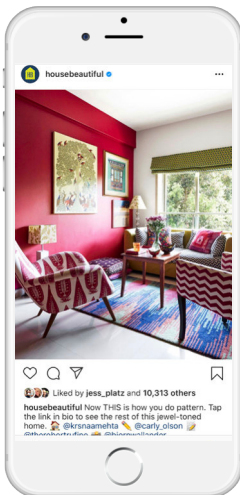
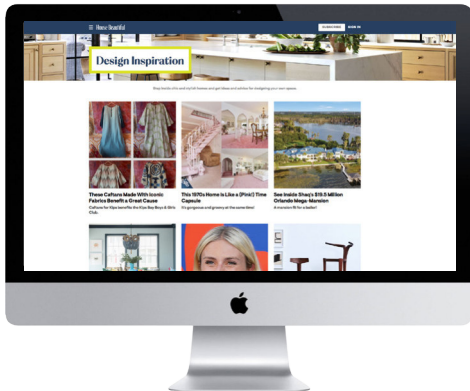


House Beautiful



HOUSEBEAUTIFUL.COM

26 Million+
Total Brand Impressions – UP +6.4% YOY

HOUSEBEAUTIFUL.COM

TOP TRAFFIC SECTIONS YTD: Lifestyle, Room & Decorating, Design Inspiration

UNIQUE VISITORS: 9.8MM+—**UP 13% YOY**

PAGE VIEWS: 24MM

UNDUPLICATED AUDIENCE: 12 MILLION+

AVERAGE TIME SPENT: 2.2 MINUTES

ORIGINAL CONTENT: 48%

AFFILIATE REVENUE YTD: \$18.7 MILLION—**UP 179% YOY**

SOCIAL

11.6 MILLION+

Instagram: 3 MILLION+

Facebook: 7.2 MILLION+

Pinterest: 761,000+

CROSS-PLATFORM

EDITORS WHO DELIVER DESIRABLE ON-SITE AND SOCIAL CONTENT WHEREVER OUR DESIGN INSPIRED AUDIENCE IS!

JOANNA SALTZ, Editorial Director

ROBERT RUFINO, Style Director

CARISHA SWANSON, Market Director

AMANDA SIMS, Executive Editor

HADLEY KELLER, Senior Editor

LAURA MARIN, Video Producer

BRAD HOLLAND, Cinematographer

SOURCE: Multi-Platform Fusion 10/20, Sp20 ; Social Comp Report 1/2021+ MRI Doublebase 2020 + Comscore 12/20