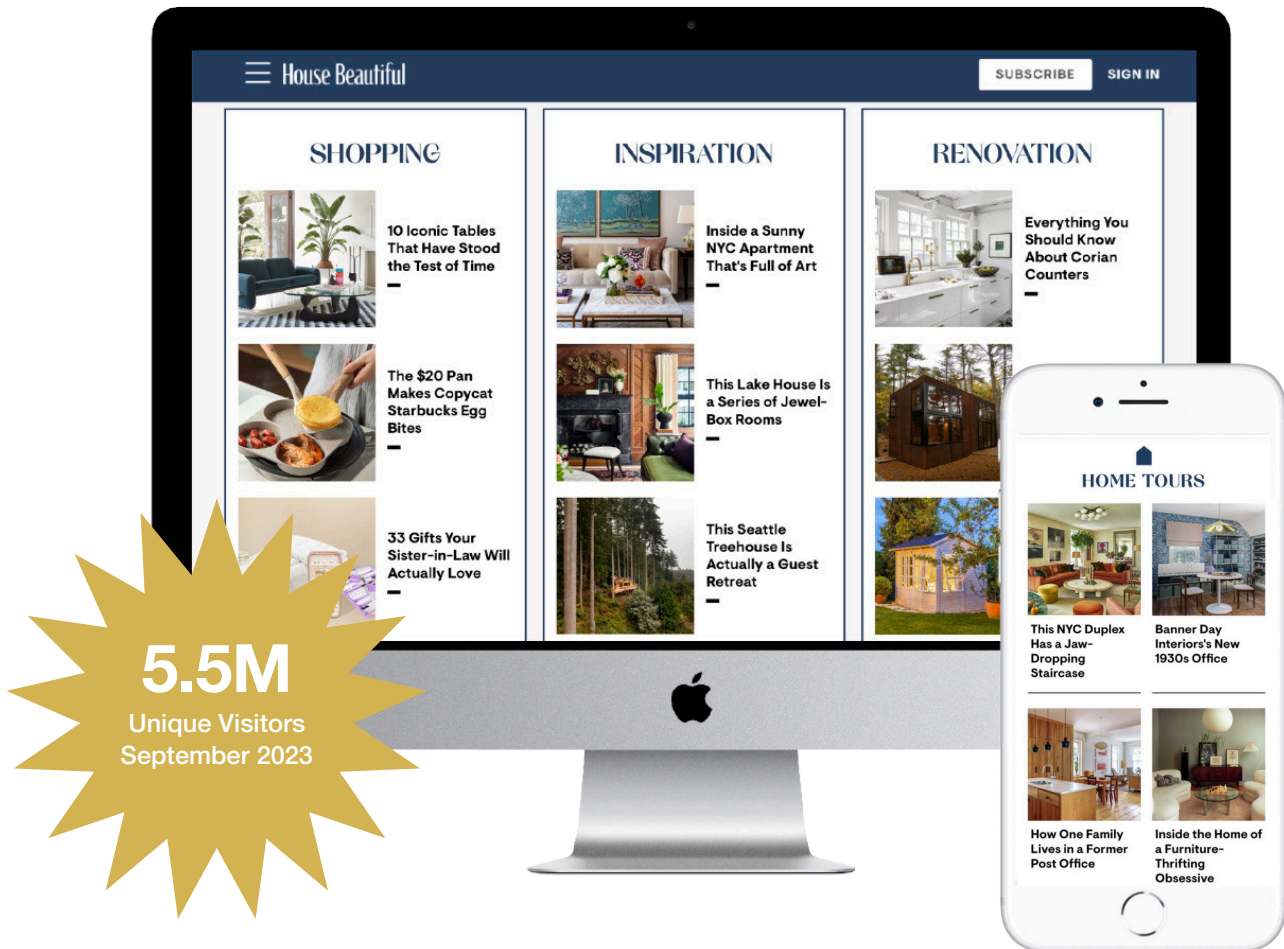


House Beautiful



HOUSEBEAUTIFUL.COM

Housebeautiful.com celebrates design at every stage, guiding a discerning and decorating-obsessed audience through every important home decision. From buying the first family house to refreshing the decorative pillows, House Beautiful is where the design conversation starts. Through our dynamic coverage and exclusive insights, HB editors create impact in the marketplace with innovative content. House Beautiful invites your brand to join these design conversations through contextual alignment and custom storytelling.

POWERFUL E-COMMERCE GROWTH:

\$24.2M in Affiliate Order Purchase Value in the last 12 months

+6% growth in affiliate revenue YOY

ENGAGING DIGITAL CONTENT:

59% of traffic comes from search (**43%** organic, **16%** paid)

1.7 minutes average time spent per visitor

Source: comScore September 2023; Google Analytics, September 1 – 30, 2023; Internal eCommerce data, October 1 2022 – September 30 2023