MEDIA KIT

Jacque Johnson

THE HOT TUB LADY

ABOUT ME

Hey everyone!

I'm Jacque, AKA The Hot Tub Lady. I've been educating customers in the hot tub industry since 1988. I took that knowledge online a few years ago and have helped thousands of followers not only find the perfect hot tub, but also how to take care of them.

My new book, Hot Tub Clarity, is being published in paperback, ebook and Audible formats this year, and my following will continue to grow in this unique niche market. Thanks for following me on my journey!

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SOCIAL MEDIA DEMOGRAPHICS

5,002	2,100	1,875	2,749	705

YOUTUBE STATS

645k	73.5%	4:45	5.4%	92.2%	70%
Views	USA	Average View Time	CTR	25-64 y.o	Male

- 78% are married homeowners with children under the age of 18 years
- Dual income between $50,000-$150,000 average of $76,000
- 50% have a college education
- Podcast ranks in top 2.5% globally with over 7,890 downloads
- Website:
  1,290 - Newsletter Subscribers
  65% - Open Rate
  7% - Link Click Rate
- Google Business Profile
  5,054 views on business profile

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