



 **HOME &
GARDEN**

MEDIA KIT 2016

HOME & GARDEN AUDIANCE

 **74M**

GA Monthly Page Views

 **26M**

GA Monthly Visitors

 **20M**

GA Unique Visitors

 **13M**

 **COMSCORE.**
Monthly Unique Visitors





7M GA UVs
3.9M COMSCORE.
Unique Visitors



2.9M GA UVs
528K COMSCORE.
Unique Visitors



2.1M GA UVs
715K COMSCORE.
Unique Visitors



97K GA UVs
226K GA PVs



389K GA UVs
3M GA PVs

Source: Google Analytics MAY 2016 & comScore 2016

THE RIGHT PUBLISHER

 comSCORE.

HOME - TOP PUBLISHERS

BY MONTHLY UNIQUE VISITORS

NO. 5 TOP PUBLISHER

HavenHome.

31 MILLION Monthly UV

HEARST *lifestyle network*
A Part of Hearst Digital Media

30 MILLION Monthly UV



14.2 MILLION Monthly UV



14.1 MILLION Monthly UV



13.8 MILLION
MONTHLY UV



11.3 MILLION Monthly UV



9.1 MILLION Monthly UV

Michael's

8.8 MILLION Monthly UV

THE RIGHT AUDIENCE

comSCORE. **INDEX:** Internet Brands Home & Garden



PV COMP. INDEX
 **717**

VERY LIKELY TO BUY NEW HOME
in next 6 months

PV COMP. INDEX
 **199**
Kitchen remodeled by Home owner
in last 12 months



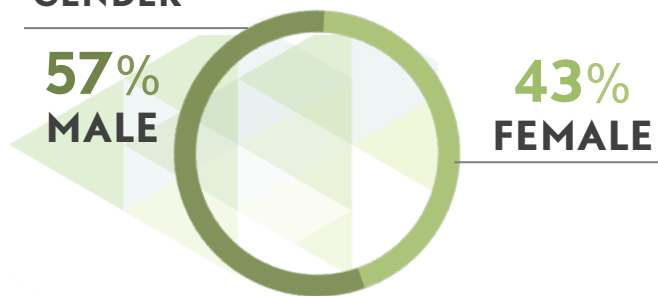
PV COMP. INDEX
 **193**

Gardening reportedly a leisure activity
Performed In the last 6 months

UV COMP. INDEX
 **150**
Donated to an environmental organization
in the last 6 months



GENDER



SOCIAL MEDIA & NEWSLETTER FOLLOWINGS



1.2M+
FACEBOOK

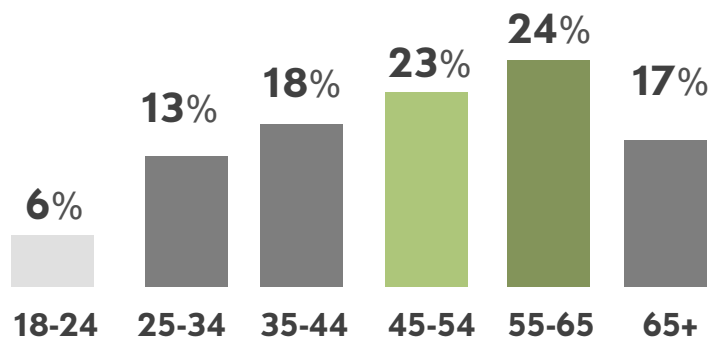


11K+
TWITTER

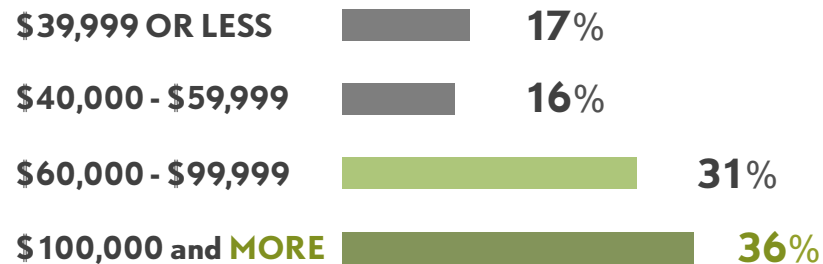


366K+
NEWSLETTER

AGE DEMOGRAPHICS



ANNUAL HOUSEHOLD INCOME



AVAILABLE INVENTORY | HOME & GARDEN

3rd Party AUDIENCE SEGMENTATS : September 2016

7MM Intent on shopping for home and garden Services

2.7MM Intent on shopping for home and garden furniture

5.2MM Interest in "Green living"

