

DIGITAL PROFILE



Today's
Homeowner[®]
with *Danny Lipford*

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Homeowner
with *Danny Lipford*

WEBSITE



43% female
57% male
82% age 25-64

- **2 million** unique monthly visitors
- **5:16** 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



115,000+ subscribers

- Distributes **weekly**
- **New/updated** design
- **43%** recommend & share our newsletter

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

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

SOCIAL



107,000+ followers
61% female
39% male
75% ages 25-64



22,000+ subscribers
176,000+ minutes viewed per month
88% ages 25-64



1.6 million monthly viewers
20,000+ followers
84% ages 25-64



4,700+ followers
65% female
35% male



9,800+ followers
45% female
55% male