

House Beautiful



MEDIA KIT 2024

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 + ORGANIZATION

Great Design For Living Large In Any Space

ON SALE: 01.16.24

SPECIAL PAPER ORDER: 10.12.23

AD / MATERIAL CLOSE DATE: 11.30.23

MARCH | APRIL

The Outdoor Issue

SPOTLIGHT ON SUSTAINABILITY

Outdoor Spaces Inspired by Nature

ON SALE: 03.26.24

SPECIAL PAPER ORDER: 01.04.24

AD / MATERIAL CLOSE DATE: 02.08.24

MAY | JUNE

The Color Issue

MEET THE 2024 NEXT WAVE

The Vibrant and Bright Future of Design

ON SALE: 05.14.24

SPECIAL PAPER ORDER: 02.26.24

AD / MATERIAL CLOSE DATE: 03.28.24

JULY | AUGUST

The Kitchens Issue

FEAT. INCREDIBLE BATHROOMS

Ultimate Design Inspo for the Hardest Working Spaces

ON SALE: 07.16.24

SPECIAL PAPER ORDER: 04.22.24

AD / MATERIAL CLOSE DATE: 05.30.24

SEPTEMBER | OCTOBER

The Must-Haves Issue

BEAUTIFUL THINGS

Top Design Resources and Shopping Secrets

ON SALE: 09.17.24

SPECIAL PAPER ORDER: 06.25.24

AD / MATERIAL CLOSE DATE: 08.01.24

NOVEMBER | DECEMBER

The Renovation Issue

WHOLE HOME 2024

The Magic of Transformations, Big and Small

ON SALE: 11.26.24

SPECIAL PAPER ORDER: 09.09.24

AD / MATERIAL CLOSE DATE: 10.10.24

House Beautiful

2024 TENTPOLES

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



Whole Home

November 2024

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.

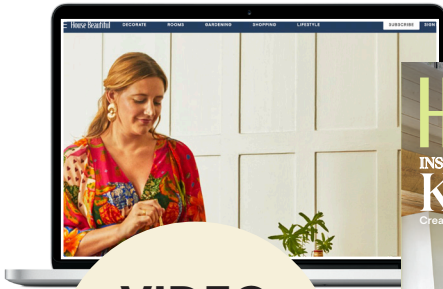


Next Wave

May 2024

House Beautiful leads the field in discovering the next generation of designers, honoring emerging talent via our expansive Next Wave network. Our 2024 list will be unveiled in May alongside coverage of each honorees work.

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VIDEO

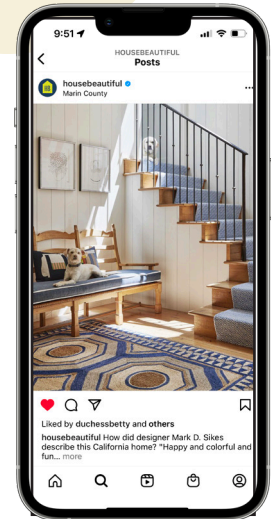
Creating
Engaging
Content



PRINT
6 Dynamic
Issues A Year!

SOCIAL MEDIA

6 Platforms
Reaching Audiences,
Everywhere!



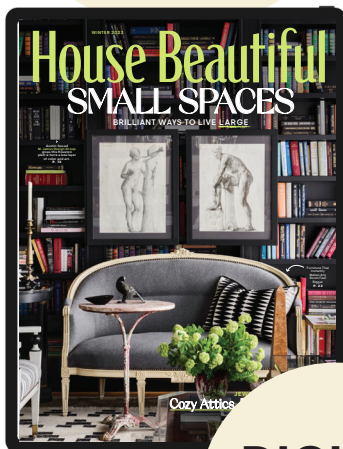
CONTENT TO COMMERCE

Expert
Recommendations
Driving Sales

BRAND POWER

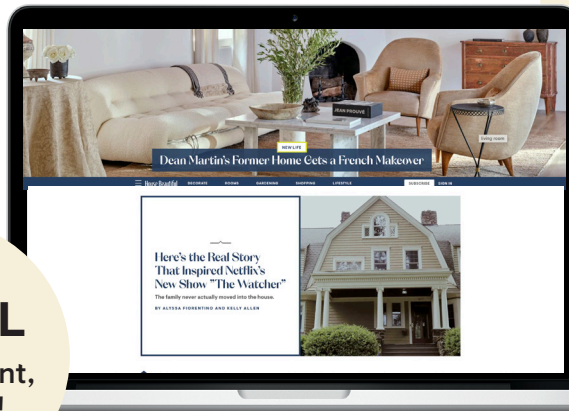
EXPERIENTIAL

One-of-a-Kind
Brand Experiences



DIGITAL

Fresh Content,
Every Day!



