House Beautiful

MEDIA KIT 2023

House Beautiful

Joanna Saltz

Editorial Director, House Beautiful

House Beautiful is where great design begins. For 125 years, it's where readers begin their design journey, where up-and-coming designers are introduced, and where the conversation about the future of our industry is initiated.

House Beautiful

EDITORIAL CALENDAR

JANUARY | FEBRUARY

Maximize Your Space

SMALL SPACES

Great Design For Living Large In Any Space

ON SALE: 01.31.23
SPECIAL PAPER ORDER: 10.13.22
AD / MATERIAL CLOSE DATE: 12.08.22

MARCH | APRIL

The Outdoor Issue

OUTDOOR KITCHENS

Outdoor spaces inspired by nature, from patios and gardens to al fresco kitchens, along with ways to bring the outdoor inspiration inside

ON SALE: 03.28.23
SPECIAL PAPER ORDER: 12.09.22
AD / MATERIAL CLOSE DATE: 02.09.23

MAY | JUNE

The Color Issue

MEET THE 2023 NEXT WAVE

Vibrant paint and beautifully-hued home furnishings to transform any space

ON SALE: 05.16.23
SPECIAL PAPER ORDER: 02.07.23
AD / MATERIAL CLOSE DATE: 03.30.23

JULY | AUGUST

The Kitchens Issue

STYLISH ORGANIZATION

The most incredible kitchens and new ideas for the most important room in the house

ON SALE: 07.18.23
SPECIAL PAPER ORDER: 04.10.23
AD / MATERIAL CLOSE DATE: 06.01.23

SEPTEMBER | OCTOBER

The Must-Haves Issue

BEAUTIFUL THINGS

Top design resources, shopping discoveries, and trade secrets

ON SALE: 09.19.23
SPECIAL PAPER ORDER: 06.09.23
AD / MATERIAL CLOSE DATE: 08.03.23

NOVEMBER | DECEMBER

The Renovation Issue

WHOLE HOME 2023

The magic of transformations small and large. Plus, tour our annual Whole Home and step inside a special Habitat for Humanity project in Northern California

ON SALE: 11.28.23
SPECIAL PAPER ORDER: 08.21.23
AD / MATERIAL CLOSE DATE: 10.12.23

*All content and dates are subject to change.

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2023 TENTPOLES

Signature programs offer storytelling and alignment opportunities in print, on HouseBeautiful.com, and via editorial video and social activations.

5TH ANNUAL House Beautiful WHOLE HOME 2022

NEXT House Beautiful WAVE

Whole Home

November 2023

House Beautiful's signature program celebrates the true pillars of our brand: quality craftsmanship, great design and brilliant functionality. Join us for our largest annual design showcase, featuring new products in the context of innovative ideas that help you live better–all interpreted by designers from around the country.

Next Wave

May 2023

House Beautiful leads the field in discovering the next generation of designers, honoring emerging talent via our expansive Next Wave network. Our 2023 list will be unveiled in May alongside coverage of each honorees work.

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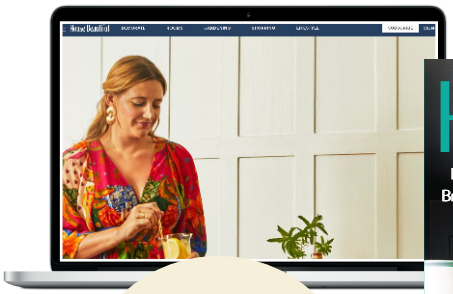
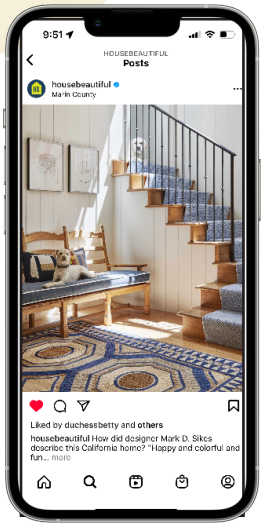


SOCIAL MEDIA

6 platforms reaching audiences, everywhere!



VIDEO

Dedicated Editorial Team

PRINT

6 dynamic issues a year!

