

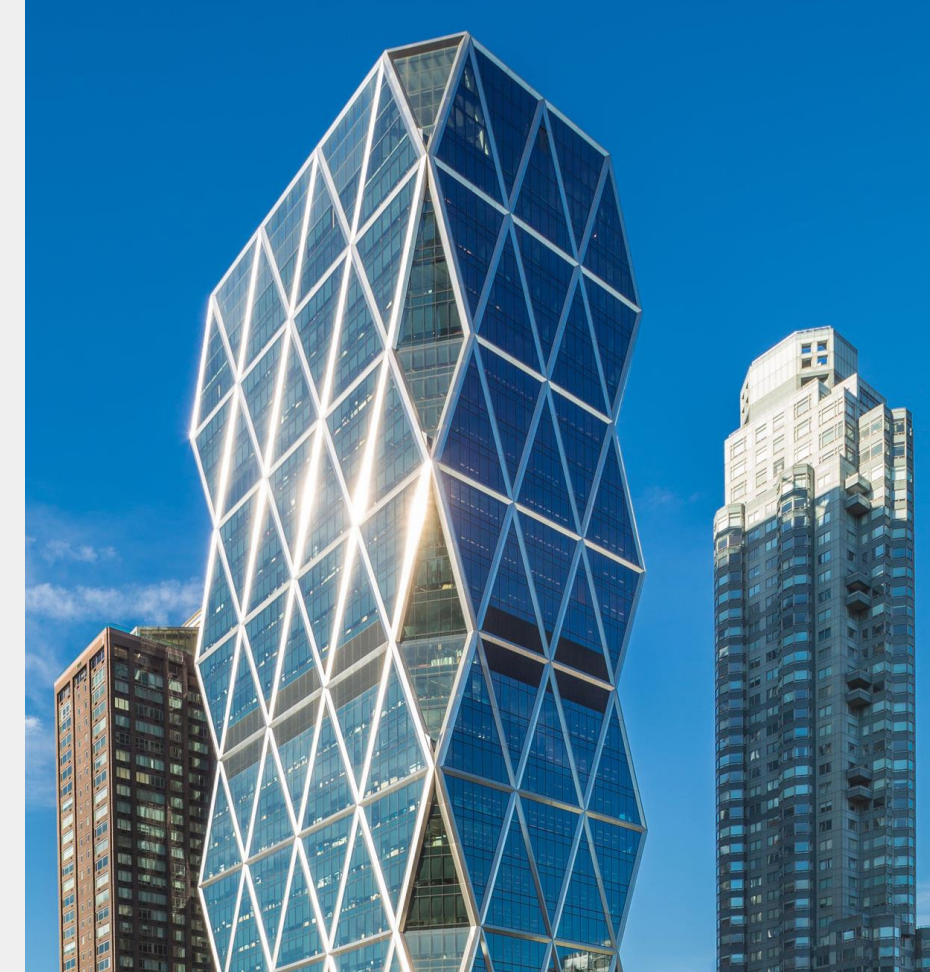


HEARST HOME

STORYTELLING

THE STORY

- Hearst Brands
 - Creativity
 - Trust
 - Reach
 - Action
- Hearst Home Brands
 - Cosmopolitan
 - House Beautiful
 - Country Living