2.5MM Intent on shopping for Home and garden appliances

5MM In-Market Automotive owners Interested in Luxury SUV's

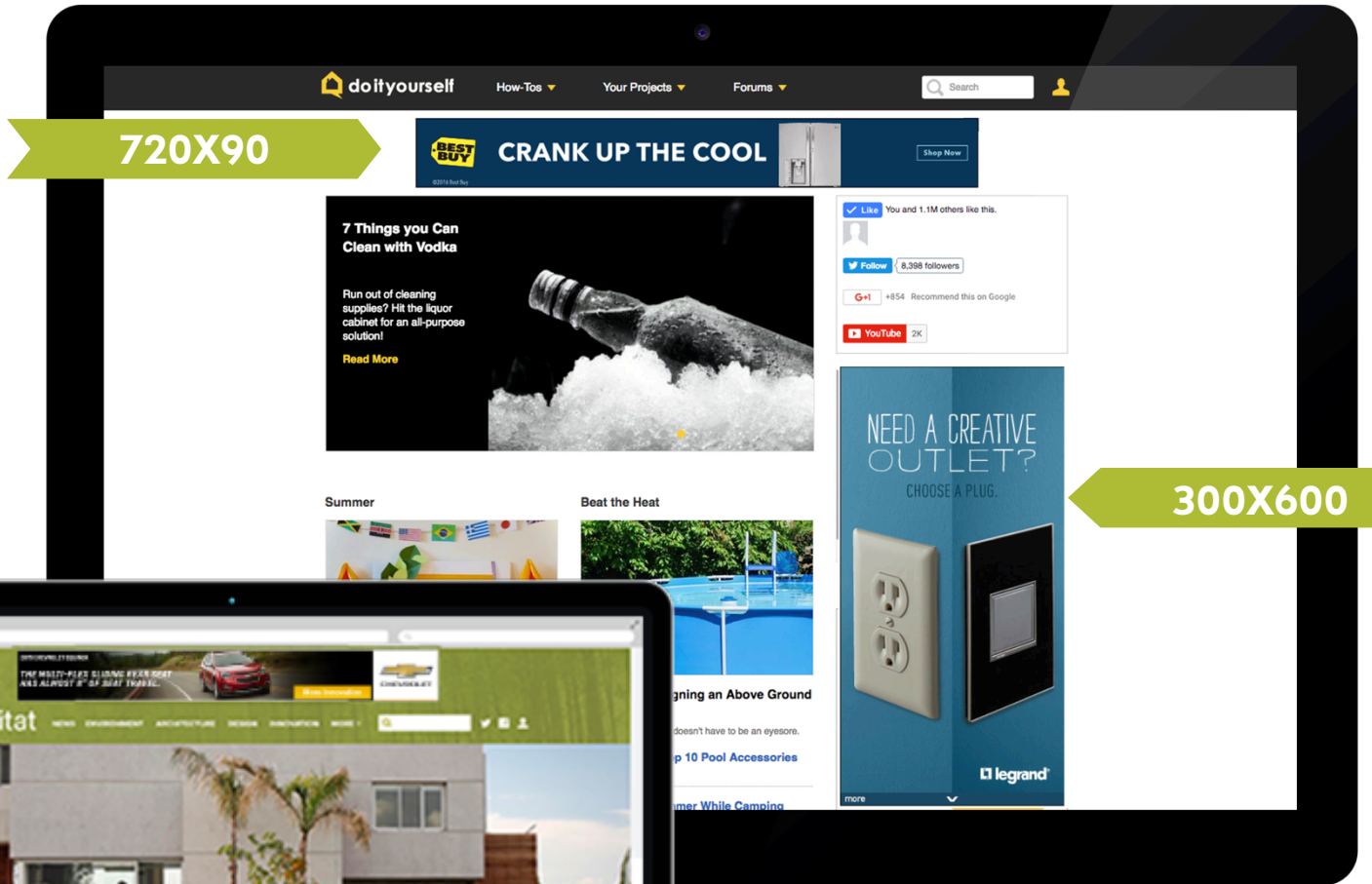
1MM In-Market and interested in purchasing Luxury Auto



