



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

DIGITAL PROFILE





WEBSITE



49% female
51% male
74% age 25-64

- **2+ million** monthly unique visitors
- **4:30** average session duration
- **5,000+** articles & videos

98% **take action** after visiting *TodaysHomeowner.com*

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

NEWSLETTER



115,000+ subscribers

- Distributes **weekly**
- **14%** open rate
23% click-to-open rate
- **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



110,000+ followers
58% female
42% male
74% age 25-64



25,000+ subscribers
4,200+ hours viewed per month
31.5% female
68.5% male
83% age 25-64



2+ million viewers
18,000+ followers
80% age 25-64



7,000+ followers
66% female
25% male



11,000+ followers