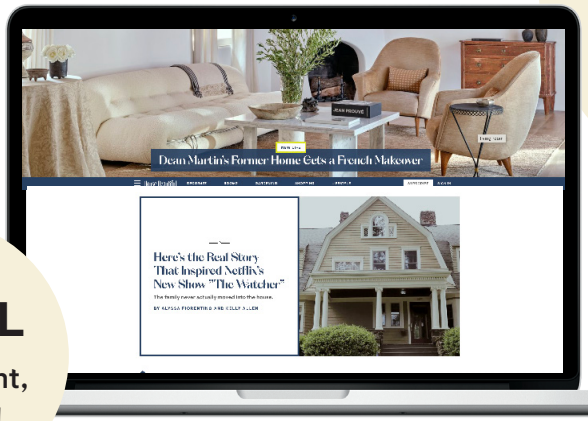
CONTENT TO COMMERCE

expert recommendations driving sales

BRAND POWER

EXPERIENTIAL

One-of-a-Kind Brand Experiences



DIGITAL

fresh content, every day!

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CONTACT Your House Beautiful Sales Representative or Jennifer Levene Bruno at jbruno@hearst.com.

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Adult Demographics/ MRI Fusion

Delivering an Audience of 7 million

MEDIAN AGE:	55
MEDIAN HHI:	$88,034
MEDIAN HH NET WORTH:	$315,965

	AUDIENCE	COMP
MEN/ WOMEN	1.5MM / 5.5MM	21.0% / 79.0%
AGES 18-34	1.2MM	16.8%
AGES 35-44	1.0MM	14.8%
AGES 45-54	1.2MM	16.9%
AGES 35-64	3.7MM	53.4%
MARRIED	4.4MM	62.4%
ANY CHILDREN	2.1MM	30.1%
HHI $100,000+	2.9MM	41.6%
HHI $150,000+	1.7MM	24.1%
GRADUATED COLLEGE+	2.8MM	39.7%
OWN HOME	5.0MM	71.7%

Source: 2022 comScore Multi-Platform © MRI-Simmons (06-22/S22)

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Affluent Adult Demographics

Reaching 1.5 million affluent adults

MEDIAN AGE:	44.5
MEDIAN HHI:	$187,941
MEDIAN HH NET WORTH:	$1,453,420

	AUDIENCE	COMP
MALE	732,000	47%
FEMALE	805,000	53%
AGES 35-44	479,000	31.2%
AGES 35-54	824,000	53.6%
AGES 45-54	345,000	22.4%
MARRIED	1,410,000	91.7%
ANY CHILDREN	979,000	63.7%
HOUSEHOLD INCOME $150,000+	1,166,000	75.9%
HOUSEHOLD INCOME $200,000+	642,000	41.8%
HOUSEHOLD INCOME $250,000+	316,000	20.6%
GRADUATED COLLEGE+	1,343,000	87.4%
OWN HOME	1,441,000	93.8%
LIQUID ASSETS OF $3M+	195,000	12.7%
LIQUID ASSETS OF $1M+	630,000	41.0%

SOURCE: Ipsos Affluent Survey 2022 USA Double-base 2022 Adults 18 or older, HHI $125,000+.

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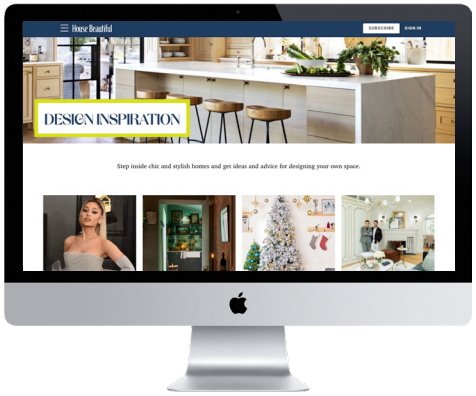