ADVERTISING OPPORTUNITIES



AD GALLERY | STANDARD DISPLAY

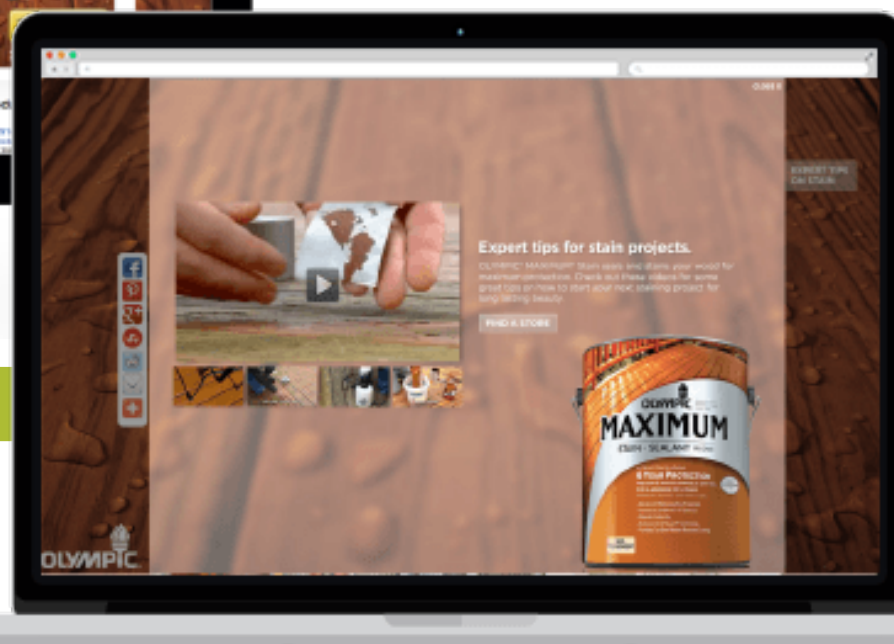


AD GALLERY | HIGH IMPACT UNITS



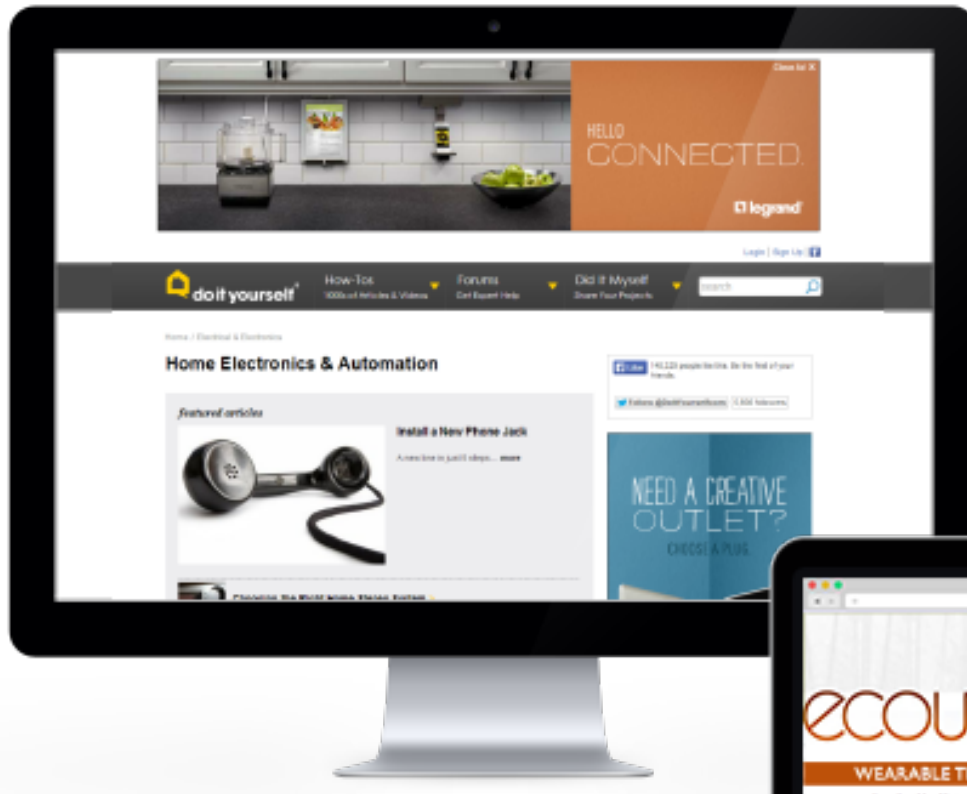
ACTIVE SITE SKIN

COLLAPSED VIEW



ACTIVE SITE SKIN
& ACTIVATED VIEW