seventeen



delish



House Beautiful



Women's Health



Country Living



COSMOPOLITAN



Esquire



Prevention



RUNNER'S
WORLD



VERANDA



GOOD
HOUSEKEEPING



TOWN&COUNTRY



ELLE **DECOR**



ELLE



CAR AND DRIVER



Men's Health



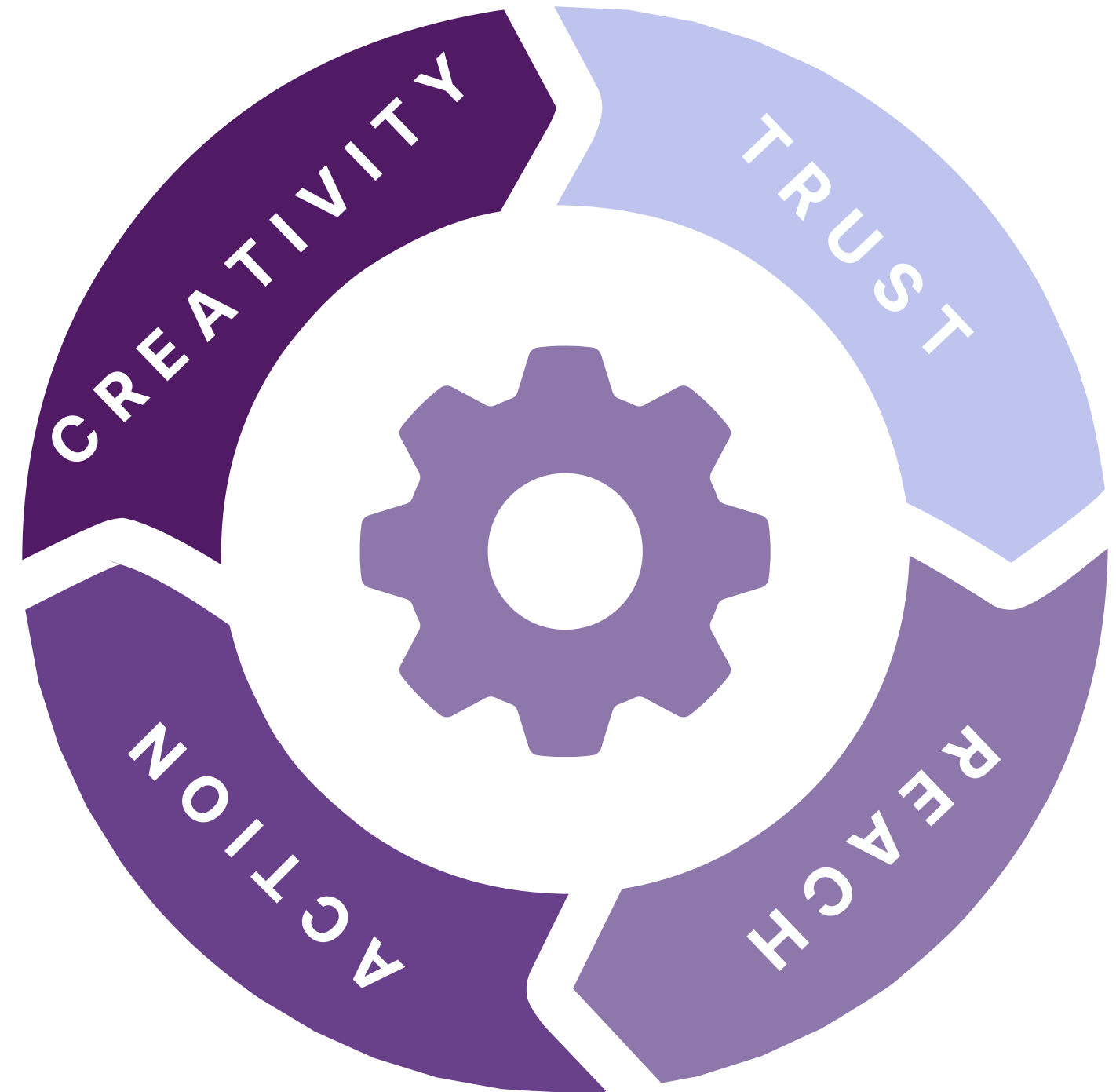
Opal Daily



BAZAAR
Harper's

IMPACT ENGINE

Hearst's digital content
sold over \$1.5B worth
of all goods and \$353M
worth of home and
décor goods for retailers
in 2024



