



# Today's Homeowner<sup>®</sup>

with *Danny Lipford*

20<sup>th</sup>  
SEASON

TV Radio Digital





## TELEVISION

Delivering fresh, practical advice for maintaining and improving homes, the Emmy-nominated *Today's Homeowner with Danny Lipford* is the highest-rated syndicated home improvement show on the air.

- Celebrating its 20th season
- Loyal audience of 2 million weekly viewers
- Available in 109 million homes / 91% of the U.S.
- Unique father-daughter host team

Expand your brand's message with commercial spots, segment sponsorships, organic product integrations, sweepstakes, contests and more.



TELEVISION

## TODAYSHOMEOWNER.COM

Our powerhouse website is a prime destination for home enthusiasts, drawing 2 million unique visitors each month who are looking for quality, expert advice they know they can trust.

- 62% of our audience takes ACTION (clicking a link/visiting partner website) to learn more about products featured by *Today's Homeowner*.
- 100,000+ engaged e-newsletter subscribers
- Over 4,000 articles and how-to videos

Our content-rich website and newsletter deliver the trusted advice consumers want and need to tackle their home projects. Incorporate your messaging through standard ad units, content channel sponsorships, native advertising, video wraps, contests and more.



WEBSITE

## RADIO

Our 2-hour Radio Show and :90 radio features, *Tips For Today's Homeowner*, are the fastest-growing home improvement radio programming in the country.

- Airing on 400+ talk and music format stations
- Nationally-recognized expert hosts, Danny Lipford and Joe Truini
- Combined 35+ years of broadcast experience

Create the brand awareness you desire and engage listeners with your products through custom packages, giveaways, sponsorships and more.



RADIO

## CHECKING IN WITH CHELSEA

Everyone is after the millennial audience these days...we've got them, and keep them engaged through our lifestyle blog and web series, *Checking In With Chelsea*. Host and daughter of Danny Lipford, Chelsea Lipford Wolf, brings her influence and inspiration to our younger home enthusiasts.

- 3+ million views
- Winner of 2 Telly awards
- Projects featured on SouthernLiving.com and Hometalk.com

*Checking In With Chelsea* can feature your brand and product with web show sponsorships, blog and social posts, custom videos, contests and more to reach the coveted young American demographic.



CHECKING IN WITH CHELSEA  
WEB SERIES/  
BLOG

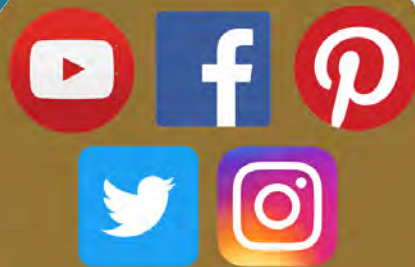
With **99%** of our audience likely to **purchase** a product featured on **Today's Homeowner**, there's never been a better time to align your brand with the name consumers **trust most** for information about their homes.

## SOCIAL MEDIA

Danny is a major influencer for home content and advice, so when he talks about something, people listen. Our dynamic social media channels offer a growing, immediate opportunity for your brand.

- 89% of our audience say *Today's Homeowner* gives them information they can't find elsewhere
- 90% of our audience is planning, on average, 7 home projects this year
- 155% growth across social channels in the last 12 months

Leveraging Danny's credibility and authoritative expertise, we can connect your message to consumers actively planning projects and making purchases for their homes.



SOCIAL MEDIA

## 3 ECHOES PRODUCTIONS

Video is where it's at. Now. Period. That's why our award-winning professional production firm, 3 Echoes, is so sought-after. Our team creates quality video to engage, educate and move consumers to take action.

- The go-to production team for top national brands
- Known for home improvement expertise
- Full-service firm offering talent, script writing, locations, custom studio space, photography, motion graphics and more
- Remarkable client service

Capture the attention of your customers and reach new ones with dynamic web videos, commercial spots, product videos, web series and sales assets created by our professional team at 3 Echoes Productions.



VIDEO  
PRODUCTION



SATELLITE  
MEDIA EVENTS

## SATELLITE MEDIA EVENTS

Our Satellite Media Events are exploding because we've got the talent, the contacts and the relationships that deliver results. Set apart from your average "tour", *Today's Homeowner* events generate more than 20 million impressions.

