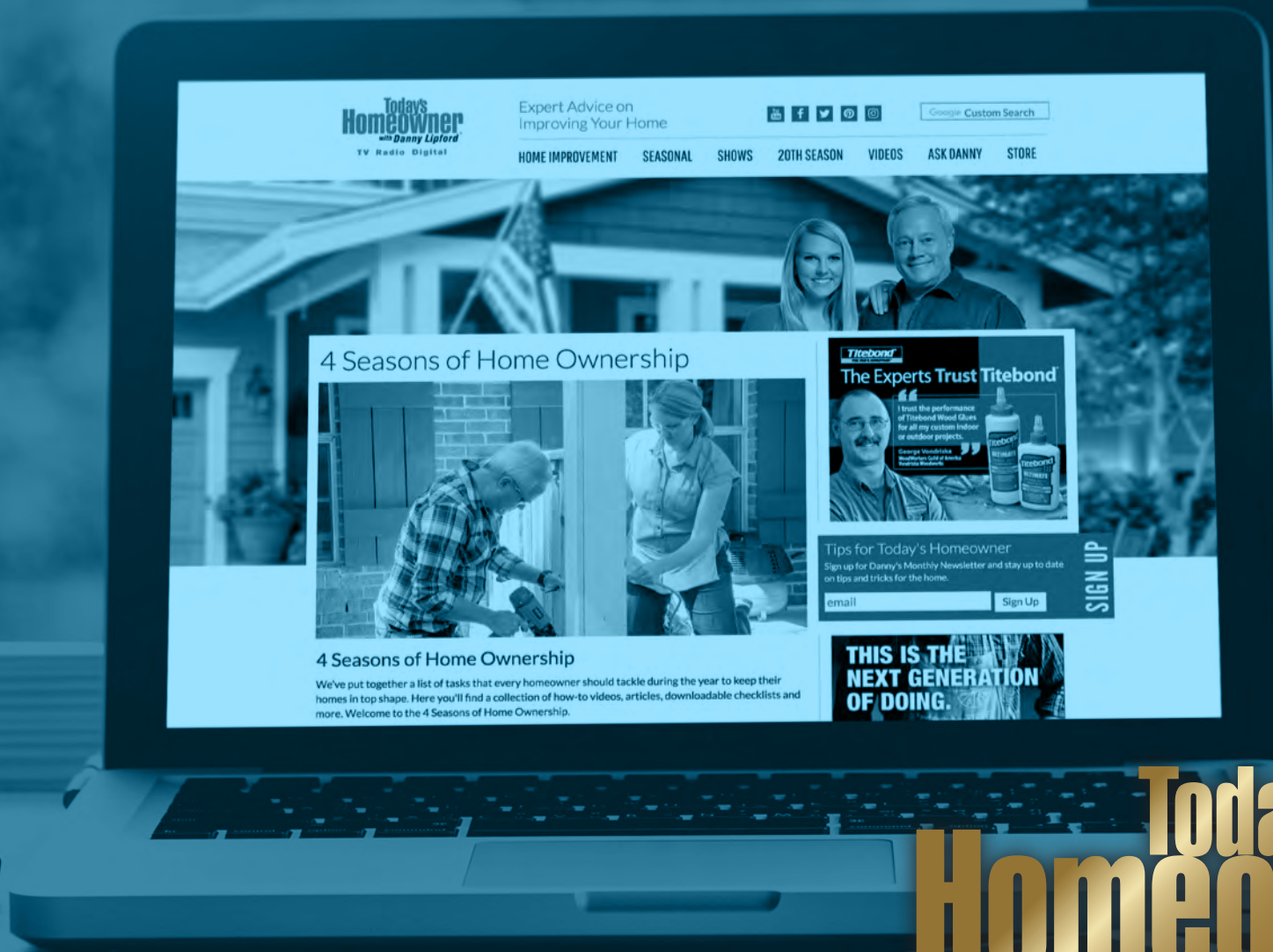


DIGITAL PROFILE



Today's
Homeowner
with *Danny Lipford*

DIGITAL PROFILE



Today's
Homeowner
with *Danny Lipford*

WEBSITE



44% female
56% male
84% age 25-64

- **2.5 million** monthly unique visitors
- **4:19** average session duration
- **Ranked #1** for 500+ search terms on Google

98% **take action** after visiting *TodaysHomeowner.com*

98% **have bought** (45%) or would **consider buying** (53%) a product featured on *TodaysHomeowner.com*

NEWSLETTER



100,000+ subscribers

- Distributes **26x per year**
- **New/updated** design
- **43%** recommend & share our newsletter

96% **take action** after reading reading the newsletter

98% **have bought** (30%) or would **consider buying** (68%) a product featured in our newsletter

SOCIAL



103,357 followers
56% female
44% male
76% ages 25-64



17,083 subscribers
254,360 monthly views
85% ages 25-64



1.5 million monthly viewers
top follower locations:
Los Angeles • Dallas •
New York • Chicago •
Atlanta



2,153 followers



7,838 followers