Our Mission is
To Empower Every Person to Create

Improve Quality of Life
Develop DIY Skills
Build Personal Connections
Save Money
Empower and Instill Confidence
Key Stats

The Hometalk Community

- **5.7M** Monthly Unique Visitors
- **21M** Total Members
- **164K** Project Tutorials

Site Analytics

- **26.3M** Monthly Pageviews
- **35K** Monthly New Sign-ups
- **5.4M** Uniques per Month
- **164s** Average Time per Session
- **5.2** Visits per Month per Unique

App Analytics

- **3.3M** Monthly Pageviews
- **45K** Monthly New Sign-ups
- **253K** Uniques per Month
- **142s** Average Time per Session
- **3.9** Visits per Month per Unique
Social Stats

Facebook
- 12M Followers
- 304M Total Videos Views
- 403M Total Minutes Views

Pinterest
- 2.5M Page Follows
- 52M Average Monthly Reach
- 7M Monthly Visits from Pinterest Users

Instagram
- 231K Followers

TikTok
- 6K Followers

*Year to date as of 21.4.20
Who is our Audience?

Hometalk.com Audience

Gender

- Male: 11%
- Female: 89%

Age Group

- 18-24: 20%
- 25-55: 30%
- 56+: 50%

Audience GEO

- USA: 85.9%
- Canada: 5.1%
- Australia: 1%
- Other: 8.1%

Social (Facebook) Audience

Gender

- Male: 24%
- Female: 76%

Age Group

- 18-24: 60%
- 25-55: 30%
- 56+: 10%

Audience GEO

- USA: 72%
- United Kingdom: 2%
- India: 3%
- Other: 20%
- Canada: 3%
DIY Habits

“How often do you DIY?”

- Every month: 32%
- Every week: 28%
- Every day: 23%
- Seldom: 17%

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

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.

- 2.4 Million emails
- 500k 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