AD GALLERY | HIGH IMPACT UNITS



BILLBOARD

970X66 pushing down content and expanding to 970x418

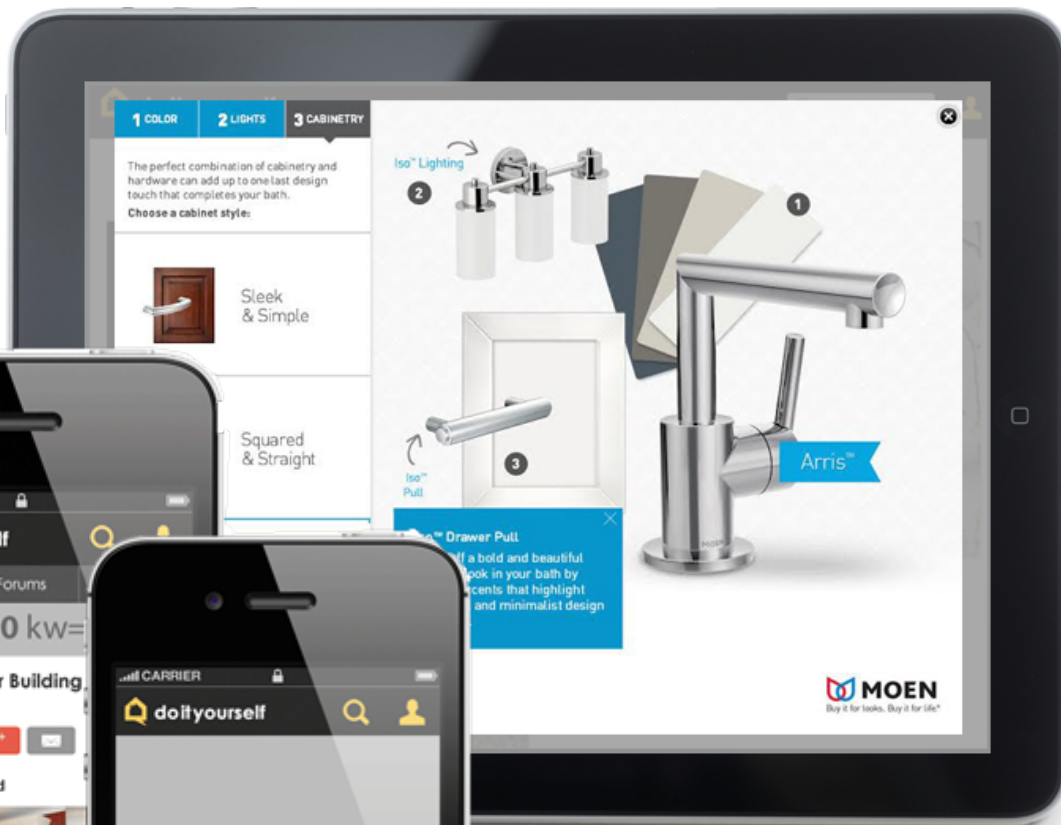


ROLLOVER

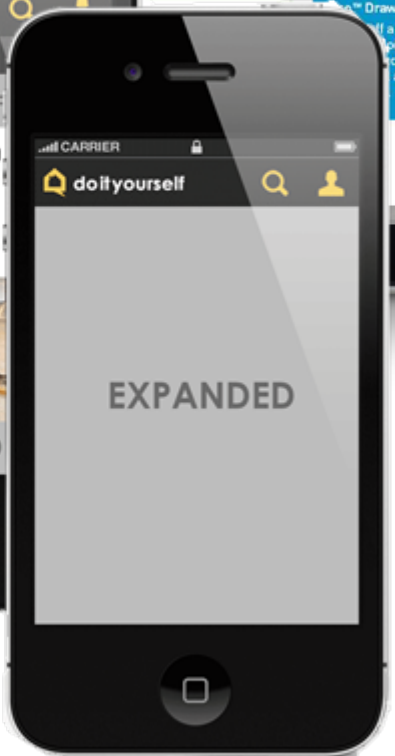
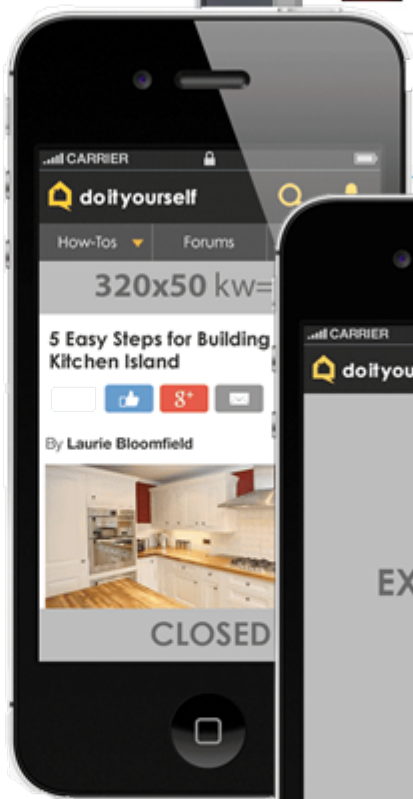
Sticky ad that scrolls with the page



