

# ENGAGED AUDIENCES

ENGAGED AUDIENCE:

## Farmhouse Style Enthusiasts

### AMERICAN FARMHOUSE Style

#### Ideal Audience Segment for:

- Home Furnishing Industry
- Travel & Leisure Industries
- Home & Garden Shows



## Farmhouse Style Enthusiasts Audience Solution

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Farmhouse Style Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major home events like the Southern Home & Garden Show and the Silobration. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as American Farmhouse Style subscribers and search data.

\$35  
Billion

\$35 billion spent annually on home furnishing products and services in the U.S.  
*(Source: IBIS World)*

92%

Our audience is 92% female.  
*(Source: Internal)*

19%

19% own a second home.  
*(Source: Internal)*

98%

98% prefer to buy American-made products.  
*(Source: Internal)*

56%

56% have household incomes of \$86K+.  
*(Source: Internal)*

53%

53% plan to remodel their home in the next 1-3 years.  
*(Source: Internal)*

For more information, please contact:

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# ENGAGED AUDIENCES

At Engaged Media, we are focused on helping you and your organization solve tough business challenges by reaching your target customer through Engaged Audiences, our proprietary digital solution that delivers the right message to the right person at the right time.



We carefully curate our audiences using combinations of the following tactics:



## Technographics

Target users by device such as desktop, laptop, tablet and mobile.



## Demographics

Target users by gender, income, age, etc.



## Geo-Targeting

Target by geography including DMA, state, zip code or country.



## Intent-Based Search

Target users based on their search history.



## Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



## Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



## Event Targeting

Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



## Geo-Fence

Target users who have visited a specific geographical location.

## Rates

Impressions	Cost	CPM
25,000	\$300	\$12
50,000	\$550	\$11
75,000	\$750	\$10
100,000	\$900	\$9

\*Package for 3 month minimum

\*Customized solutions available for campaigns over 1,000,000 impressions