



# Today's Homeowner<sup>®</sup>

with *Danny Lipford*

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.

- Hosted by Danny Lipford & Chelsea Lipford Wolf
- In its 21st season
- Loyal audience of 2 million weekly viewers
- Available in 109 million homes / 91% of the U.S.

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 2.5+ 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 with standard ad units, content channel sponsorships, through native advertising, video wraps, contests and more.



DIGITAL

## 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.

- SHOW airing on 260+ stations
- TIPS airing on 150+ stations
- Nationally-recognized expert hosts, Danny Lipford and Joe Truini
- Combined 37+ years of broadcast experience

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



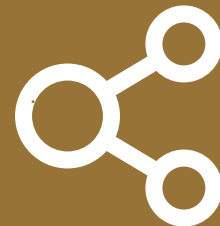
RADIO

## SOCIAL MEDIA

Danny & Chelsea are major influencers for home content. Our dynamic social media channels offer a growing, immediate opportunity for your brand to reach active, engaged homeowners.

- 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, paired with Chelsea's energy and youthful appeal, we can connect your message to consumers actively planning projects and making purchases for their homes.



SOCIAL MEDIA

## 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 2019!
- 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 our influence and Satellite Media Events.



SATELLITE MEDIA EVENTS



3 ECHOES PRODUCTIONS

## CHECKING IN WITH CHELSEA

Through her popular lifestyle blog and web series, *Checking In With Chelsea*, Chelsea Lipford Wolf brings her influence and inspiration to home enthusiasts.

- 3+ Million Views
- Simple Home Repairs to Innovative Pinterest-Style Projects
- Winner of 2 Telly awards
- Projects featured on *Homemag.com* and *SouthernLiving.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

## 3 ECHOES PRODUCTIONS

Video production and content generation has never been more important. Our award-winning production team, 3 Echoes, 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.

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.

# Today's Homeowner

with **Danny Lipford**®

## ABOUT DANNY

For over 25 years, Danny Lipford has delivered fresh, practical and trusted advice to millions of homeowners. As an expert remodeler and savvy media host, he provides everyday solutions for everyday people. With his approachable style and expertise, it's easy to see why media, homeowners, and DIYers actively seek Danny's home advice.



## ABOUT CHELSEA

Chelsea Lipford Wolf is a born-and-raised home enthusiast, adding her crafty skills and passion for home improvement DIY to *Today's Homeowner*. In addition to co-hosting *Today's Homeowner* with her dad, Chelsea maintains her own home lifestyle and décor blog and award-winning web-series, *Checking In With Chelsea*.

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

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