AD GALLERY | HIGH IMPACT UNITS

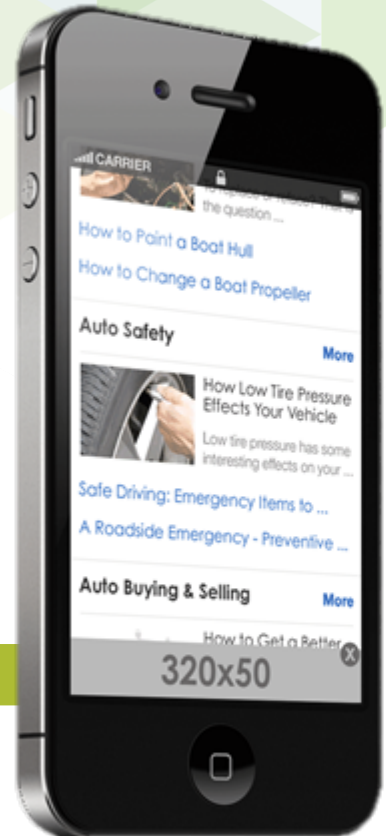


TABLET INTERSTITIALS



MOBILE FILMSTRIP

Expands from a standard unit to be a full screen gallery of rich media



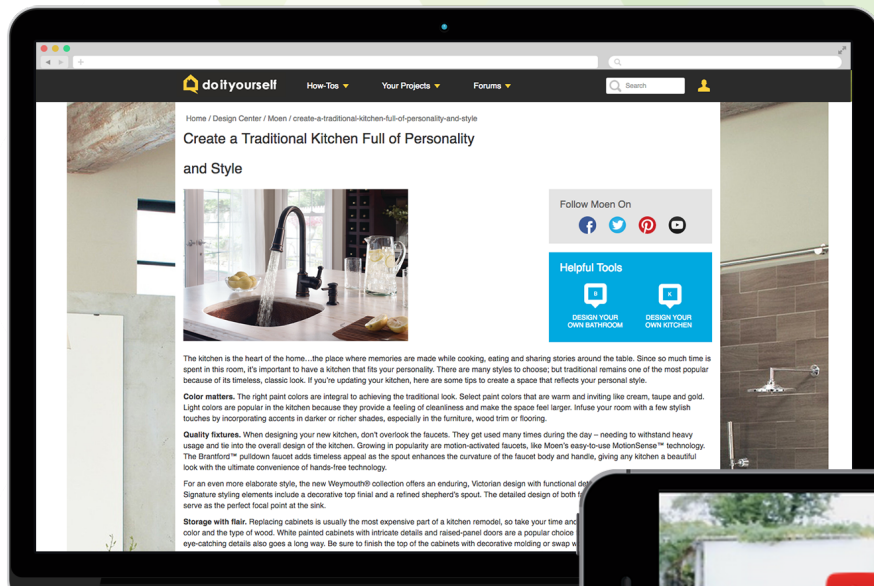
CUSTOM CONTENT | OVERVIEW

Align Your Brand with Our Voice

Internet Brands creates content that speaks directly to our audience's experience – both what they've done and what they hope to accomplish. We will make something our fans really love with your brand as our partner.

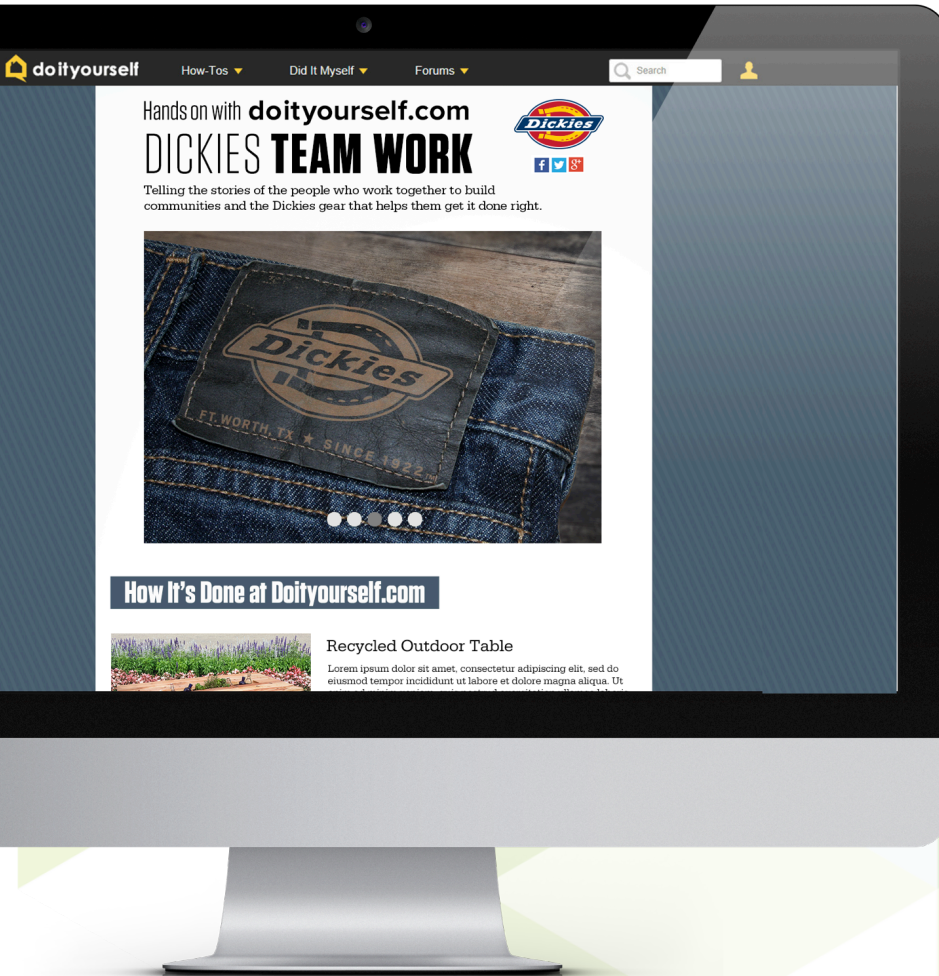
The Internet Brands editorial team produces a custom content package with **relevant video** and **articles**, a **microsite** for the content, and significant editorial **promotion** to draw in viewers.

