

Meet Sarah Richardson

Designer, TV Host + Producer, Entrepreneur,
Four-time Best-selling Author, Product Designer,
Ambassador, Influencer, Wife + Mom



Sarah Richardson: At a Glance

- Known for her signature style that delivers elegance and sophistication in a way that 's both practical and friendly, Sarah's creativity, technical knowledge, D.I.Y. capabilities and approachable persona make her a very desirable partner for any company in the home improvement/design industry.
- On-air TV personality since 1996 and longest-running host on HGTV Canada.
- 2022 marks 22 years Hosting, Co-Creating and Co-Producing over 300 renovation & design TV episodes across eight different series since 2000 and include *design inc.*, *Sarah's House*, *Sarah's Cottage*, *Sarah's Cottage Rental*, *Sarah 101*, *Sarah Off the Grid* + a brand NEW 9th series in development with HGTV Canada now, titled "Sarah's Mountain Escape".
- Thrives on sharing her passion for design and style with viewers around the globe in her mission to **Inspire, Educate & Empower** her followers across a variety of media using her platform which has created a respected and valued brand much-admired for its integrity and authenticity.
- Differentiates herself from other "TV designers" in both Canada and USA by being recognized by both consumers and the design community for her high level of competence and knowledge both in design and building. Sarah's ability to expertly design, renovate and build beautiful spaces that are frequently featured in international publications sets her apart from any other on-camera personality.



Sarah Richardson: A Life in Media

- In addition to HGTV Canada, Sarah's TV series air/have aired on HGTV US, are currently running on various US networks and are seen in over 100 countries worldwide thanks to ongoing international distribution.
- Four-time Bestselling Author of *Sarah Style*, *At Home Sarah Style*, and *Collected* for internationally renowned publisher Simon & Schuster. Sarah has successfully launched three volumes of her book series, *Collected*, during this pandemic (April 27 2020 - April 27 2021).
- President of a full-service interior design firm servicing residential and commercial clients, *Sarah Richardson Design Inc.* President and Creative Director of *Sarah Richardson Merchandising Inc.* and *Sarah Richardson Media Inc.*, creating consumer products and media assets as well as weekly content for her *Sarah Richardson Design Life* YouTube channel.
- Sarah's TV and Video projects are frequently featured in print, and more importantly, on the cover of top design publications. *House Beautiful* (USA) featured her summer home renovation, as seen on Sarah's *Design Life* YouTube channel, on the cover of their July/August 2020 issue. Her design work/spaces have been featured more than any other TV designer in Canada.
- Married with 2 daughters, 1 dog, 7 chickens, 3 guinea pigs. Sarah is a born doer and DIY-er who loves cooking, entertaining, photography, skiing (on snow and water), and all aspects of healthy living at the family's off-the-grid 100 acre farm and remote island cottages. Her lesser known hobbies include vacuuming, pool maintenance and firewood stacking.



Sarah Richardson: Accolades + Proven ROI for Partners

- Marcelle Cosmetics and Skin Cream English Canada Spokesperson/Ambassador for 4 years 2017-2021 with double digit increase in sales.
- Wayfair Spokesperson campaign 2019 resulted in 30% ROI.
- Extremely successful past Spokesperson roles including Monogram Appliances for 2 years with 30% increase in sales (as per Strategy Magazine article) during the Term.
- Named as one of Canada's Most Powerful Women in 2019 by the Women's Executive Network who also inducted her into their Hall of Fame. Past winners include author Margaret Atwood, Dr. Roberta Bondar, astronaut.
- Won House & Home's Annual House of the Year 2019 for Starlight Farm, her home that she built with her husband, Alexander Younger, for her HGTV show Sarah Off the Grid. Voted by magazine readers.
- Named A-List Canadian Designer by House & Home Magazine's 30th Anniversary issue.
- Sarah is a sought after speaker at professional, trade and consumer events in Canada and USA (now virtual) attracting record breaking attendance, most recently Hawaii Home Show March '21.