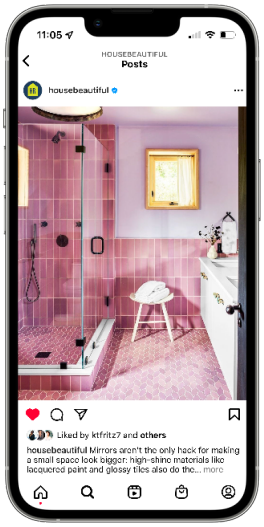

HOUSEBEAUTIFUL.COM

20.1 Million+
Total Brand Impressions

HOUSEBEAUTIFUL.COM

TOP TRAFFIC SECTIONS YTD: Remodeling & Construction, Interior Decorating, DIY

UNIQUE VISITORS: 4.4MM+

PAGE VIEWS: 10MM

AVERAGE TIME SPENT: 2.4 MINUTES

AFFILIATE REVENUE YTD: $12.5 MILLION—**UP 15.8% YOY**

SOCIAL

11.9 MILLION+

Instagram: 3.2 MILLION+

Facebook: 7 MILLION+

Pinterest: 901,000+

TikTok: 56,800+

YouTube: 78,200+

SOURCE: Comscore: July 2022; Hearst Internal E-Commerce Data Jan - July 2022

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Advertising Specifications

Trim Size

Ad Size	*Bleed*	*Trim*	*Live*
SPREAD	16.75 x 11.125"	16.5 x 10.875"	16 x 10.375"
FULL PAGE	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
2/3 PAGE	5.625 x 11.125"	5.375 x 10.875"	4.875 x 10.375"
1/2 PAGE VERTICAL	4.25 x 11.125"	4 x 10.875"	3.5 x 10.375"
1/2 PAGE HORIZONTAL	8.5 x 5.5"	8.25 x 5.25"	7.75 x 4.75"
1/2 PAGE HORIZ. SPREAD	16.75 x 5.5"	16.5 x 5.25"	16 x 4.75"
1/3 PAGE VERTICAL	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"
1/3 SQUARE	5.625 x 5.5"	5.375 x 5.25"	4.875 x 4.75"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at **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.

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MATERIAL EXTENSIONS CONTACT
Hector Gonzalez at 414.622.2810 or hlgonzalezba@quad.com

INSERT MATERIAL EXTENSIONS OR QUESTIONS CONTACT
David Brickey at 305.859.0159 or david.brickey@pubworx.com

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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***
January/February 2023	December 8, 2022 (***Maximize Your Space Issue***)
March/April 2023	February 9, 2023 (***The Outdoor Issue***)
May/June 2023	March 30, 2023 (***The Color Issue***)
July/Aug 2023	June 1, 2023 (***The Kitchens Issue***)
Sept/Oct 2023	August 3, 2023 (***The Must-Haves Issue***)
Nov/Dec 2023	October 12, 2023 (***The Renovation Issue***)

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

10/2022

CONTACT David Brickey at 305-859-0159 or david.brickey@pubworx.com

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Terms & Conditions

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2023. 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. he 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 inserted 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.

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2023 Advertising Rates

Gross Rates	*4C*	*B&W*
FULL PAGE	$49,475	$40,440
2/3 PAGE	$39,595	$31,680
1/2 PAGE	$32,155	$25,725
1/3 PAGE	$23,890	$19,110
COVER 2	$64,315	
COVER 3	$51,950	
COVER 4	$64,315	

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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

2023 Issues & Closings

January/February 2023 .....December 8, 2022 (***Maximize Your Space Issue***)

March/April 2023.....February 9, 2023 (***The Outdoor Issue***)

May/June 2023.....March 30, 2023 (***The Color Issue***)

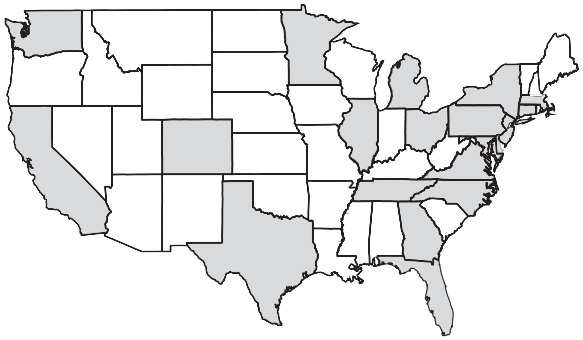
July/Aug 2023.....June 1, 2023 (***The Kitchens Issue***)

Sept/Oct 2023.....August 3, 2023 (***The Must-Haves Issue***)

Nov/Dec 2023 .....October 12, 2023 (***The Renovation Issue***)

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 and digital copies
- Estimated total circulation of 183,708



*NOTE: Circ is ESTIMATED using o6/22 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Occasionally, a subscriber outside the above markets may receive a copy containing your ad or a subscriber inside the above markets may not receive a copy. Color matching in ads is not guaranteed due to short run.

10/2022

House Beautiful

New York Metro

New York, New Jersey, Connecticut

House Beautiful invites you to reach upscale homeowners, luxury shoppers, and designers through the NY Metro regional advertising edition. This special edition reaches over 53,812 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

2023 Issues & Closings

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May/June 2023. . . . . March 30, 2023 (***The Color Issue***)

July/Aug 2023 . . . . . June 1, 2023 (***The Kitchens Issue***)

Sept/Oct 2023 . . . . . August 3, 2023 (***The Must-Haves Issue***)

Nov/Dec 2023 . . . . . October 12, 2023 (***The Renovation Issue***)

Distribution

- Estimated full circulation of 53,812 within the Tri-State region, via subscriber and newsstand distribution

*NOTE: Circ is ESTIMATED using 06/22 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Occasionally, a subscriber outside the above markets may receive a copy containing your ad or a subscriber inside the above markets may not receive a copy. Color matching in ads is not guaranteed due to short run.

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