Our custom sponsored series both inspire and educate, aligning your brand with our audience's ambition for creating a beautiful life.



CUSTOM CONTENT | MICROSITE

A living, breathing editorial section - this microsite is the central hub for branded custom content



Dedicated Sponsor Microsite

The Internet Brands in-house editorial team ideates and produces sponsored articles and videos tailored to your campaign. All of this lives in a specially designed, co-branded microsite our team creates for the audience to find the full sponsored series in one place.

The microsite also features brand product details or other client supplied content such as photo galleries, brand videos, tutorials, and more.

Stress Free Implementation

Our in-house tech and design teams are here for you and will take care of the setup without burdening your team. Simply provide raw assets, and we will create the finished piece.

inhabitat

NEWS ENVIRONMENT ARCHITECTURE DESIGN INNOVATION MORE ▾

Search articles



Announcing: Our \$8500 Method Laundry Room Makeover Winner!

CONTESTS

ANNOUNCING:
The Winner of the Method Laundry Room Makeover!

worth
\$8500



08/18/2010 under Contests

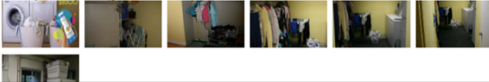
1 Comments

Like 0

by Kevin Dallas

VIEW SLIDESHOW

You may remember our **\$8500 Laundry Room Makeover contest**, where we teamed up with Method to give away an incredible green laundry room renovation. Well, more than **100,000** entries later we're thrilled to announce that our grand prize winner is.... **Karen Murphy of Connecticut!** She'll be receiving a complete eco-makeover of her entire laundry room — from new flooring and a fresh re-design to a brand new energy-efficient washer and dryer, not to mention an entire year's supply of **Method's eco-friendly laundry detergent!**



How much money can a solar roof save you in California?

Your Zip Code

Calculate My Savings!



INTEGRATED CONTESTS

This integration actively has the audience get to know your brand and products through the steps to enter the contest. It is always highly customized to your campaign goals

Contest package includes supporting editorial, promotion, and a microsite to house all associated content.

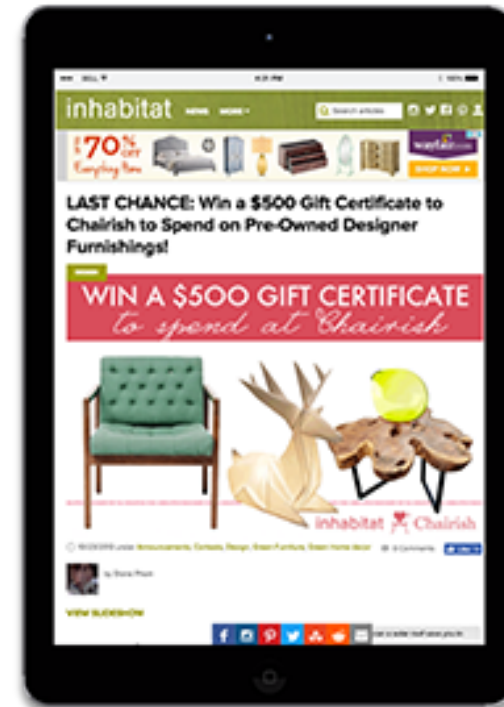
We handle design, administration, and production