House Beautiful



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 (o6-22/S22)

10/2023

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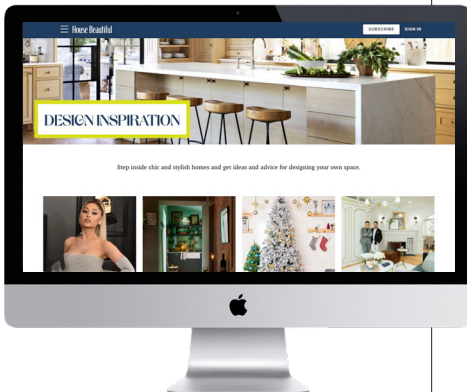
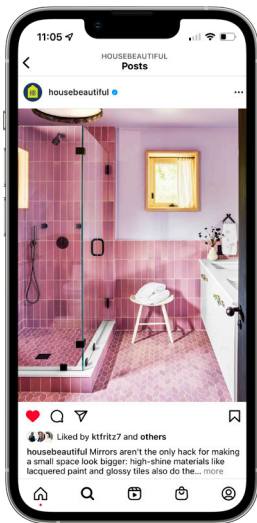
Affluent Adult Demographics

Reaching 1.5 million affluent adults

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

	AUDIENCE	COMP
MALE732,000	.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%
MARRIED1,410,000	.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%

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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

11.3 MILLION+

Instagram: 3.3 MILLION+

Facebook: 6.9 MILLION+

Pinterest: 933,000+

TikTok: 140,000+

YouTube: 83,700+

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Advertising Specifications

TRIM SIZE

<i>Ad Size</i>	<i>Bleed</i>	<i>Trim</i>	<i>Live</i>
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.

10/2023

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 OrderContact: David Brickey | 305.859.0159
David.Brickey@pubworx.com

Delivery Size8 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 "

BindingPerfect

Jogs To.....Foot

Foot Trim1/8"

Head Trim.....1/8"

Face Trim1/8"

Grind Off1/8"

Across Gutter1/4" each side

INSERT ISSUE

DUE DATE

January/February 2024December 20, 2023 (**Maximize Your Space Issue**)

March/April 2024.....February 28, 2024 (**The Outdoor Issue**)

May/June 2024April 17, 2024 (**The Color Issue**)

July/Aug 2024.....June 19, 2024 (**The Kitchens Issue**)

Sept/Oct 2024August 21, 2024 (**The Must-Haves Issue**)

Nov/Dec 2024.....October 30, 2024 (**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

10/2023

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 2024. 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 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.

House Beautiful



2024 Advertising Rates

Gross Rates	4C	B&W
FULL PAGE	\$40,400.....	\$33,030
2/3 PAGE.....	\$32,340.....	\$25,870
1/2 PAGE	\$26,260.....	\$21,010
1/3 PAGE	\$19,510.....	\$15,610
COVER 2.....	\$52,520	
COVER 3	\$42,430	
COVER 4.....	\$52,520	

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

2024 Issues & Closings

January/February 2024	December 20, 2023 (<i>Maximize Your Space Issue</i>)
March/April 2024.....	February 28, 2024 (<i>The Outdoor Issue</i>)
May/June 2024.....	April 17, 2024 (<i>The Color Issue</i>)
July/Aug 2024	June 19, 2024 (<i>The Kitchens Issue</i>)
Sept/Oct 2024	August 21, 2024 (<i>The Must-Haves Issue</i>)
Nov/Dec 2024.....	October 30, 2024 (<i>The Renovation Issue</i>)

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 154,428



*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.



