

## ONLINE MEDIA KIT 2009

The screenshot shows the homepage of HOMEandDESIGN.com. At the top, there is a navigation bar with the site's name and a search bar. Below the navigation bar, there is a large featured article titled "The Evolution of Home" with a photograph of a dining room. To the right of this article is a sidebar with a "LUXURY STYLE INSIDER blog" and a "WIN \$50,000" contest announcement. The main content area is divided into several sections: "PRIVATE TOURS", "FEATURED DESIGNERS", "PRODUCTS & SERVICES", "EDITOR'S TOP PICKS", and "ARCHIVE". At the bottom of the page, there is a footer with navigation links and a banner for "leaders in luxury" featuring a photograph of a hotel lobby.



HomeandDesign.com is the preeminent online destination for sophisticated home design and luxury living. With over 600,000 pageviews a month, HomeandDesign.com is constantly giving visitors fresh ideas for updating and transforming their homes.

HomeandDesign.com offers highly visible business exposure for luxury brands. Prominent placements can be found throughout the site within a wide range of standard units and spotlight units. Additionally, professionals can receive endorsement level exposure within our Featured Designers and Products & Services listings. Both directories give online visitors a ready reference of the most reputable firms for their design needs.

# HOMEandDESIGN.com: EDITORIAL

## Interior Design Section

The screenshot displays the homepage of HOMEandDESIGN.com. At the top, there is a navigation bar with the site's logo and the tagline "LUXURY HOMES AND FINE INTERIORS". Below the logo is a search bar and a menu with categories: HOME, INTERIOR DESIGN, OUTDOOR DESIGN, BUILD & REMODEL, LUXURY LIFESTYLE, LUXURY PROPERTIES, DATEBOOK, and PRODUCTS & SERVICES. A prominent banner features a large image of a modern, light-colored bowl-shaped table with a small sculpture on top. To the right of this banner is a "Stoli" advertisement. Below the main banner, there are several article teasers. One is titled "Private Tour- A Subtle Sense of Style" and features a photo of a dining room. Another is titled "Classical Contemporary" and features a photo of a living room. A sidebar on the left contains a "HOME DESIGN 100" section and a "ARTS & GALLERIES" section with sub-categories: HOMES, Galleries, and Photography. A "HORCHOW DESIGN NEWS" banner is visible at the top right of the page.

**HORCHOW DESIGN NEWS**  
DESIGNERS, TRENDS, IDEAS, & ADVICE >

# HOME&DESIGN

LUXURY HOMES AND FINE INTERIORS

SEARCH  GO

HOME INTERIOR DESIGN OUTDOOR DESIGN BUILD & REMODEL LUXURY LIFESTYLE LUXURY PROPERTIES DATEBOOK PRODUCTS & SERVICES

**The H&D Design 100**  
The nation's and public places feature editors' picks for the best of the best in home design.

### INTERIOR DESIGN

- Animal Welfare
- Project Teals
- Room Inspirations

#### Private Tour- A Subtle Sense of Style

A light, sophisticated aesthetic prevails in the home of Virginia Senator Kit Bond and his wife, Linda.

[Read more](#)

#### Classical Contemporary

A Georgetown house is updated for the present without losing its sense of the past by Dawn Deak, best known for decorating the Washington, DC, and Chesapeake Bay Yacht Club, homes of former President Bill Clinton and Secretary of State Hillary Rodham Clinton.

[Read more](#)

#### ARTS & GALLERIES

- HOMES
- Galleries
- Photography

**Stoli**

**HOME&DESIGN**  
10th Anniversary

SUBSCRIBE

VIEW CURRENT ISSUE

OR

EVENTS Diary

REGISTER FOR THE 2014 DESIGN AWARDS

SEARCH YOUR ID HERE

**HORCHOW**

**\$5,000 HOME DECOR SWEEPSTAKES**  
NO PURCHASE NECESSARY

Special prize: \$5000 Kitchen Collection. Includes kitchen island & sink, chandelier, and more. Ends 12/31/14.

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HomeandDesign's thorough editorial coverage of innovative interior and exquisite exterior design gives visitors a wealth of information at their fingertips 24/7. Placements are available in a wide variety of complementary editorial.

First-time visitors will find design ideas organized into four distinct content categories – **Interior Design, Outdoor Design, Build & Remodel and Luxury Lifestyle.** Each category has an extensive menu of specialty editorial topics...with everything from antiques and lighting, to bath fixtures and patios & decks. The easy-to-navigate sub categories ensure that visitors find solutions and connect with quality providers to get their projects completed!

# HOMEandDESIGN.com: AUDIENCE

## GENDER

% FEMALE	68
% MALE	32

## AGE GROUP

AVERAGE AGE	42
AVERAGE HOME VALUE	1.3 MILLION

OWN A 2ND HOME	37%
OWN A CAR OVER \$50K	42%
AVERAGE HHI	\$300K

Average Monthly Pageviews

**610,000**

Average Monthly Unique Visitors

**124,250**

**H**omeandDesign.com's audience is a unique and valuable blend of design and building professionals, estate owners and wealthy enthusiasts of inspired décor and fine furnishings.

An advertisement on [HomeandDesign.com](#) will create a powerful presence that will work to bring you new business and keep you top-of-mind with customers as they proactively seek home design and luxury living options.



# HOMEandDESIGN.com: WHY HOME&DESIGN.COM?

## A MINIMAL INVESTMENT

in standard advertising units and spotlight units will yield instant reach and exposure for your business.

## REACH A QUALIFIED AUDIENCE

of information-hungry consumers, seeking design inspiration and information for their next home projects.

## TARGETED EDITORIAL

allows you to reach consumers looking for very specific design information.

## INTEGRATION PROMPTS RESPONSE!

Your investment in HomeandDesign.com adds impact to your message in HOME & DESIGN magazine.

## Current & Past Advertisers



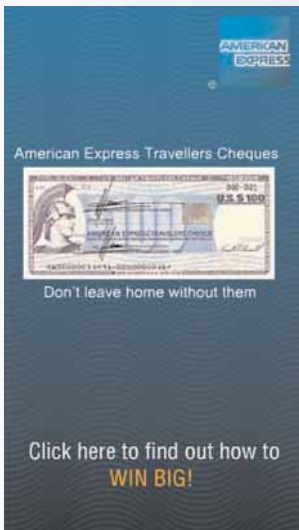
# HOMEandDESIGN.com: ADVERTISING OPTIONS



◀ 728 X 90 LEADERBOARD

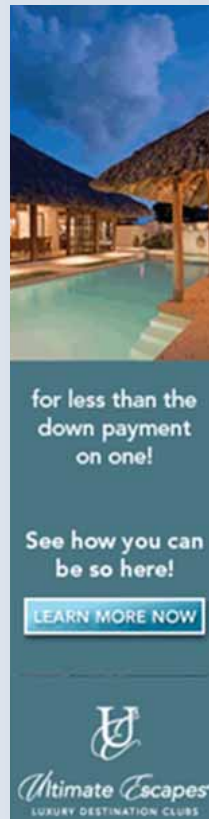


◀ 300 X 250 MEDIUM RECTANGLE



160 X 600 SKYSCRAPER ▶

◀ 300 X 600 HALF PAGE



300 X 100 MASTHEAD UNIT ▶



## FEATURE PHOTO CHANNEL SPONSORSHIP



◀ SPOTLIGHT UNITS

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