FEATURED PRODUCT REVIEWS



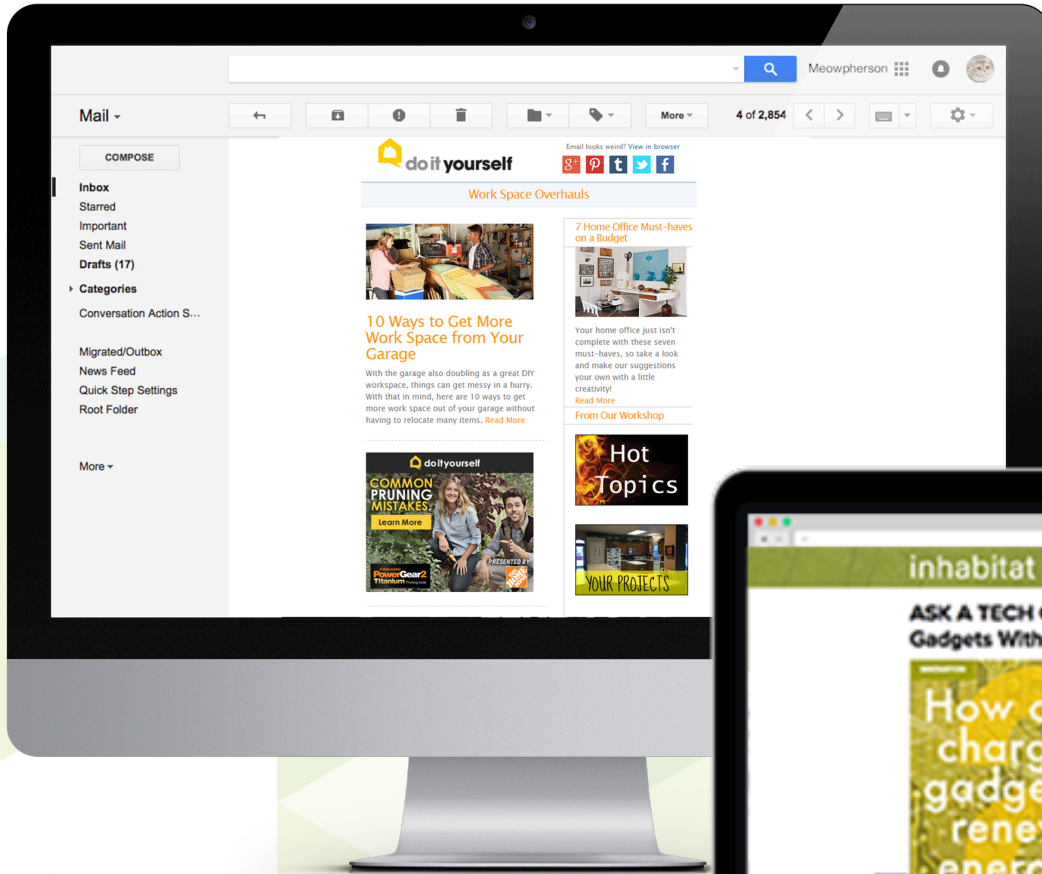
Features spotlight products: We work closely with you to highlight special features and showcase your products through detailed demos.

SPONSORED GIVEAWAY

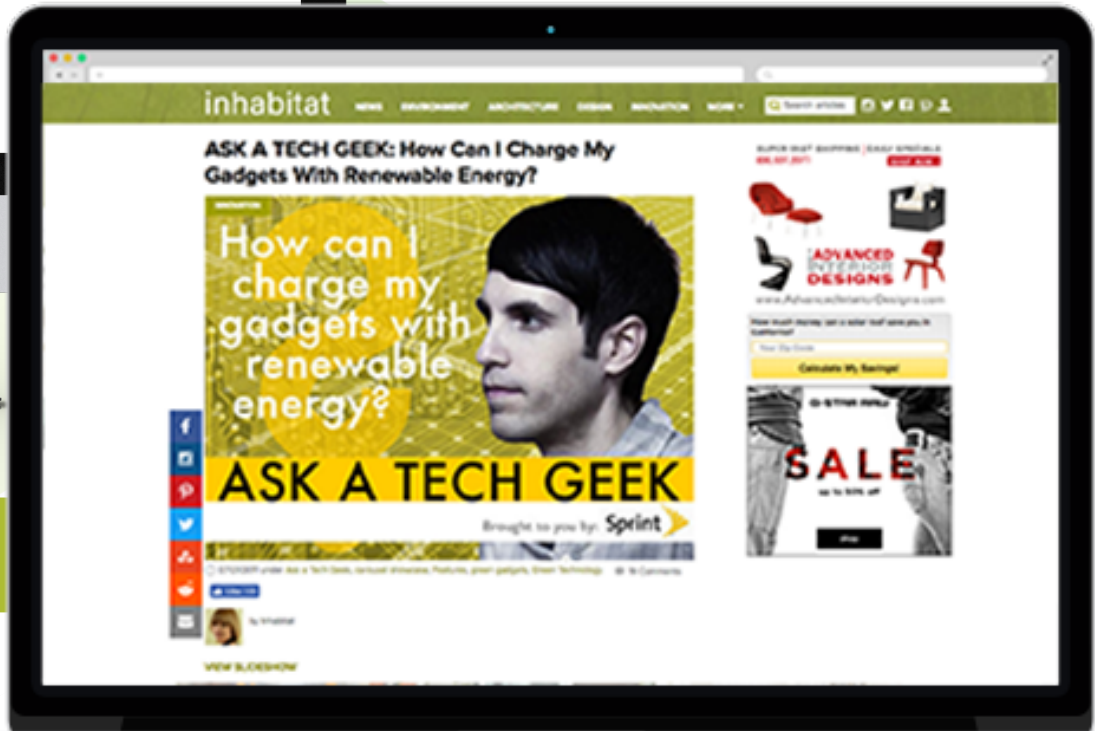


Our giveaways are highly successful for advertisers, and our audience can't get enough. Let us capture key marketing data for you while building awareness of your product and elevating your brand name.

