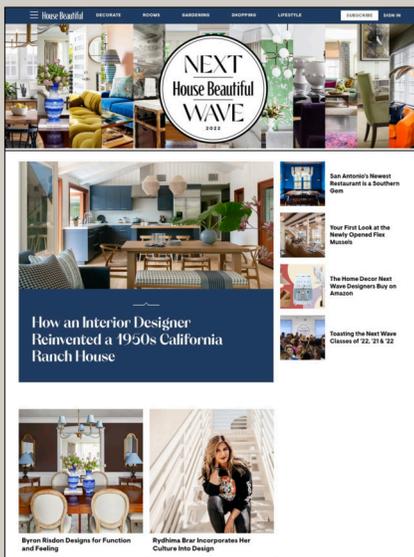


# House Beautiful

## 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.

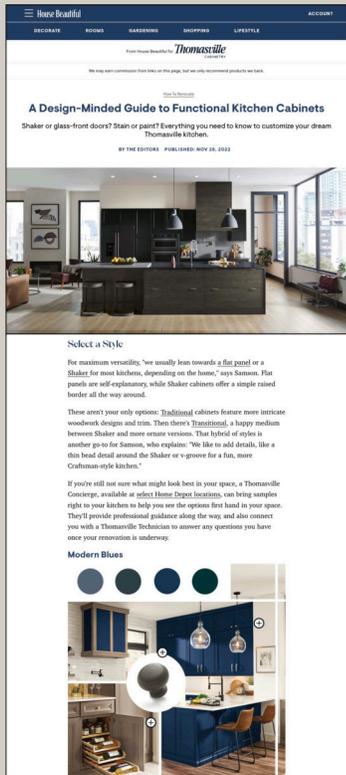
**Sales & Gift Guides** Our editors are on the pulse and alert readers when something is a must-buy right now.

**Home/Room Tours** Regular features on anticipated designer projects.

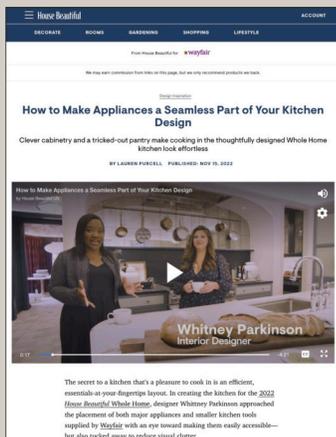
**Video: Beautiful Things** House Beautiful uncovers innovative artisans that make design special in every space.

# 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.

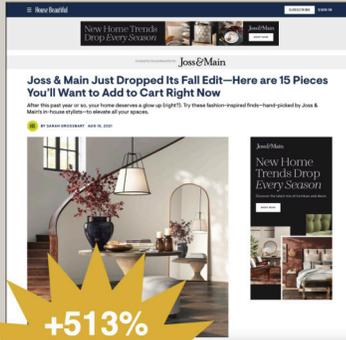
**Ultimate Design Glossary** Consider this your ultimate dictionary for all things design.

**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.

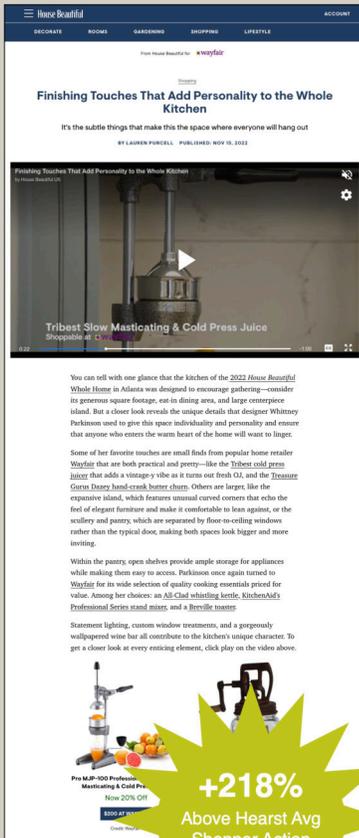
# House Beautiful

## 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.