House Beautiful

Media Kit 2021
House Beautiful

Joanna Saltz
Editorial Director, House Beautiful

“House Beautiful is a meeting place for ideas, from great designers and trustworthy brands—so that our audience feels empowered to make their dreams a reality.”

— JOANNA SALTZ
House Beautiful

EDITORIAL CALENDAR

FEbruary/March
Renovation + Remodeling
ON SALE: 2/23/2021
SPECIAL PAPER ORDER: 12/1/2020
AD / MATERIAL CLOSE DATE: 1/7/2021

April/May
The Color Issue
ON SALE: 4/13/2021
SPECIAL PAPER ORDER: 1/27/2021
AD / MATERIAL CLOSE DATE: 3/1/2020

June/July
Summer
ON SALE: 6/15/2021
SPECIAL PAPER ORDER: 3/26/2021
AD / MATERIAL CLOSE DATE: 4/30/2021

September
Kitchens Issue
PLUS! Multi-generational, kids and small spaces!
ON SALE: 8/10/2021
SPECIAL PAPER ORDER: 5/20/2021
AD / MATERIAL CLOSE DATE: 6/25/2021

October/November
125th Anniversary
The Whole Home Concept House
ON SALE: 9/28/2021
SPECIAL PAPER ORDER: 7/9/2021
AD / MATERIAL CLOSE DATE: 8/13/2021

December/January
Shopping
An Ode to Craftsmanship + Makers
ON SALE: 12/7/2021
SPECIAL PAPER ORDER: 9/16/2021
AD / MATERIAL CLOSE DATE: 10/21/2021

*All content and dates are subject to change.
10/2020
## Adult Demographics/MRI

**Boasting the Largest Audience in the Shelter Category**

House Beautiful reaches over 4.8 million of your best prospect—more than any other shelter magazine at Hearst.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Audience</th>
<th>Comp</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIAN AGE:</td>
<td>62.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN HHI:</td>
<td>$72,059</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN HH NET WORTH:</td>
<td>$352,887</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEN/ WOMEN</td>
<td>626,000 / 4,175MM</td>
<td>13.0% / 87.0%</td>
<td>27 / 168</td>
</tr>
<tr>
<td>AGES 18-34</td>
<td>368,000</td>
<td>7.7%</td>
<td>26</td>
</tr>
<tr>
<td>AGES 35-44</td>
<td>413,000</td>
<td>8.6%</td>
<td>53</td>
</tr>
<tr>
<td>AGES 45-54</td>
<td>768,000</td>
<td>16.0%</td>
<td>96</td>
</tr>
<tr>
<td>AGES 35-54</td>
<td>1,181,000</td>
<td>24.6%</td>
<td>75</td>
</tr>
<tr>
<td>MARRIED</td>
<td>2,705,000</td>
<td>56.3%</td>
<td>107</td>
</tr>
<tr>
<td>ANY CHILDREN</td>
<td>1,203,000</td>
<td>25.1%</td>
<td>67</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>2,310,000</td>
<td>48.1%</td>
<td>97</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>1,752,000</td>
<td>36.5%</td>
<td>102</td>
</tr>
<tr>
<td>HHI $150,000+</td>
<td>910,000</td>
<td>19.0%</td>
<td>104</td>
</tr>
<tr>
<td>GRADUATED COLLEGE+</td>
<td>1,045,000</td>
<td>21.8%</td>
<td>107</td>
</tr>
<tr>
<td>OWN HOME</td>
<td>3,520,000</td>
<td>73.3%</td>
<td>111</td>
</tr>
<tr>
<td>HOME VALUE $250,000+</td>
<td>2,158,000</td>
<td>43.1%</td>
<td>136</td>
</tr>
<tr>
<td>HOME VALUE $400,000+</td>
<td>1,129,000</td>
<td>23.5%</td>
<td>146</td>
</tr>
</tbody>
</table>

**SOURCE:** MRI-Simmons DoubleBase 2020

09/2020

**CONTACT** Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.
Female Demographics/MRI

**Boasting the Largest Female Audience in the Shelter Category**

House Beautiful reaches 4.1 million targeted consumers who are women—more than any other shelter magazine at Hearst.

