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.
**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.*
2023 TENTPOLES

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

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 honoree’s work.
## Adult Demographics/
MRI Fusion

*Delivering an Audience of 7 million*

<table>
<thead>
<tr>
<th></th>
<th>Audience</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDIAN AGE:</strong></td>
<td>55</td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN HHI:</strong></td>
<td>$88,034</td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN HH NET WORTH:</strong></td>
<td>$315,965</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Audience</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 18-34</td>
<td>1.2MM</td>
<td>16.8%</td>
</tr>
<tr>
<td>Ages 35-44</td>
<td>1.0MM</td>
<td>14.8%</td>
</tr>
<tr>
<td>Ages 45-54</td>
<td>1.2MM</td>
<td>16.9%</td>
</tr>
<tr>
<td>Ages 35-64</td>
<td>3.7MM</td>
<td>53.4%</td>
</tr>
<tr>
<td>Married</td>
<td>4.4MM</td>
<td>62.4%</td>
</tr>
<tr>
<td>Any Children</td>
<td>2.1MM</td>
<td>30.1%</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>2.9MM</td>
<td>41.6%</td>
</tr>
<tr>
<td>HHI $150,000+</td>
<td>1.7MM</td>
<td>24.1%</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>2.8MM</td>
<td>39.7%</td>
</tr>
<tr>
<td>Own Home</td>
<td>5.0MM</td>
<td>71.7%</td>
</tr>
</tbody>
</table>

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

10/2022

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

Reaching 1.5 million affluent adults

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

<table>
<thead>
<tr>
<th>Audience</th>
<th>COMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>732,000</td>
</tr>
<tr>
<td>FEMALE</td>
<td>805,000</td>
</tr>
<tr>
<td>AGES 35-44</td>
<td>479,000</td>
</tr>
<tr>
<td>AGES 35-54</td>
<td>824,000</td>
</tr>
<tr>
<td>AGES 45-54</td>
<td>345,000</td>
</tr>
<tr>
<td>MARRIED</td>
<td>1,410,000</td>
</tr>
<tr>
<td>ANY CHILDREN</td>
<td>979,000</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $150,000+</td>
<td>1,166,000</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $200,000+</td>
<td>642,000</td>
</tr>
<tr>
<td>HOUSEHOLD INCOME $250,000+</td>
<td>316,000</td>
</tr>
<tr>
<td>GRADUATED COLLEGE+</td>
<td>1,343,000</td>
</tr>
<tr>
<td>OWN HOME</td>
<td>1,441,000</td>
</tr>
<tr>
<td>LIQUID ASSETS OF $3M+</td>
<td>195,000</td>
</tr>
<tr>
<td>LIQUID ASSETS OF $1M+</td>
<td>630,000</td>
</tr>
</tbody>
</table>

**SOURCE:** Ipsos Affluent Survey 2022 USA Double base 2022 Adults 18 or older, HHI $125,000+. 10/2022

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

10/2022

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
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/August 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
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.

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 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 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.
**2023 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>$49,475</td>
<td>$40,440</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$39,595</td>
<td>$31,680</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$32,155</td>
<td>$25,725</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$23,890</td>
<td>$19,110</td>
</tr>
<tr>
<td>COVER 2</td>
<td>$64,315</td>
<td></td>
</tr>
<tr>
<td>COVER 3</td>
<td>$51,950</td>
<td></td>
</tr>
<tr>
<td>COVER 4</td>
<td>$64,315</td>
<td></td>
</tr>
</tbody>
</table>

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

10/2022
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

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)
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 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.

10/2022
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**

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**

• 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.

10/2022

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