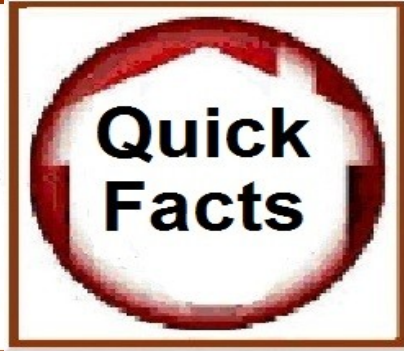


# HomeTalk USA

**with Cajun Contractor MICHAEL KING**



## Quick Look

HomeTalk Media consists of HomeTalk Television Network, HomeTalk w/ Michael King – a nationally syndicated radio program and webcast, TheHandyCity Magazine, a comprehensive webmarketing program, and an online consumer information resource.

## History & Purpose

HomeTalk was co-created and is hosted by Michael King, an experienced, state-licensed general contractor. HomeTalk first aired in New Orleans, Louisiana on January 24, 2004 by news/talk radio station WSMB 1350a.m. HomeTalk discusses many topics and issues concerning home improvements, introduces the consumer to new and innovative products, provides access to industry experts, protects homeowners from consumer fraud, holds the home improvement industry accountable for its business practices, and advocates for a fair and mutual relationship between the consumer and the contractor.

## Success

- Michael King is THE most influential person in home improvement media. Source: OrbitzMediaRating
- Michael King was ranked 49<sup>th</sup> as the most influential personality on radio. Source: OrbitzMediaRating
- Michael King wins the coveted “2011 Radio Talk Show Host of the Year” by the National Radio Association.
- Michael King is the 3<sup>rd</sup> most recognizable name in the home improvement industry. Source: Apollo Media
- HomeTalk w/ Michael King is the 3<sup>rd</sup> highest rated self-help show on weekend programming. Source: WebTalk Radio Info Bite
- www.hometalkusa.com is currently ranked in the top 0.4% of websites. Source: ALEXA

## The Numbers

- HomeTalk Television Network is broadcasted by DirectTV, the nation's leading direct-to-home satellite television provider with over 18 million subscribers.
- HomeTalk is broadcasted by 217 radio affiliates in all 50 states.
- HomeTalk reaches 5.1 million listeners weekly via national syndication and webcasting.
- HomeTalk is webcasted in 47 countries via HomeTalk “On Demand 24/7” webcasting.
- HomeTalk “On Demand 24/7” webcast averages 18,000 listeners hourly.
- HomeTalk Media’s websites averages 200,000 visitors monthly, 1.2 million (for a 6-month contract term), and 2.4 million (for a 12-month contract term).

## Demographics

- 63.5% Female and 36.5 % Male
- 85.1% of HomeTalk Audience owns their home
- 58.9% home improvement consumers and 41.1% contractors/handyman
- HomeTalk w/ Michael King listeners have an average house hold Income of \$75,000.
- Age of a HomeTalk Listener: 26% - 35-44/ 28% - 45-54/ 21% - 55-64