

Today's
Homeowner
with *Danny Lipford*[®]
TV Radio Digital

RADIO

SOLUTIONS



IT'S TIME TO RETHINK RADIO.

Each week, more Americans tune into AM/FM radio (93%) than watch television, or use smartphones, tablets or computers. *(Nielsen 2018 Audio Today Report)*

So if you are looking for an effective and affordable way to enhance your brand's message, *Today's Homeowner Radio* is the perfect solution. Our radio programming is growing faster than ever, and provides an engaged and active audience. Our listeners tune in every week because they're doers, ready to learn about products, tools and tips they need to tackle their next project.

With home improvement product sales expected to reach more than \$340 billion this year, *Today's Homeowner Radio* can provide you powerful and strategic partnerships to target this lucrative home improvement market.

ABOUT OUR AUDIENCE*

MALE/FEMALE RATIO



LISTENERS IN THE 35+ AGE BRACKET



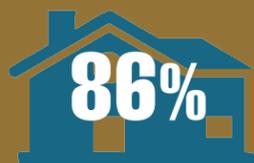
LISTENER MEDIAN INCOME

\$52,900

OWN THEIR OWN HOME



PLAN HOME IMPROVEMENT PROJECTS WITHIN THE NEXT YEAR



RADIO SHOW

Today's Homeowner
with Danny Lipford
Radio

NOT YOUR TYPICAL Q&A SHOW

FAST, FUN & ENGAGING

260+ STATIONS

Today's Homeowner is a fun, fast-paced, highly entertaining and informative home improvement show airing on 260+ stations across the country. This 2-hour weekly program features Danny Lipford and co-host Joe Truini answering listeners' questions, providing helpful tips, and addressing the latest trends and ideas for the home. **Today's Homeowner** Radio can create the brand awareness you desire and engage listeners with your products. Creative and custom packages can include commercial spots, segment sponsorships, sweepstakes, contests and more.



RADIO FEATURES

Tips for Today's Homeowner
with Danny Lipford
Radio Features

90-SECOND RADIO VIGNETTES

ENHANCE YOUR DRIVE TIME CONTENT

150+ STATIONS

Our 90-second **Tips For Today's Homeowner** vignettes offer Danny's best tips and advice in a short, easy-to-use format. Each vignette is voiced by Danny and includes a 30-second commercial spot embedded into the piece. **Today's Homeowner** vignettes are syndicated and air twice daily Monday through Friday during prime drive times on more than 150+ stations (both music and talk formats). Our **Tips for Today's Homeowner** offer your brand another opportunity to communicate your message to Danny's audience of engaged DIY/home remodeling enthusiasts, leveraging Danny's credibility and authoritative expertise.

SAMPLE RADIO PACKAGE:

APPROXIMATE IMPRESSIONS:
11+ MILLION

SPONSORS RECEIVE:

- **Two (:30) commercial spots** on the *Today's Homeowner* Radio Show each week for a period of 8 weeks (260+ stations)
- **One live billboard** including sponsor's name and tagline on the *Today's Homeowner* Radio Show each week for a period of 8 weeks
- **One organic recognizable brand exposure** in a *Today's Homeowner* radio segment
- **5,000 (:30) commercial spots** to be included in "Tips for Today's Homeowner" radio features (150+ stations)

*Based on Today's Homeowner Audience Survey



ABOUT **DANNY LIPFORD**

One of the most sought-after home improvement experts in the industry today, Danny Lipford is a 40-year veteran remodeling contractor and media personality known to audiences as host of the Emmy-nominated and nationally-syndicated home improvement TV show and nationally-syndicated radio show: *Today's Homeowner with Danny Lipford*.

Danny's 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 for extreme weather and seasons. Danny has made more than 190 national television appearances, served as the home improvement expert for CBS's *The Early Show* and The Weather Channel for more than a decade, been a longtime contributor to *Better Homes & Gardens Magazine* and *BHG.com*, and is a source for hundreds of other popular magazines and websites each year.



ABOUT **JOE TRIUNI**

Joe Triuni is a seasoned contractor, accomplished author and co-hosts *Today's Homeowner Radio*. Joe is a handy guy, who's always on the lookout for ways to make the job of home improvement easier and more efficient.

Born into the home improvement business, Joe is the son of a remodeling contractor and built his own career as a commercial carpenter, residential remodeling contractor, and a custom cabinetmaker. Joe has written for a number of national publications and has written three best-selling shed-building books for Taunton Press.

You can learn more about Danny, Joe, or *Today's Homeowner with Danny Lipford* by visiting www.TodaysHomeowner.com.

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