| MEDIAN AGE: | 62.9 |
| MEDIAN HHI: | $71,884 |
| MEDIAN HH NET WORTH: | $358,069 |

<table>
<thead>
<tr>
<th>AUDIENCE COMP INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGES 18-34</td>
</tr>
<tr>
<td>AGES 25-44</td>
</tr>
<tr>
<td>AGES 45-54</td>
</tr>
<tr>
<td>AGES 55-64</td>
</tr>
<tr>
<td>MARRIED</td>
</tr>
<tr>
<td>ANY CHILDREN</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $75,000+</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $100,000+</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $150,000+</td>
</tr>
<tr>
<td>GRADUATED COLLEGE+</td>
</tr>
<tr>
<td>PROFESSIONAL/MANAGERIAL</td>
</tr>
<tr>
<td>OWN HOME</td>
</tr>
<tr>
<td>HOME VALUE $250,000+</td>
</tr>
<tr>
<td>HOME VALUE $400,000+</td>
</tr>
</tbody>
</table>


09/2020

**CONTACT** Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.
CONTACT Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.

Affluent Adult Demographics

Ranking #2 in the Set for Affluent Millennials

House Beautiful reaches 912,000 affluent, educated, professional consumers

MEDIAN AGE: 51.3
MEDIAN HHI: $191,918
MEDIAN HH NET WORTH: $1,300,969

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>COMP</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE ..</td>
<td>276,000</td>
<td>30.3%</td>
</tr>
<tr>
<td>FEMALE ..</td>
<td>635,000</td>
<td>69.6%</td>
</tr>
<tr>
<td>AGES 35-44 ..</td>
<td>172,000</td>
<td>18.9%</td>
</tr>
<tr>
<td>AGES 35-54 ..</td>
<td>414,000</td>
<td>45.4%</td>
</tr>
<tr>
<td>AGES 45-54 ..</td>
<td>243,000</td>
<td>26.6%</td>
</tr>
<tr>
<td>MARRIED ..</td>
<td>824,000</td>
<td>90.4%</td>
</tr>
<tr>
<td>ANY CHILDREN ..</td>
<td>415,000</td>
<td>45.5%</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $150,000+ ..</td>
<td>695,000</td>
<td>76.2%</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $200,000+ ..</td>
<td>410,000</td>
<td>45.0%</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $250,000+ ..</td>
<td>239,000</td>
<td>26.2%</td>
</tr>
<tr>
<td>GRADUATED COLLEGE+ ..</td>
<td>714,000</td>
<td>78.3%</td>
</tr>
<tr>
<td>OWN HOME ..</td>
<td>848,000</td>
<td>93.0%</td>
</tr>
<tr>
<td>LIQUID ASSETS/REVALUE OF $2M+ ..</td>
<td>211,000</td>
<td>23.1%</td>
</tr>
<tr>
<td>LIQUID ASSETS/REVALUE OF $1M+ ..</td>
<td>359,000</td>
<td>39.4%</td>
</tr>
</tbody>
</table>

SOURCE: Affluent Adult Ipsos Doublebase 2020, HHI $125,000+
09/2020
House Beautiful

Affluent Female Demographics

The Largest Affluent Female Audience in the Shelter Category

House Beautiful reaches over 635,000 consumers who are women—more than any other shelter magazine.

<table>
<thead>
<tr>
<th>Audience Description</th>
<th>Audience Count</th>
<th>Comp. %</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIAN AGE:</td>
<td>53.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN HHI:</td>
<td>$192,081</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIAN HH NET WORTH:</td>
<td>$1,213,919</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience Description</th>
<th>Audience Count</th>
<th>Comp. %</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOUSEHOLD NET WORTH $1M+</td>
<td>357,000</td>
<td>56.2%</td>
<td>143</td>
</tr>
<tr>
<td>HOUSEHOLD NET WORTH $2M+</td>
<td>205,000</td>
<td>32.3%</td>
<td>167</td>
</tr>
<tr>
<td>LIQUID ASSETS/R.E. VALUE OF $1M+</td>
<td>226,000</td>
<td>35.6%</td>
<td>154</td>
</tr>
<tr>
<td>LIQUID ASSETS/R.E. VALUE OF $2M+</td>
<td>127,000</td>
<td>20%</td>
<td>181</td>
</tr>
<tr>
<td>AGES 35-54</td>
<td>291,000</td>
<td>45.8%</td>
<td>110</td>
</tr>
<tr>
<td>AGES 45-54</td>
<td>195,000</td>
<td>30.7%</td>
<td>136</td>
</tr>
<tr>
<td>MARRIED</td>
<td>571,000</td>
<td>89.9%</td>
<td>114</td>
</tr>
<tr>
<td>ANY CHILDREN</td>
<td>238,000</td>
<td>37.5%</td>
<td>96</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $150,000+</td>
<td>499,000</td>
<td>78.6%</td>
<td>107</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $200,000+</td>
<td>284,000</td>
<td>44.7%</td>
<td>115</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $250,000+</td>
<td>162,000</td>
<td>25.5%</td>
<td>119</td>
</tr>
</tbody>
</table>