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 41,854 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

2024 Issues & Closings

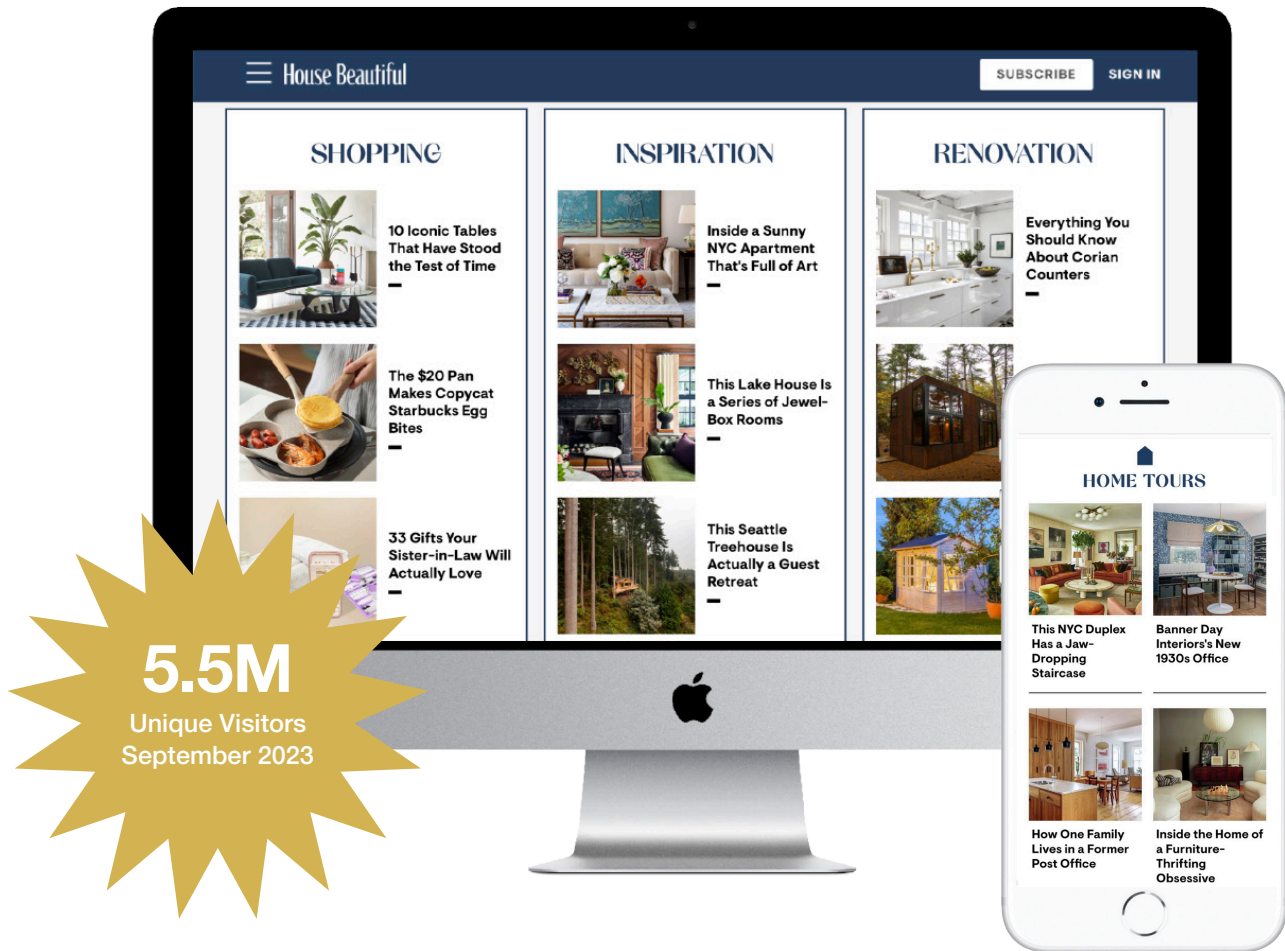
January/February 2024	December 20, 2023 (Maximize Your Space Issue)
March/April 2024	February 28, 2024 (The Outdoor Issue)
May/June 2024	April 17, 2024 (The Color Issue)
July/Aug 2024	June 19, 2024 (The Kitchens Issue)
Sept/Oct 2024	August 21, 2024 (The Must-Haves Issue)
Nov/Dec 2024	October 30, 2024 (The Renovation Issue)

Distribution

Estimated full circulation of 41,854 within the Tri-State region, via subscriber and newsstand distribution

*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.

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

House Beautiful

Reader favorite franchises



2024 Digital Content Calendar

The Conversations House Beautiful Editors Will Explore This Year.

Evergreen Always-on content packages that will be updated throughout the year.

Design Travel Guides Look no further than House Beautiful's favorite destinations for design lovers around the globe.

Floor plans & Room Layouts A how-to resource for different furniture layouts.

Storage Inspiration and ideas for keeping things beautiful & orderly at home!

Next Wave Expertise Expert advice from House Beautiful's Next Wave designers.

