



Newell Turner was named editor-in-chief of *House Beautiful* in April 2010. Having joined the magazine as style director in 2006, Newell has been instrumental in building the latest chapter in *House Beautiful's* 116-year-old storied history and will continue to champion this fresh vision and voice that has resonated with millions.

Prior to joining Hearst Magazines, *House Beautiful's* parent company, Turner was editor-in-chief of the three Cottages & Gardens Publications, *Hamptons Cottages & Gardens*, *Palm Beach Cottages & Gardens* and *Connecticut Cottages & Gardens*, since 2002. Prior to that, he was style director for Gruner + Jahr's *HomeStyle* from 2001 to 2002, and managing editor for Brand Farm's Room12.com, an online decorating resource, from 2000 to 2001.

From 1997 to 2000, he was style editor for *House & Garden* and, earlier in his career, held several senior positions at *Metropolitan Home*.



HOUSE BEAUTIFUL IS...

The home design magazine that puts the reader and her lifestyle, tastes, and dreams first.

WE BELIEVE...

Everyone has a beautiful house in them and know that only you can make yours beautiful.
We're simply here to help you discover and create the home that makes you smile.

WE PROMISE...

- We will always be warm and welcoming.
- We will inspire, not dictate.
- We will respect you for the individual you are.
- We will never suggest that one style fits all.
- We will surprise and delight you with new ideas.
- We will only show you design you can attain.
- We will give you editorial that is actionable.
- We will always be engaging and fun.

NOW THAT'S BEAUTIFUL!



FEBRUARY	Makeovers
MARCH	Color Report
APRIL	American Style
MAY	Decorating Secrets
JUNE	Quick Changes
JULY/AUGUST	Small Spaces
SEPTEMBER	Color Report and Forecast
OCTOBER	Americans Abroad
NOVEMBER	Entertaining is Fun!
DECEMBER/JANUARY	What's Next in 2014

NOTE: Editorial themes are subject to change.

WHERE ACTIVE CONSUMERS TURN TO SHOP...

“I cannot emphasize the response we are getting, we are thrilled. From your editorial, we are getting requests from homeowners and interior designers alike. It is great that the placement gleans the interest of the interior design trade as well.”

-DENISE GROTHOUSE, The Grothouse Lumber Company

“The response to the blanket is **mind-boggling**. We probably sold 50 blankets. In addition, we have sold thousands of cross bottles, which Nieman Marcus picked up, and a dozen rafia chests that we are still getting calls on.”

-DAN MARTY, Dan Marty Design *{Blanket retails at \$500+}

“After my Instant Room feature a new client called me and said “Just copy what you did in the magazine for my house.” The house is in a mythical, fantastic country club in Palm Desert called Marrakesh. **I just wanted to let you know about the power of your magazine.**”

-JOE NYE, Interior Designer

“We could have orderd about 25-30 more and sold them easily. **We began getting calls about them the day the issues arrived.**”

-AID TO ARTISANS



WHERE ADVERTISERS TURN TO IMPACT CONSUMERS...

“Anytime I want to get the word out about a new collection or product from our company, I turn to House Beautiful. They have the **reach and type of readership** we want talking about us.”

-LANE BROOKS, Christopher Peacock Cabinetry

“We have been thrilled with the response that we have gotten from our ads in House Beautiful...We were able to track the actual sales of the bedding and pillows featured, and **we paid for the ads three times over.**”

-JODI SANDMAN, Ankasa

“Thank you so much for letting us partner and participate in this wonderful event. The Kitchen of the Year was such a fun and refreshing venue. **We reached so many more people** than I could have imagined!”

-TRACY REID, Shaw Industries

“I think the consumer response was great. There was constant traffic during the events, **people were very interested to learn and taste the product.** Overall I think the Kitchen of the Year was a terrific event!

-MIKAELA SZOLLOSI, Ogilvy Action





“ I am a busy designer...I buy 20-30 magazines a month. Your magazine has always been a favorite ...**I love the format, larger size, interviews/question and answer/designer features...**If I was limited to only one magazine each month it would be House Beautiful...”
- SMULLIN

“ The Ultimate Color Issue **makes my heart sing!** I love it and have reread it 3 times over! Thank you for my ‘bible’—I have so many back issues, I can start a decorating library!”
-LORRAINERANIERI

“ I am an interior decorator with a business in Washington, DC. Every month when your new issue arrives, I set aside time to just go through the magazine and tear out pages. **It’s invigorating and gets my creative juices going...** I am about to order a second subscription so that I’ll have one to keep and one to cut up!...”
-ANNEBLACK

“ I want you to know your magazine has **never been more fabulous than it is right now.** I love this magazine and plan to give subscriptions to my friends for their birthdays this year.”
-PAULAHAMILTON

“ The first issue under your guidance arrived last week, and while I’m sure many things were decided months ago, I wanted to tell you it was a wonderful issue and one of my favorites. Having recently moved from a 3,100 sq ft home in TN to a 1,700 sq ft townhome in Oxford to attend law school, **I thought this issue was especially timely. I loved all the feature stories – of the moment, beautifully styled, and wonderfully inspirational.** The bedroom in a day transformation was terribly fun. I used Joe Nye’s yellow and blue color scheme for a dinner party last night. Please keep up all the good work. **With the shelter magazine field so narrowed, HB is truly the last great inspiration for this niche.** Best wishes for future success.”
- DIANA HODGES

“ I subscribe to just about every home magazine out there, and I just wanted to take the time to thank you for continuing to bring your reader **top notch design.** In this economy everyone seems to believe that we (the reader) stopped wanting great design ideas and all we are getting is cheap imitation! Been there, done that. Times may be tough but **we can still dream, can’t we? Keep it up and thanks for not following the crowd.**”
- LISA LENSEGRAV