass Media Group, our **DIY Network™** field team will deliver up to 500,000+ samples per month through our network of more than 20,000 independent hardware stores under the ACE Hardware, True Value, and Do It Best! brands. Hardware stores attract men and women shoppers interested in a myriad of DIY home improvement projects, including fixes and upgrades, gardening and planting, outdoor decorating and furniture, bird feeding, grilling, lawn care, and so much more. These households are typically family-oriented homeowners who like to work hard to fully enjoy their home environments, especially outdoors in spring, summer, and fall months. DIY Network shoppers prefer ACE Hardware, True Value, and Do It Best! vs. big box DIY retailers because they service their local community and focus on customers with experienced and highly attentive store staff.



Key Demographics

- Gender: 74% Female / 26% Male
- Ages: Adults 18 – 65, including Gen-Z and Millennial new homeowners
- Median HH Income: \$60,000+
- Independent DIY stores have high loyalty scores vs. larger competitors



Locations/Reach

- 20,000+ locations nationwide (ACE Hardware, True Value, Do It Best! stores)
- Up to 500,000 samples per month (50,000 per DMA minimum)
- Independent hardware stores cater to local communities/neighborhoods



Signage and Research

- Counter tent cards to encourage trial and tell brand narrative
- Optional dedicated consumer core and conversion dual research
- Optional counter easel card w/ tear pad or acrylic counter sign holder for survey

Investment *Pricing does not include shipping**

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	32 - 36¢ / sample
100,000 – 250,000	28 - 32¢ / sample
250,001 – 500,000	25 - 28¢ / sample
500,001 – 750,000	23 - 25¢ / sample
750,001 – 1,000,000	21 - 23¢ / sample
> 1,000,000	please inquire

Product Sample Distribution

Hand-distributed at register counter
Minimum 50,000 samples per DMA

** Staging & shipping quoted upon request (provide all specs and actual samples) or client can ship to regional warehouses.. Includes custom designed tent cards. Research and easel cards with tear pads or acrylic sign holders optional (quoted separately).*

the **samplingstore™**

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