SOURCE: Affluent Adult Ipsos Doublebase 2020, HHI $125,000+ [Base: Affluent Female; Affluent Head of Household]
09/2020

CONTACT Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.
HOUSEBEAUTIFUL.COM

25 Million
Total Brand Impressions - UP +5% YOY

HOUSEBEAUTIFUL.COM

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

UNIQUE VISITORS: 8.8MM+—UP 8% YOY

PAGE VIEWS: 20MM—UP 23% YOY

UNDUPLICATED AUDIENCE: 12 MILLION+

AVERAGE TIME SPENT: 2.8 MINUTES

ORIGINAL CONTENT: UP 45% MOM

AFFILIATE REVENUE YTD: $6,637,273—UP 186% YOY

SOCIAL

11.3 MILLION+

Instagram: 2.8 MILLION+

Facebook: 7.2 MILLION+

Pinterest: 642,000+

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

Advertising Specifications

**Trim Size**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD</td>
<td>16.75 x 11.125&quot;</td>
<td>16.5 x 10.875&quot;</td>
<td>16 x 10.375&quot;</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>8.5 x 11.125&quot;</td>
<td>8.25 x 10.875&quot;</td>
<td>7.75 x 10.375&quot;</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>5.625 x 11.125&quot;</td>
<td>5.375 x 10.875&quot;</td>
<td>4.875 x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>4.25 x 11.125&quot;</td>
<td>4 x 10.875&quot;</td>
<td>3.5 x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>8.5 x 5.5&quot;</td>
<td>8.25 x 5.25&quot;</td>
<td>7.75 x 4.75&quot;</td>
</tr>
<tr>
<td>1/2 PAGE HORIZ. SPREAD</td>
<td>16.75 x 5.5&quot;</td>
<td>16.5 x 5.25&quot;</td>
<td>16 x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.75 x 11.125&quot;</td>
<td>2.5 x 10.875&quot;</td>
<td>2 x 10.375&quot;</td>
</tr>
<tr>
<td>1/3 SQUARE</td>
<td>5.625 x 5.5&quot;</td>
<td>5.375 x 5.25&quot;</td>
<td>4.875 x 4.75&quot;</td>
</tr>
</tbody>
</table>

**SUBMISSIONS:** Submit creative to Hearst Ad Gateway at [ads.hearst.com](http://ads.hearst.com). All files submitted must be PDF X1A print ready.

**INK SPECIFICATIONS:** 4/C process. Match colors available.

**DENSITY:** Total density should not exceed 300%.

**MARKS:** All trim and bleed marks should be included in all colors and must be located .25" from trim and not to invade the live or bleed areas.

**BINDING SPECIFICATIONS:** Perfect bound; jog to foot.

**PRINTING METHOD:** Web offset.

**GENERAL RULES:** Allow .125" on all sides for bleed ads. Reverse type or 4/C black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability. White color objects cannot be set to overprint.

**LIVE MATTER:** Safety: .25" from all TRIM edges.
Gutter safety for TYPE: .125"-.1875" from each side of spread center.

---

**MATERIAL EXTENSIONS CONTACT**
Gabriela Covarrubias at 414.622.2825 or agcovarrubia@quad.com

**INSERT MATERIAL EXTENSIONS OR QUESTIONS CONTACT**
Edward Bartlett at 305-859-0150 or edward.bartlett@pubworx.com

---

09/2020
Insert Specifications

Trim Size

Print Order Contact: Patty Nolan / 305.859.0127
Patricia.Nolan@pubworx.com

Delivery Size .................. 8 1/2 x 11 1/8"
Final Trim Size .................. 8 1/4 x 10 7/8"
Live Matter Size ................. 7 3/4 x 10 3/8"
Binding ........................ Perfect
Jogs To ........................ Foot
Foot Trim ....................... 1/8"
Head Trim ...................... 1/8"
Face Trim ...................... 1/8"
Grind Off ....................... 1/8"
Across Gutter .................. 1/4" each side

Insert Issue DUE DATE

February/March 2021 ........ February 23, 2021
April/May 2021 ................. April 13, 2021
June/July 2021 ............... June 15, 2021
Aug/Sep 2021 .................. August 10, 2021
Oct/Nov 2021 .................. September 28, 2021
Dec/Jan 2021 .................. February 22, 2022