**DIGITAL
VIDEO**

**DIGITAL
SOCIAL VIDEO**

**DIGITAL
RICH EXPERIENCE**



A TRUSTED VOICE FOR GENERATIONS

Purpose driven

Innovation

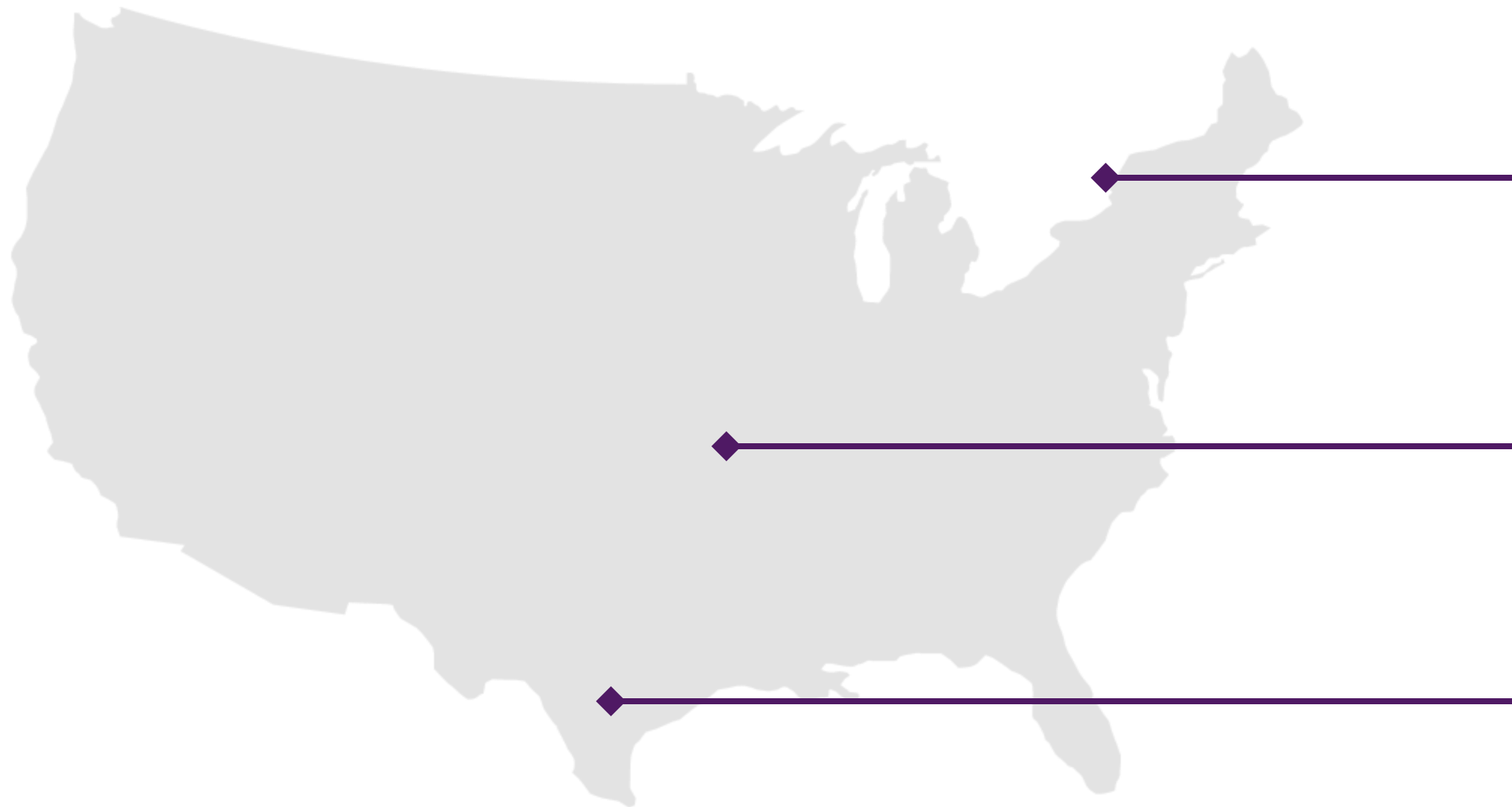
Relevance

Expertise lead

Science Backed



We reach **140M PEOPLE** every month through our home and lifestyle brands, **2 OUT OF 3** interior decorating consumers