- On track to reach a QUARTER OF A BILLION homeowners in 2018!
- 8 events planned
- Maximum 3 sponsors per event
- Broadcasting on top tier media outlets

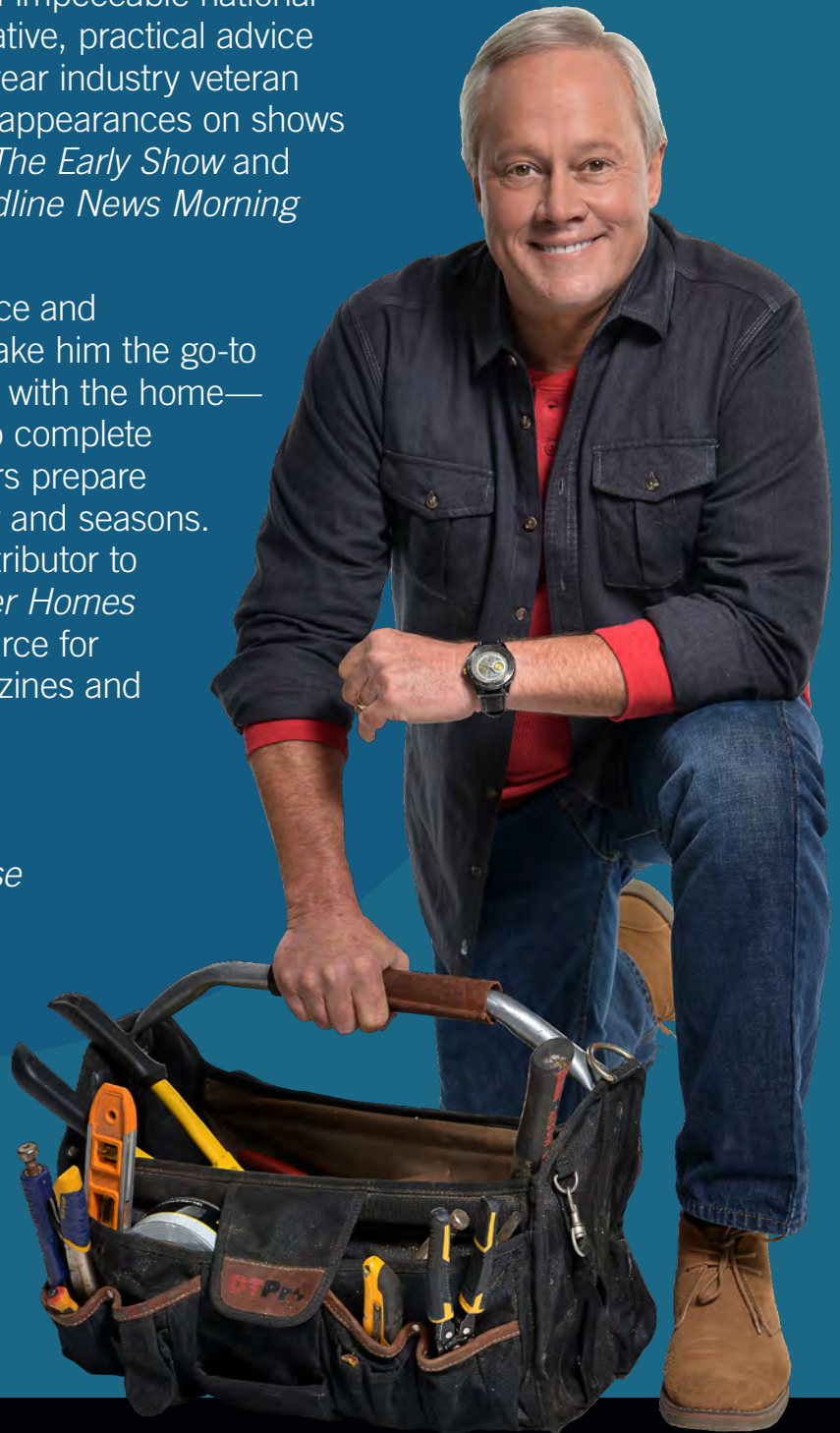
Get national news coverage for your brand, and convert viewers into customers with Danny's influence through our Satellite Media Events.

## ABOUT DANNY LIPFORD

The cornerstone of the brand is Danny Lipford, America's Home Expert. With an impeccable national reputation for delivering authoritative, practical advice to homeowners, Danny is a 40-year industry veteran with more than 190 national TV appearances on shows including *Fox & Friends*, CBS's *The Early Show* and *This Morning*, *Rachel Ray*, *Headline News Morning Express* and more.

His extensive hands-on experience and understanding of the industry make him the go-to source for all things having to do with the home—from advice on simple repairs, to complete remodels, to helping homeowners prepare their homes for extreme weather and seasons. Danny has been a longtime contributor to *The Weather Channel* and *Better Homes & Gardens*, and is an expert source for hundreds of other popular magazines and websites each year.

For more information on the *Today's Homeowner* brand visit [TodaysHomeowner.com/Advertise](http://TodaysHomeowner.com/Advertise)



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