Sarah's Instagram Profile

- **11.3M** impressions in the past 90 days
- **90.8%** of followers are female, **68.3%** of females are aged 25-54
- **59%** of reached audience is from Canada, residing in the major urban centres (Toronto, Ottawa, Vancouver, Calgary, Montreal)
- Engagement rate remains steady across every day of the week. Users are most active between the hours of 9am-6pm

sarahrichardsondesign



4,960
Posts

366K
Followers

483
Following

Sarah Richardson

Designer

Designer+Creator+TV

Host+Producer+Wife+Mom+Entrepreneur+Author+Brand

Ambassador WATCH MY YOUTUBE

Let's collaborate! info@sarahrichardsondesign.com

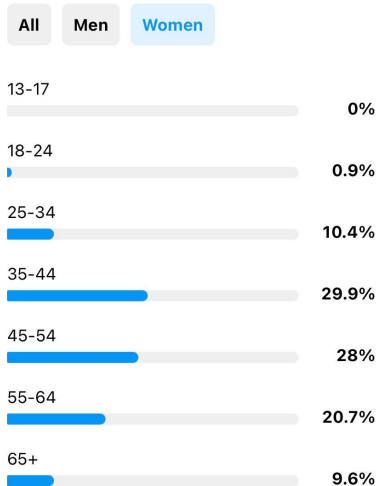
Gender

of your followers



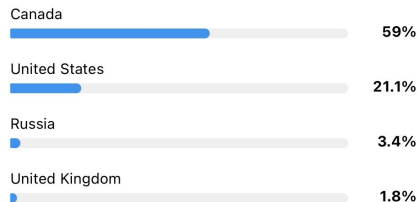
Age Range

of your followers



Reached audience

Top countries



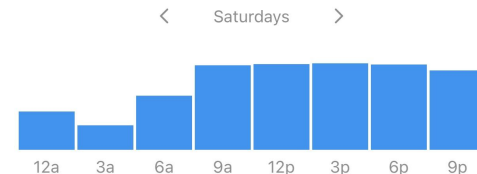
Most Active Times

Hours Days



Most Active Times

Hours Days





Sarah's YouTube Profile

- **15.9 M** impressions on YouTube in the past 90 days
- **36.8%** of females and **11.2%** of males are 25-54
- **20%** of followers are from Canada, **56%** are from USA
- Over **23 years** worth of watch time spent viewing Sarah's videos in the past 90 days
- **51%** of Sarah's YouTube audience watches on a TV screen
- **134,000+** subscribers
- **11%** AVG channel growth per month

Impressions

15.9M

68.4% from YouTube recommending your content



Watch time (hours)

204.0K

Top geographies

Views · Last 90 days

United States

56.4%

Canada

19.8%

25-34 years

35-44 years

45-54 years





What clients say about working with Sarah:

“When we needed to choose a keynote speaker for our first ever virtual home show, we knew we wanted Sarah to speak to our audience. Her smile is infectious, and her authenticity shows through when she talks to viewers. She was so genuine and relatable to the audience. We were so happy to have her join us! Sarah and her team were so easy to work with and we are so lucky she was able to speak to our viewers.”

Dawn Hirayama **Hawaii Home + Remodeling**



“Having partnered with Sarah Richardson, as the brand ambassador, for Marcelle Revival+ Skin Renewal was a major part of our marketing strategy. This tactic allowed Marcelle Cosmetics to gain greater visibility and awareness. Our partnership led to an increase in retail sales by 10% and an increase in our Instagram follower base by 17%. This success was due partly to the collaborative efforts of a spokesperson who aligned herself perfectly with our “Beauty Without Compromise” mantra and encompassed our brand’s DNA of producing high-quality products that are safe, gentle and exceptional value.”

Nathalie Bouchard **Brand Manager, Marcelle**



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Excerpt from Strategy Magazine - April 3, 2018

“Monogram recently revamped its website and focused on social and video content. Now a year into Monogram’s digital push, site traffic has increased five-fold and year-over-year sales have increased by around 30%, he says, making it the fastest growing luxury appliances brand in Canada.

He achieved some of that growth through a partnership with Canadian interior designer Sarah Richardson, who created three branded kitchen concepts that were displayed at the Monogram Design Centre and the Interior Design Show in Toronto.”

What the press says about Sarah:

The
New York
Times

“

Mostly, though, I like how grounded and straightforward the videos are, and at a moment when competence seems to be in short supply, watching successful collaborative problem solving feels like visiting a peaceful distant planet.

Sarah and her work are regularly featured on magazine covers



Let's talk about how collaborating with Sarah can help your brand achieve new goals and reach your target market!



<https://www.instagram.com/sarahrichardsondesign/?hl=en>



<https://www.pinterest.ca/sahrdesign/ shop/>



YouTube

<https://www.youtube.com/user/SarahRichardsonDsgn>

sarahrichardsondesign.com