Design Equity Smart design ideas for boosting the value of your home!

Unique Spaces Houseboats, RVs and jets—"home" doesn't have to be a house.

HB Obsessed A dedicated destination for the products House Beautiful editors are obsessed with right now.

Buying Guides From your next dishwasher investment to window treatments, House Beautiful editors guide readers on every step of making big decisions at-home.

Real Estate News The must see hottest homes for on the market today, from historic treasures to modern innovations.

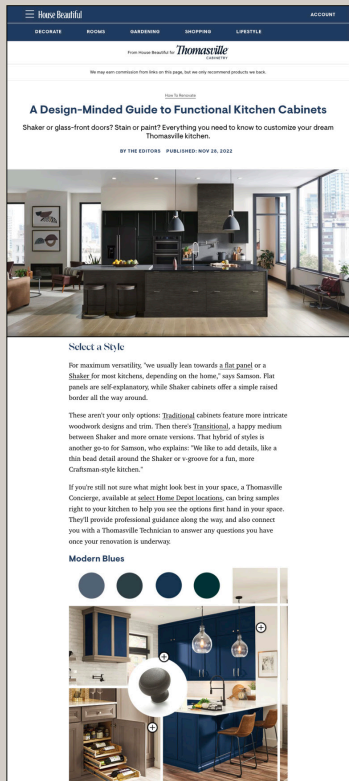
Sales & Gift Guides Our editors are on the pulse and alert readers when something is a must-buy right now.

Home/Room Tours Regular features on anticipated designer projects.

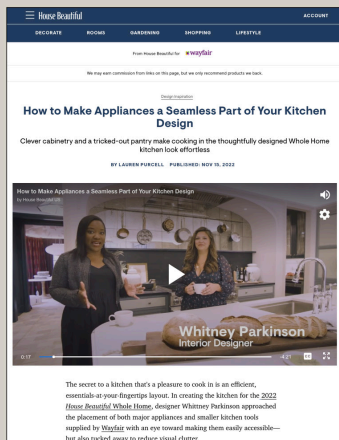
Video: Beautiful Things House Beautiful uncovers innovative artisans that make design special in every space.

House Beautiful

Creating Content That Inspires Action



Onsite Innovation for
Ultimate User Engagement



Access to the Best in Talent
for Highly Engaging Videos!

2024 Digital Content Calendar

March / April

Backyard Escapes Ideas on how to create a paradise in your own backyard. Grab a comfortable seat, you may never want to come back inside.

Spring Trends Our editors round-up the latest styles and trends to freshen up your space this spring.

Outdoor Furniture Guide The ultimate guide to outstanding outdoor furniture.

Spring Cleaning Expert approved checklist for stress free spring cleaning.

House Beautiful Hotel Awards Our editors celebrate the most captivating and stunning hotels from around the world.

Incredible Gardens Inspiration from the most lush and dreamy gardens.

May / June

Color Inspiration House Beautiful celebrates colorful ideas for your next home renovation or project.

Next Wave Next Wave designers offer tips as they reveal their creative process in all things design.

Wallapalooza Discover paint and wall-covering trends for every space in the home.

Set Decorators Feature Our editors spotlight a set design that has them completely transported to someplace new.

Design For Kids The newest products and ideas for creating beautiful and innovative spaces for kids.

July / August

Incredible Kitchens Inside wow-worthy kitchens that showcase gorgeous design along with the latest trends.

Vacation Homes Whether beach front or mountain top, discover the most jaw dropping homes in paradise.

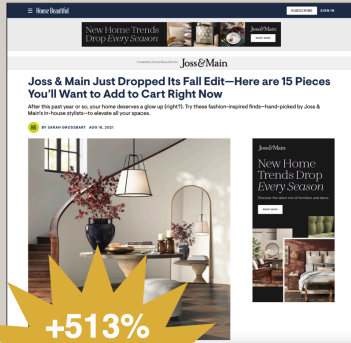
Ultimate Design Glossary Consider this your ultimate dictionary for all things design.

Black Business Month Spotlight HB highlights black-owned home stores to know & shop at.

Live Better Awards House Beautiful award-winning products that make for a life lived better at home.

