

CHECKING IN WITH CHELSEA

Lifestyle & DIY Blog and Award-Winning Web Series for Home Enthusiasts

5+ MILLION VIEWS!

Hosted by Chelsea Lipford Wolf, “Checking In With Chelsea” has earned 2 national Telly awards for excellence, and delivers project ideas for the home including repurposing items, simple repairs and upgrades, crafts and other innovative solutions for the home.

Videos and blog content provide how-to instruction and inspiration for a new generation of home enthusiasts who want to make their homes the best they can be.

Checking in with *Chelsea*®



AUDIENCE



63%
female
37%
male



84% in
A25-54
demo



10,000+
monthly
unique
visitors



10,700+
newsletter
subscribers
• 21% opens
• 22% clicks



46,700+
YouTube
subscribers

ELITE PACKAGE

CHECKING IN WITH CHELSEA WEB SHOW

- One recognizable **exposure of sponsor's product** in one Checking In With Chelsea (CIWC) web show
- **:15 pre-roll ad** in rotation on CIWC episodes and run of site on CheckingInWithChelsea.com and TodaysHomeowner.com (min. 200,000 views)
- **Exposure clip** will be provided to sponsor to be used at their discretion
- Episodes will remain on CheckingInWithChelsea.com and on **YouTube** (min. 24 months)

TODAY'S HOMEOWNER TV

- Sponsor's name will be mentioned in (4) **:15 second promotional spots** on Today's Homeowner

TODAY'S HOMEOWNER RADIO

- Sponsorship of 1 monthly **CIWC radio segment**
- Sponsorship (**mention of sponsor's name**) on the month corresponding with their exposure on CIWC
- Sponsor's name will be mentioned in **26 promotional spots** for CIWC

TODAY'S HOMEOWNER E-NEWSLETTER

- Sponsor's logo will be included in 1 promotional ad in the **Today's Homeowner e-newsletter** that corresponds with their exposure on CIWC

CHECKINGINWITHCHELSEA.COM/ TODAYSHOMEOWNER.COM

- Sponsor receives **banner/adlet/sidekick ads** to run on CheckingInWithChelsea.com & TodaysHomeowner.com (300,000 combined impressions)
- Sponsor's product(s) mentioned in **CIWC project blog** with link to sponsor's site

SOCIAL MEDIA

- Sponsor receives **:30 video featuring Chelsea and their product** to be used on their social media & digital platforms
- Sponsor mentioned in 1 **Facebook entry** on Today's Homeowner page
- Sponsor mentioned in 2 **Facebook entries** on CIWC page
- Sponsor mentioned in 1 **Twitter post** on @dannylipford
- Sponsorship of **CIWC Pinterest board** for 3 months

9+ million impressions
Package Price: \$14,500 net

ABOUT CHELSEA LIPFORD WOLF

Chelsea Lipford Wolf is a born-and-raised home enthusiast, adding her crafty skills and passion for DIY to Today's Homeowner Media as host of the brand's lifestyle and décor blog and web-series, "**Checking In With Chelsea.**"



Chelsea also co-hosts the top-rated, nationally-syndicated "**Today's Homeowner**" TV Show alongside her dad, and enjoys her role as media host and brand ambassador for media and industry events.

STARTER PACKAGE

CHECKING IN WITH CHELSEA WEB SHOW

- One recognizable **exposure of sponsor's product** in one Checking In With Chelsea (CIWC) web show
- **:15 pre-roll ad** in rotation on CIWC episodes and run of site on CheckingInWithChelsea.com and TodaysHomeowner.com (min. 200,000 views)
- **Exposure clip** will be provided to sponsor to be used at their discretion
- Episodes will remain on CheckingInWithChelsea.com and on **YouTube** (min. 24 months)

CHECKINGINWITHCHELSEA.COM

- Sponsor receives 100,000 ad impressions: combination

of **pre-roll, banner (728x90), adlet (300x250) and sidekick (300x600) ads**

- Sponsor's product(s) will be mentioned and linked in the **episode post on CheckinginwithChelsea.com**

SOCIAL MEDIA

- Sponsor will be mentioned in 2 **Facebook entries** on CIWC page
- Sponsor receives a series of 3 **Instagram stories** on Chelsea's page integrating their product and its use in her show
- Sponsorship of **CIWC Pinterest board** for 3 months

1+ million impressions
Package Price: \$7,500 net

GET IN TOUCH

To put Chelsea's influence and DIY passion to work for your brand, **contact us today!**

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Visit TodaysHomeowner.com/Advertise for more information.