FOHLIO

Work Smarter. Design Better.

MEDIA KIT 2016

We are Architects and Technologists

FOHLIO is an online software and database platform that provides tools for Architects, Designers, and Contractors to research, select, and incorporate products and materials into their project deliverables effortlessly.

Until now, the specification workflow has gone largely unchanged, relying upon rudimentary methods of data entry, copy/paste, and time consuming efforts needed to move the data between documents, presentations, and drawings.

One year ago, the Fohlio team—led by a technologist and a licensed architect—embarked on a mission to revolutionize this process and disrupt the status quo, creating a community-driven content management system which can integrate with current design software and workflows while solving the fundamental issues.

Our strength lies in our unique browser plugin and its ability to grab data effortlessly and synchronize this with our web platform to automatically create professional project schedules, product documents, and presentation materials. Simple, fast and error-free, Fohlio enables its community with smart and thoughtful tools to *WORK SMARTER. DESIGN BETTER.*

fohlio.com
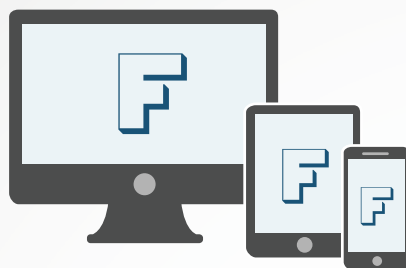
learn.fohlio.com

AVERAGE PAGEVIEWS:
2,900/month

AVERAGE PAGEVIEWS:
4,600/month

REGISTERED USERS:
500+

UNIQUE VISITORS:
3,000/month

AVERAGE SESSION:
9 Minutes

AVERAGE SESSION:
1.1 Minutes

AUDIENCE

User Composition:

Architecture	23.2%
Interior Design	33.9%
Architecture + Interiors	14.3%
Design/Build	16.1%
General Contractor	1.8%
Other	10.7%
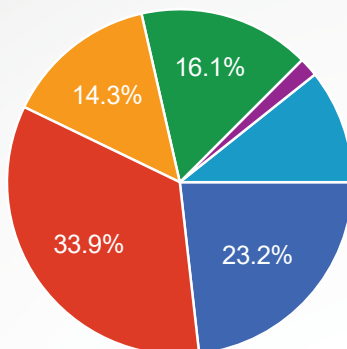
Average Project Budget:

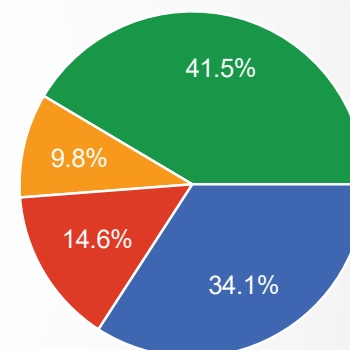|	
< USD 50,000	25%
USD 50,000 to USD 250,000	26.8%
USD 250,000 and USD 1,000,000	23.2%
USD 1,000,000 to USD 2,500,000	7.1%
USD 2,500,000 to USD 5,000,000	3.6%
Above USD 5,000,000	14.3%
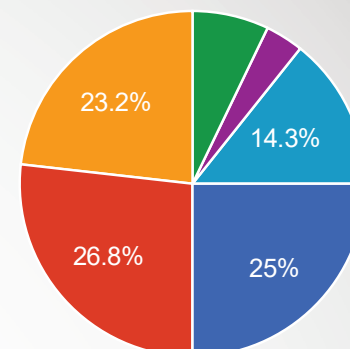
Projects per Year:

1-5	23.2%
5-10	23.2%
10-20	26.8%
+20	26.8%
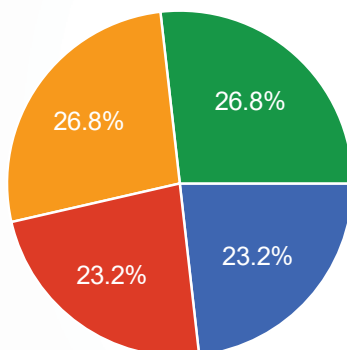
Buying Power:

Specifying	50%
Pricing	21.4%
Purchasing	14.3%
All of the above	60.7%

LOCATION
Geographic location of audience (by continent)