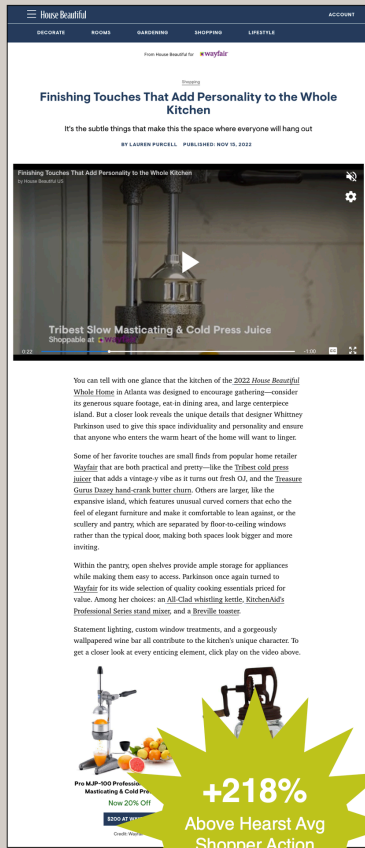
House Beautiful

Creating Content That Inspires Action



+513%

Above Hearst
Avg Shopper
Action Rate
Range



+218%

Above Hearst Avg
Shopper Action
Rate Range

2024 Digital Content Calendar

September / October

Shopping Products every design aficionado needs to know about for their next project or big purchase.

Fall Trends Discover ideas to spice up home decor for every sense of style.

Haunted Houses Inside the storied real estate—and sometimes spooky past—of historical homes that inspired our hit podcast series, Dark House.

Pinterest Guide From Pinning to posting, our HB editors guide on how to best utilize Pinterest for your latest project.

Habitat for Humanity Discover the latest venture from Habitat for Humanity for providing housing for low-income and disabled residents in the greater San Francisco area in partnership with HB.

November / December

Whole Home Inside House Beautiful's annual Whole Home 2024 project

Renovation Guide From budget to design, everything to know about renovation from experts before you begin.

House Beautiful Gift Guide Our editor's pick the best design products for everyone on your list this season.

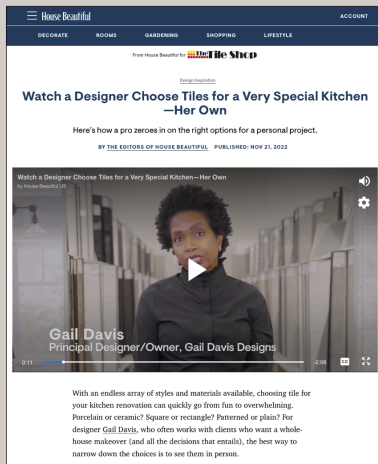
2024 Trends Our editors spotlight trends to look forward to in the new year.

HB Obsessed Roundup House Beautiful's annual list of the top things our editors loved this year.

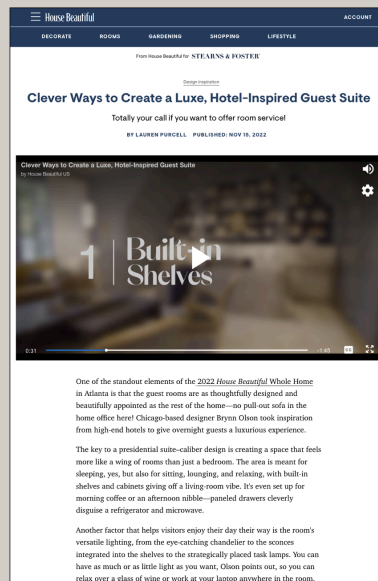
Best Set Design 2023 Our editors reflect on the most captivating set designs in film and television from this year.

House Beautiful

NATIVE VIDEO THAT ENGAGES



Expert shopping advice and in store product curation from top designers to inspire action



Design and inspiration ideas to create awareness and keep users engaged

2024 Additional Opportunities

VideoFranchises

Man on the Street On-the-ground interviews on controversial topics, both set around NYC or based at high impact events and trade shows

Shopping Challenge In-store shopping, possibility for sponsor integration

Beautiful Things House Beautiful uncovers innovative artisans that make hand crafted design special.

Home Tours View and explore highly anticipated designer projects and homes

Social Initiatives

Man on the Street On-the-ground interviews on controversial topics, both set around NYC or based at high impact events and trade shows

My Better Half In Studio game with designers

Beautiful Things House Beautiful uncovers innovative artisans that make hand crafted design special.

Home Tours View and explore highly anticipated designer projects and homes

TikToks with “Designers you should know” Capitalizing on trending shows and movies, highlighting top designers.

Ecomm Unboxing Videos Shot in studio, fun, stylized unboxing videos highlighting viral/top home products to shop.