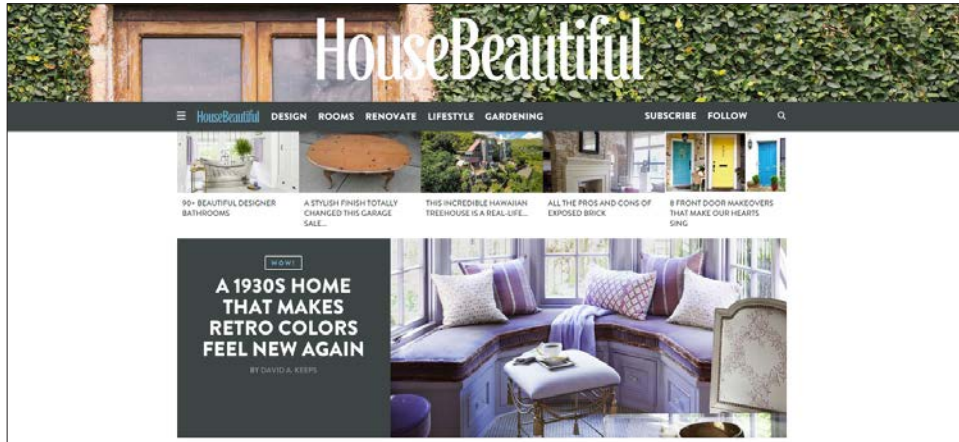


# HOUSEBEAUTIFUL.COM



## THE PREMIER HOME DESIGN AND DECORATING RESOURCE

HouseBeautiful.com is building the biggest design library on the web, inviting users to discover their style through a broader depth of images, direct links to trusted resources, additional expert opinions and extended in-book features to choose the best for their homes.

## AN ACCESSIBLE VOICE AND ATTAINABLE STYLE

HouseBeautiful.com embodies our belief that “The Best Life Begins at Home”, providing our audience with the tools, information and inspiration to help them discover the home that makes them happy. Defined by House Beautiful’s signature accessible voice and range of styles, HouseBeautiful.com indulges our audiences’ insatiable appetites for home and decorating resources, both enriched by the engaging and “shop-able” nature of the web. HouseBeautiful.com allows our community to personalize their experience with our brand, choosing how and when they access the content they crave from the brand they trust.

## CHANNELS

**Design:** Go inside chic and stylish homes for design inspiration

**Rooms:** Get home decor tips and tricks for every room in your house

**Renovate:** Everything from a DIY project to a major renovation makeover

**Lifestyle:** Get help for everywhere in your home with organization, cleaning, gardening and cooking tips

**Gardening:** Here’s how to make house plants, flowers, and outdoor spaces look lush and beautiful

### Traffic

Total Unique Visitors

### Adobe Analytics

3,195,049

Total Page Views

48,057,681

Time Spent

4.30 minutes

### Demographics

Median Age

44.5

Median HHI

\$91,000

Sources: Adobe Analytics, July 2015; Demos: ComScore July 2015

HouseBeautiful

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