

# House Beautiful



**HOUSEBEAUTIFUL.COM**

**20.1 Million+**  
*Total Brand Impressions*

**HOUSEBEAUTIFUL.COM**

**TOP TRAFFIC SECTIONS YTD:** Remodeling & Construction, Interior Decorating, DIY

**UNIQUE VISITORS:** 4.4MM+

**PAGE VIEWS:** 10MM

**AVERAGE TIME SPENT:** 2.4 MINUTES

**AFFILIATE REVENUE YTD:** \$12.5 MILLION—**UP 15.8% YOY**

**SOCIAL**

**11.9 MILLION+**

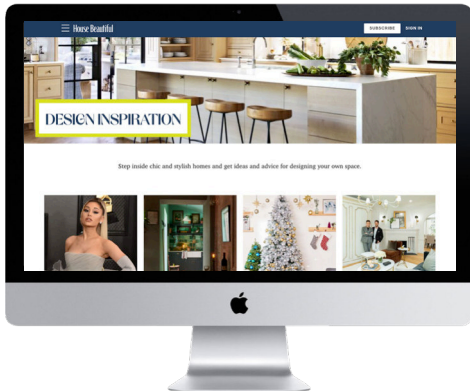
**Instagram:** 3.2 MILLION+

**Facebook:** 7 MILLION+

**Pinterest:** 901,000+

**TikTok:** 56,800+

**YouTube:** 78,200+



SOURCE: Comscore: July 2022; Hearst Internal E-Commerce Data Jan - July 2022