

SUMMER 2024



HOME IMPROVEMENT AND DECORATION

Audience Description

Homeowners and renters aged 30-60 interested in DIY projects and home decor.

They seek ways to enhance their living spaces, often influenced by home improvement shows and online decor trends. Middle to high-income, willing to invest in their homes.

Ad Opportunities

Tailored ads for:

- Promotions for home improvement stores, furniture and decor sales, and DIY project materials
- Partnerships with local hardware stores or home improvement chains
- Partner with DIY bloggers or home improvement influencers in targeted social media campaigns

