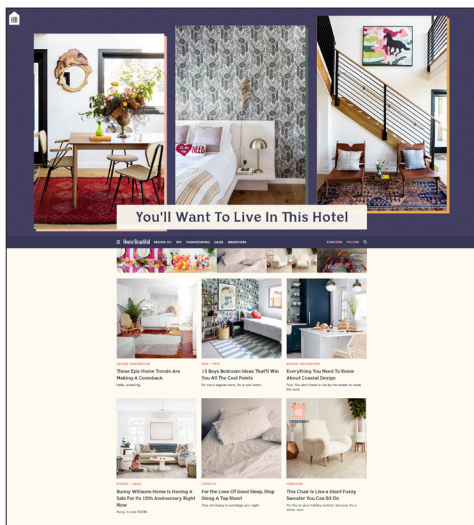


# House Beautiful



## HOUSEBEAUTIFUL.COM

Recently relaunched, the new HouseBeautiful.com will use its established authority in the home design space to transform into a destination for doers.

### ***Largest monthly audience in the shelter category***

Unique Visitors: . . . . .	4,810,000
Page Views: . . . . .	14 MILLION
Time Spent: . . . . .	2.4 MINUTES
Median Age: . . . . .	54.0
Median HHI: . . . . .	\$87,034

### ***Tablet Editions***

Opportunities to add sound, movement and interaction to campaign with custom tablet enhancements

### ***Social Media***

- **LARGEST FACEBOOK** community in the shelter category
- Over **10 MILLION** social media followers (As of October 2018)

### ***Digital & Social Opportunities***

- High-Impact Units
- Homepage Takeover
- Editorial Content Hub
- Co-Branded Custom Content
- Sponsored Editorial
- Sponsored Instagram
- Animated Custom Content

SOURCE: comScore August 2018; Social Media, October 2018

PLEASE NOTE: Additional online opportunities are available. House Beautiful will create custom digital programs based on advertiser initiatives.

Impressions are an estimate and subject to change. All programs subject to change.

OCTOBER 19, 2018

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