54%

NORTH AMERICA

U.S. is the largest overall traffic source from a single country at 51%

13%

ASIA

20%

EUROPE

SOUTH AMERICA

4%

AFRICA

3%

6%

OCEANIA

FOHLIO MEDIA KIT 2016
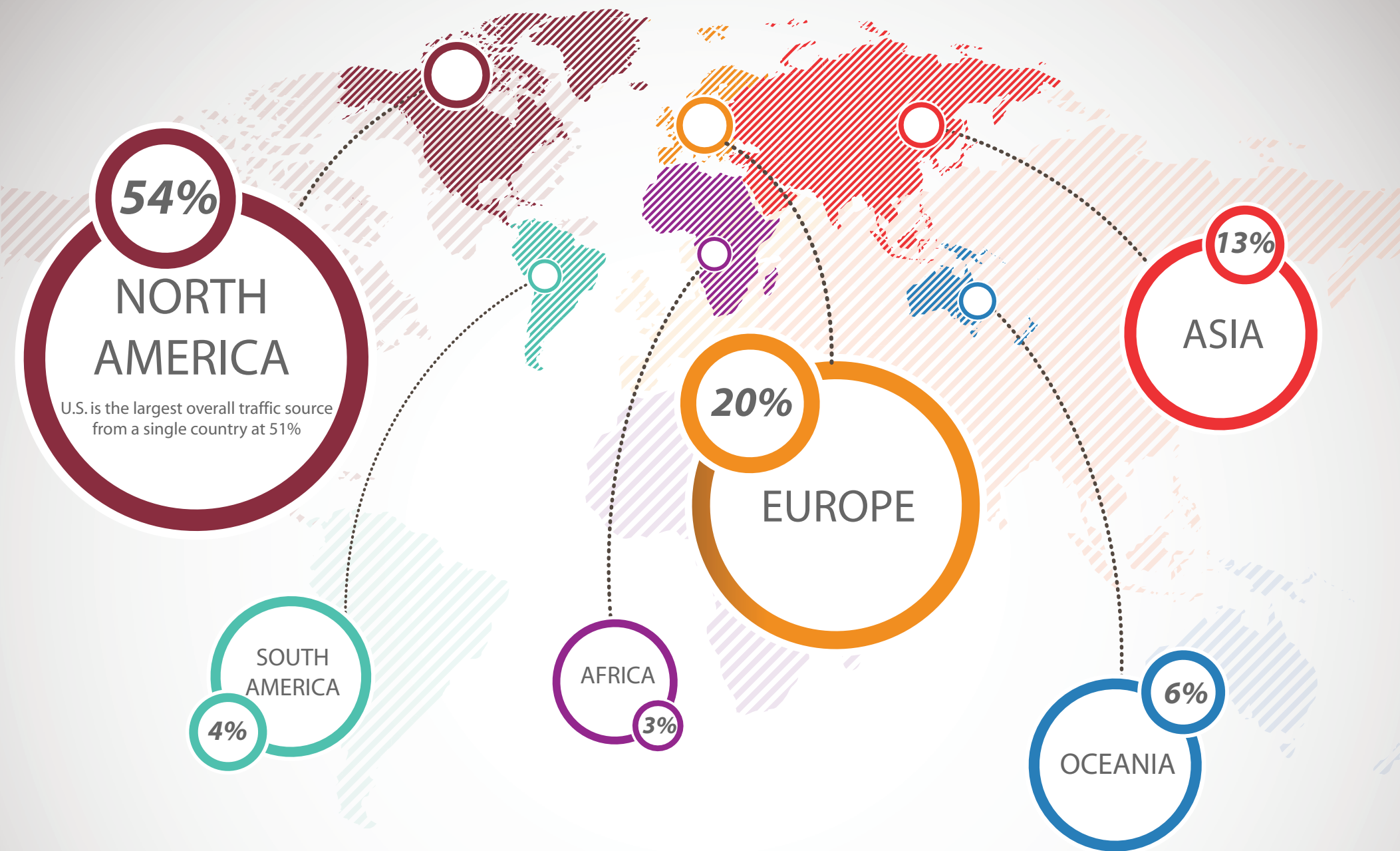
Let us Connect you to the Decision Makers

Fohlio serves a global and influential audience covering the entire spectrum of the design and construction industry -- hungry for knowledge about the latest products and materials.

