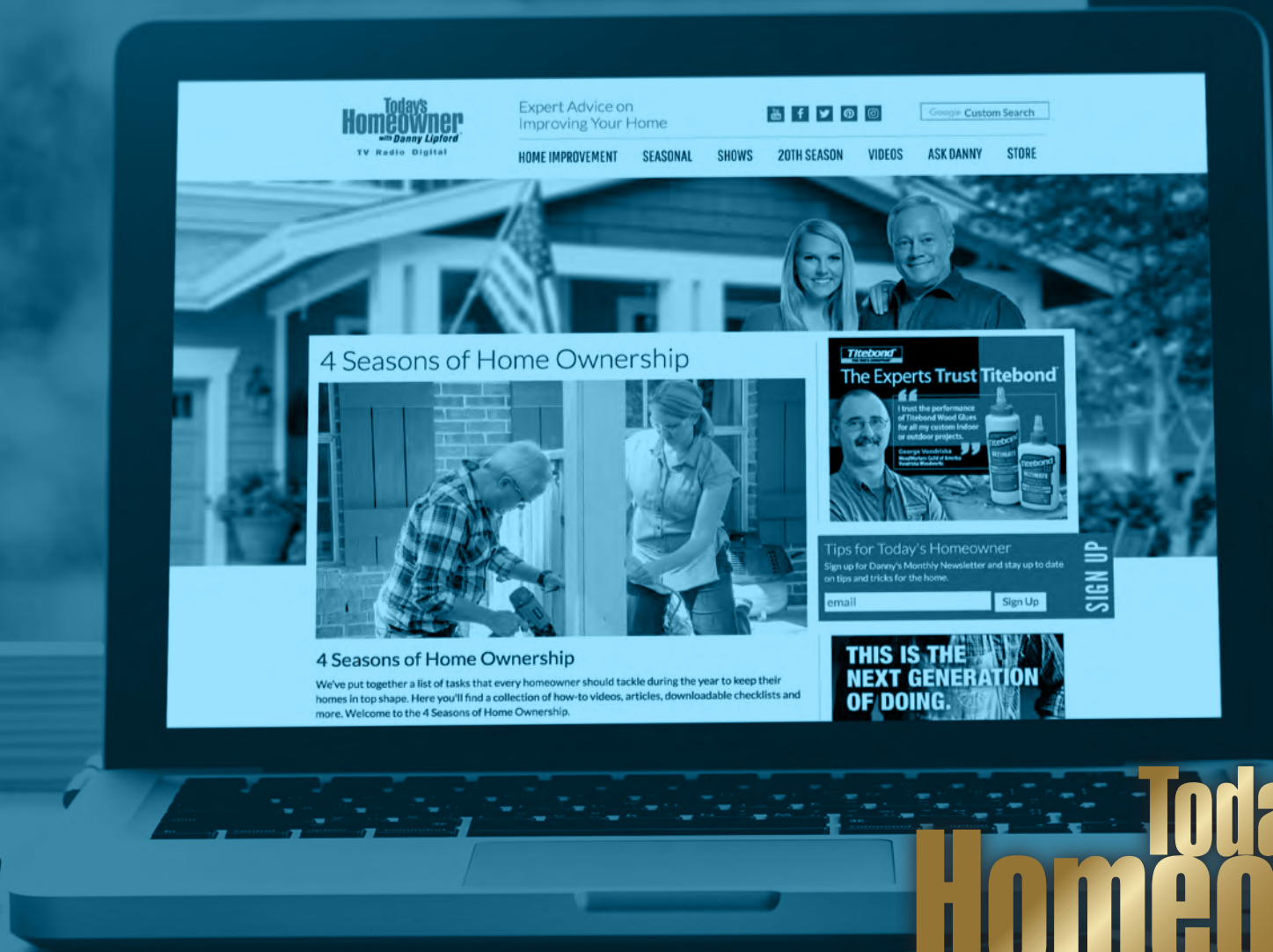


# DIGITAL PROFILE



Today's  
**Homeowner**<sup>®</sup>  
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 *Today'sHomeowner.com*

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

## NEWSLETTER



**100,000+** subscribers

- Distributes **26x per year**
- **17%** open rate
- **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 on *Today's Homeowner*

## 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