Requirements

- Insert sample/bluelines must be submitted to determine bindability.
  Pubworx, 300 West 57th Street, 11th Floor, New York, NY 10019
- Hearst requires a full length spine indicator on the bind edge of all inserts including all 2pp inserts. A spine indicator must include name of magazine title and issue date for insertion.
- Ship inserts labeled with Quad job number to:
  Quad Graphics, N61 W23044 Harry’s Way, Sussex, WI 53089
  Attention: Bart Gende, 414.566.2234
- House Beautiful/issue date
- Quantity/description of materials

09/2020

CONTACT Edward Bartlett at 305-859-0150 or edward.bartlett@pubworx.com
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2020. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called “space reservations” are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing, or publishing of such advertisement (“Claims”).

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

19. The advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest entered by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.

21. All advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications (21), the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.
# 2021 Advertising Rates

<table>
<thead>
<tr>
<th>Gross Rates</th>
<th>4C</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$47,570</td>
<td>$38,885</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$38,070</td>
<td>$30,460</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$30,920</td>
<td>$24,735</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$22,970</td>
<td>$18,375</td>
</tr>
<tr>
<td>2ND COVER</td>
<td>$61,840</td>
<td></td>
</tr>
<tr>
<td>3RD COVER</td>
<td>$49,950</td>
<td></td>
</tr>
<tr>
<td>4TH COVER</td>
<td>$61,840</td>
<td></td>
</tr>
</tbody>
</table>

Rates effective beginning with the October 2020 issue.
09/2020

**CONTACT** Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.
House Beautiful invites you to reach upscale homeowners, luxury shoppers, and designers through the NY Metro regional advertising edition. This special edition reaches over 80,000 high-end readers in New York, New Jersey, and Connecticut.

**Full Page Net Rate**

1X: .................................................. $4,680 NET
3X ........................................................ $4,480 NET
6X+: ..................................................... $4,275 NET

**2021 Issues & Closings**

February/March 2021: February 23, 2021
June/July 2021: June 15, 2021
Oct/Nov 2021: September 28, 2021
Dec/Jan 2021: February 22, 2022

**Distribution**

- Estimated circulation of 65,809 within the Tri-State region, via subscriber and newsstand distribution

**2021 Added Value**

Each time your ad runs in these special sections, your brand will receive:

- A Design Finder listing on our national Beautiful Ideas page that includes your company name, website, and telephone number

*NOTE: Circ is ESTIMATED using 06/19 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Regional advertisements do not appear in complimentary copies of the magazine. Precise newsstand distribution not guaranteed. Occasionally, a subscriber outside the Major Markets may receive a copy containing your ad or a subscriber inside the Major Markets may not receive a copy. Color matching in ads is not guaranteed due to short run.

09/2020

**CONTACT** Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.
House Beautiful

Affluent Market Regional Edition

House Beautiful invites you to reach upscale homeowners, luxury shoppers, and designers through the Affluent Market regional advertising section. This regional edition is ideal for targeting the magazine’s most high-end readers, screened by wealth (personal income of $150,000+) as well as location in key affluent markets across the US.

Full Page Rate

1X: ........................................................... $14,090 NET
3X: ........................................................... $13,605 NET
6X+: ........................................................... $13,115 NET

2021 Issues & Closings

February/March 2021...... February 23, 2021
April/May 2021 ............ April 13, 2021
June/July 2021 ............. June 15, 2021
Aug/Sep 2021 ............. August 10, 2021
Oct/ Nov 2021 ........... September 28, 2021
Dec/ Jan 2021 ........... February 22, 2022

Distribution

• Subscriber copies with a personal income of $150,000+ within the following states: CA, CO, CT, DC, FL, GA, IL, MA, MD, MI, MN, NC, NJ, NY, OH, PA, TN, TX, VA, WA
• National newsstand distribution
• Estimated total circulation of 174,378

2021 Added Value

Each time your ad runs in these special sections, your brand will receive:

• The opportunity to appear in the national tablet edition of House Beautiful for each insertion, at no additional charge
• A national Design Finder listing on our national Beautiful Ideas page that includes your company name, website, and telephone number

CONTACT Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.

*NOTE: Circ is ESTIMATED using 06/20 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Regional advertisements do not appear in complimentary copies of the magazine. Precise newsstand distribution not guaranteed. Occasionally, a subscriber outside the Major Markets may receive a copy containing your ad or a subscriber inside the Major Markets may not receive a copy. Color matching in ads is not guaranteed due to short run.

10/2019