Our platform speaks to practicing professionals, managers and design students, providing resources and tools to bring your brand into their projects seamlessly.

(Y)OUR DATABASE

Get incorporated into our manufacturer database for <u>free</u> and create a lightning fast exchange of product information, images, and documents with two simple clicks of the mouse by the user. Eliminate the drawbacks that all specifiers encounter and get your products into their projects faster and without error.

What information is needed?

- PRODUCT TYPE
- PRODUCT NAME
- PRODUCT MODEL # or SKU
- FINISH/MATERIAL *(if applicable)*
- DIMENSIONS
- MSRP
- IMAGES *(if available)*
- DOCUMENTS *(if available)*

PRODUCT PLACEMENT CAMPAIGNS

We'll work with you to create targeted ads that engage our users while adding value to their experience and workflow. By providing impressions of your products at the exact moment in time users specify, either through adding a product type or editing an existing one, your products are a simple click away from being sourced, priced, and specified.

example:

⊗	Add product		Popular Products
	Custom entry or select below +	backsplash ✓	
	tile	tile ✓	
	rug		
	hardwood (engineered)		
	hardwood (solid)		
	laminate		
	wallpaper		
	floor tile		
	carpet		
	carpet tile		
	flooring (misc.)		
	backsplash		
	paint		Add selected products × Discard
	countertop		

WEB

Platforms: Chrome, Firefox, IE Edge, Safari
Supported File Formats: PNG, JPG
Title - 25 characters
Text - 100 characters

Required Ad Sizes:
Main Image: 500x150 MAX 150K
Icon Image: 80x80

500x150

BANNER AD CAMPAIGNS

These eye-catching interactive positions and programs are part of a wide array of advertising options. Banners of all shapes and sizes are available throughout our network. We'll help you choose the right spot for your message and deliver your advertising message through specific targeting: Geo Targeting, Domain Targeting and Day Parting to increase your click-through rates and visibility with your audience.

PHONE
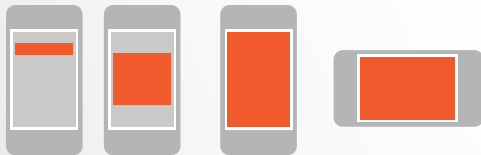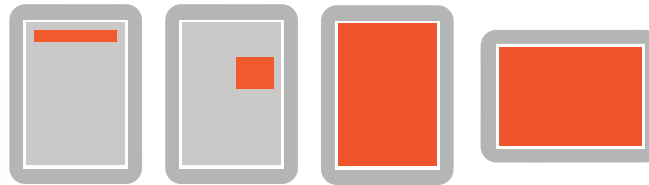
Platforms: IOS, Android, RIM, Symbian, Windows OS
Supported File Formats: PNG, GIF, JPG
Max Animation: 15 sec
Max FPS: 60

Required Ad Sizes:
320x50 MAX 15K
300x250 MAX 40K

Optional Ad Sizes:
320x480 MAX 40K
480x320 MAX 40K

320x50   320x250   320x480   480x320

TABLET

Platforms: IOS, Android, RIM, Symbian, Windows OS
Supported File Formats: PNG, GIF, JPG
Max Animation: 15 sec
Max FPS: 60

Required Ad Sizes:
320x50 MAX 15K
300x250 MAX 40K
728x90 MAX 40K

Optional Ad Sizes:
768x1024 MAX 100K
1024x768 MAX 100K
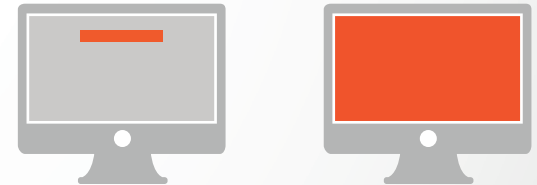
728x90   300x250   768x1024   1024x768

WEB

Platforms: Chrome, Firefox, IE Edge, Safari
Supported File Formats: PNG, GIF, JPG
Max Animation: 15 sec
Max FPS: 60

Required Ad Sizes:
728x90 MAX 40K

Optional Ad Sizes:
768x1024 MAX 100K

728x90   1024x768

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Contact Us

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