SPONSORED POSTS & NEWSLETTERS

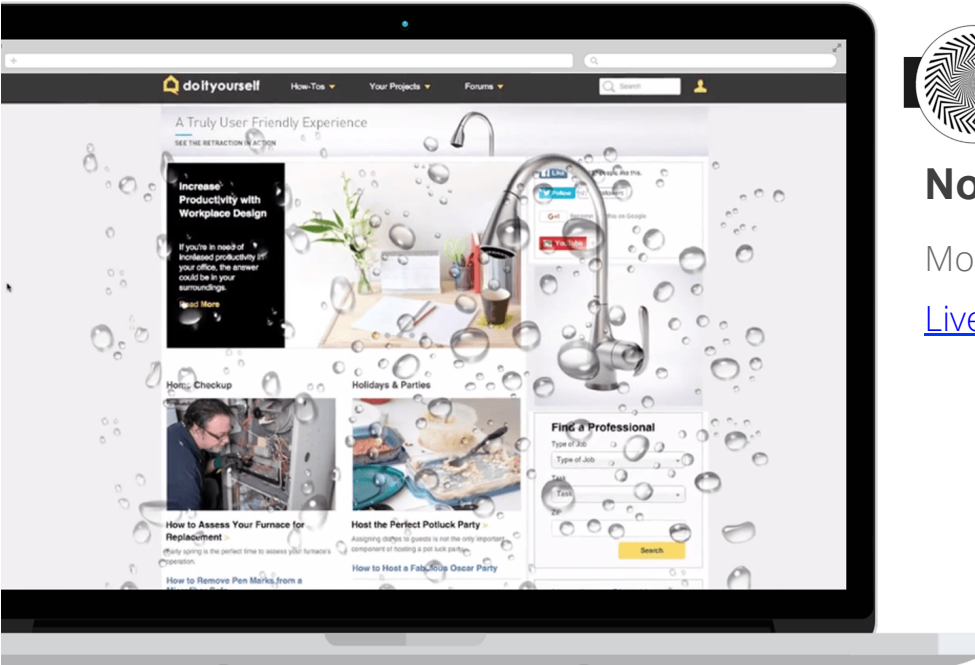


NEWSLETTER



SPONSORED POST

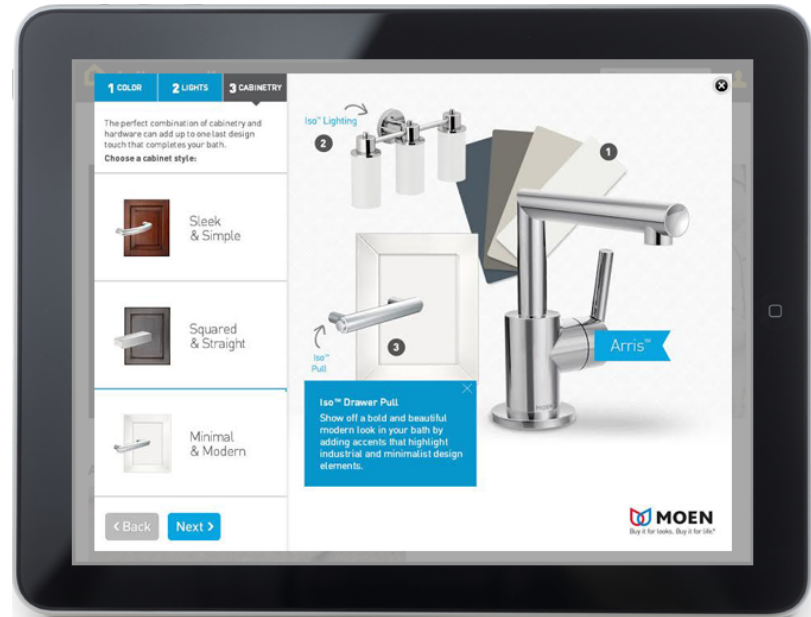
AWARDS & NOMINATIONS | 2016



Nominated for **BEST** Home Page Takeover

Moen Reflex Faucet by Contobox for Moen

[Live Demo](#)



Nominated For **BEST** Display Ad

Moen & Contobox and PHD - Moen Reflex Faucet Campaign

SELECT ADVERTISERS



HOW WE ARE DIFFERENT

VISIBLE



REACH YOUR TARGET AUDIENCE:
With **Contextual Niche Content**,
Increasing **Engagement**
And **Brand Awareness**

FLEXIBLE



WE PROVIDE COMPREHENSIVE CAMPAIGN
MANAGEMENT INCLUDING:
Campaign Monitoring
Third-party Reporting
Campaign Optimization

ON-SITE TECH & CREATIVE



EXPAND YOUR ONLINE PRESENCE!

We Provide The Utilization Of
Our Internal Creative
& **Tech Department**

TRANSPARENT



THIRD-PARTY AD SERVERS:

Protect **Your Brand's Integrity**
By **Knowing Exactly Where Your Message**
Is Being Seen.

THANK YOU!

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ACCOUNT EXECUTIVE

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