

# 2021 Media Kit





## Our Mission

### TO EMPOWER EVERY PERSON TO CREATE

We believe that, with the right tools and encouragement, every person has the power to create a home and a life they love.



Improve  
Quality of Life



Develop DIY  
Skills



Build Personal  
Connections



Save Money



Empower and  
Instill Confidence



## Key Stats

### THE HOMETALK COMMUNITY

169K

Project Tutorials

6.8M

Monthly Unique  
Visitors

22M

Total Members

With thousands of DIY ideas, Hometalk is a hub of endless inspiration, boasting a large community of supportive and innovative DIYers.



## Key Stats

### SITE ANALYTICS Based on logged-in member behavior

26.4M

Monthly  
Pageviews

69K

Monthly New  
Sign-ups

1.1M

Uniques per  
Month

100s

Average Time per  
Session

5.0

Visits per Month  
per Unique

### APP ANALYTICS Based on logged-in member behavior

3.3M

Monthly  
Pageviews

2.7K

Monthly New  
Sign-ups

82k

Uniques per  
Month

198s

Average Time per  
Session

7

Visits per Month  
per Unique



## Social Stats



FACEBOOK\*

14.7M

Page Followers

1.3B

Total Videos Views

1.4B

Total Minutes Views



PINTEREST

4M

Page Followers

86M

Average Monthly Reach

5.9M

Monthly Visits from Pinterest Users



INSTAGRAM

311K

Followers



TIKTOK

190K

Followers

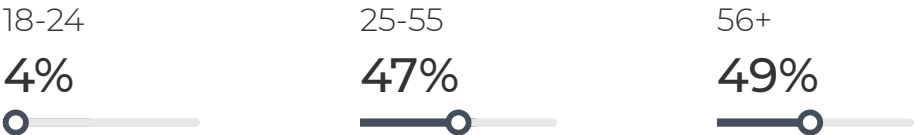


Our Audience

GENDER



AGE GROUP



GEO



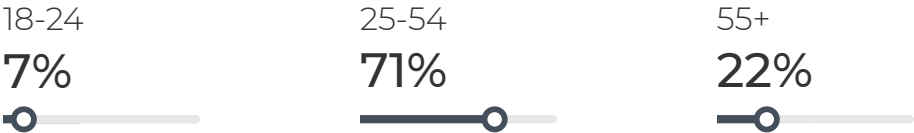


Facebook Audience

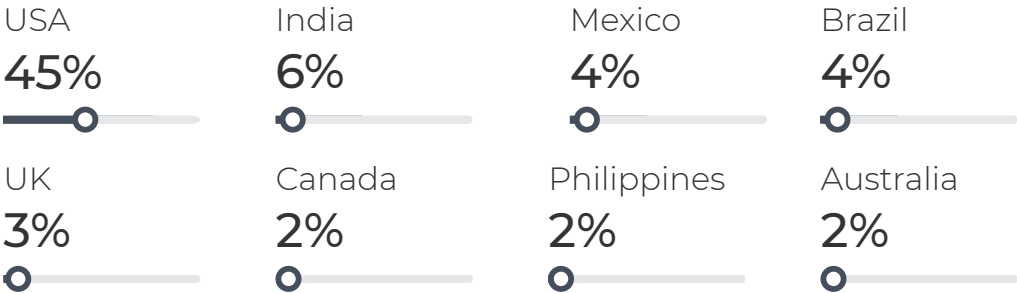
GENDER



AGE GROUP



GEO





## DIY Habits

58% of the members create a project  
they saw on Hometalk at least once a month

HOW OFTEN DO  
YOU DIY?

Every month  
32%



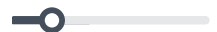
Every week  
28%



Every day  
23%



Seldom  
17%





## Our Distribution

Most of our content is UGC - **By the community and for the community, bringing an authentic voice and feel to the site along with amazing distribution.**



2.5M emails 610k App Installers



The ability to target and retarget engaged users with posts or ads



The ability to drive a substantial amount of Hometalk enthusiasts to any given article or page