



Today's
Homeowner
with *Danny Lipford*

25 YEARS

DIGITAL PROFILE

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with **Danny Lipford**[®]

25 YEARS

WEBSITE



45% female
55% male
76% age 25-64

- **800,000** monthly pageviews
- **4:57** average session time
- **13:42** time on page
- **6,000+** articles & videos

98% **take action** after visiting *Today's Homeowner.com*

45% **have bought** a product featured on our website

53% **consider buying** a product featured on our website

NEWSLETTER



115,000+ subscribers

- Distributes **weekly**
- **12%** open rate
26% click-to-open rate
- **43%** recommend & share our newsletter

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

30% **have bought** a product featured in our newsletter

68% **consider buying** a product featured in our newsletter

SOCIAL



140,000+ followers
51% female
49% male
77% age 25-64



32,000+ subscribers
4,500+ hours viewed per month
33% female
67% male
81% age 25-64



800,000+ viewers
28,000+ followers
89% age 25-64



13,000+ followers
67% female
33% male
80% age 25-64