66%

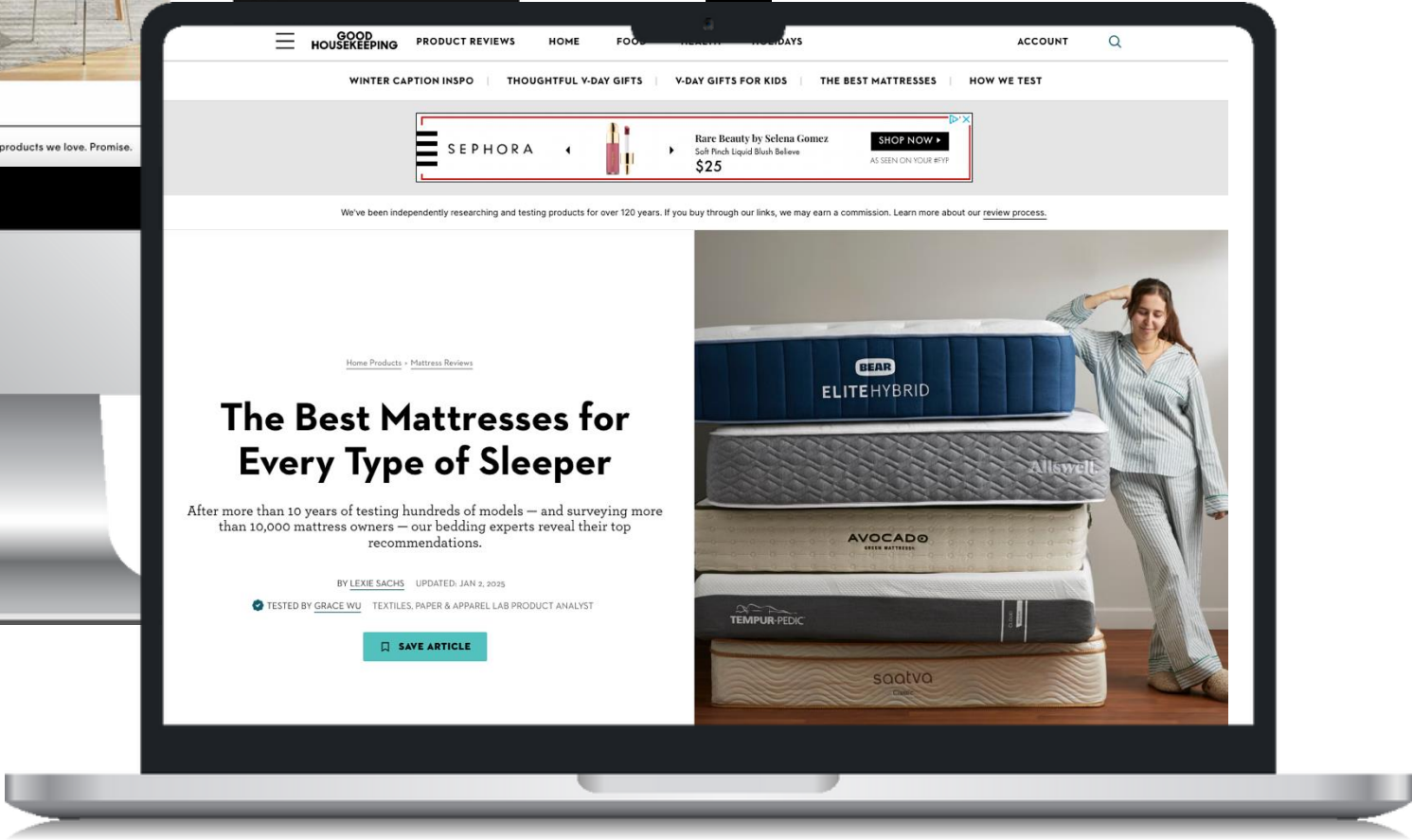
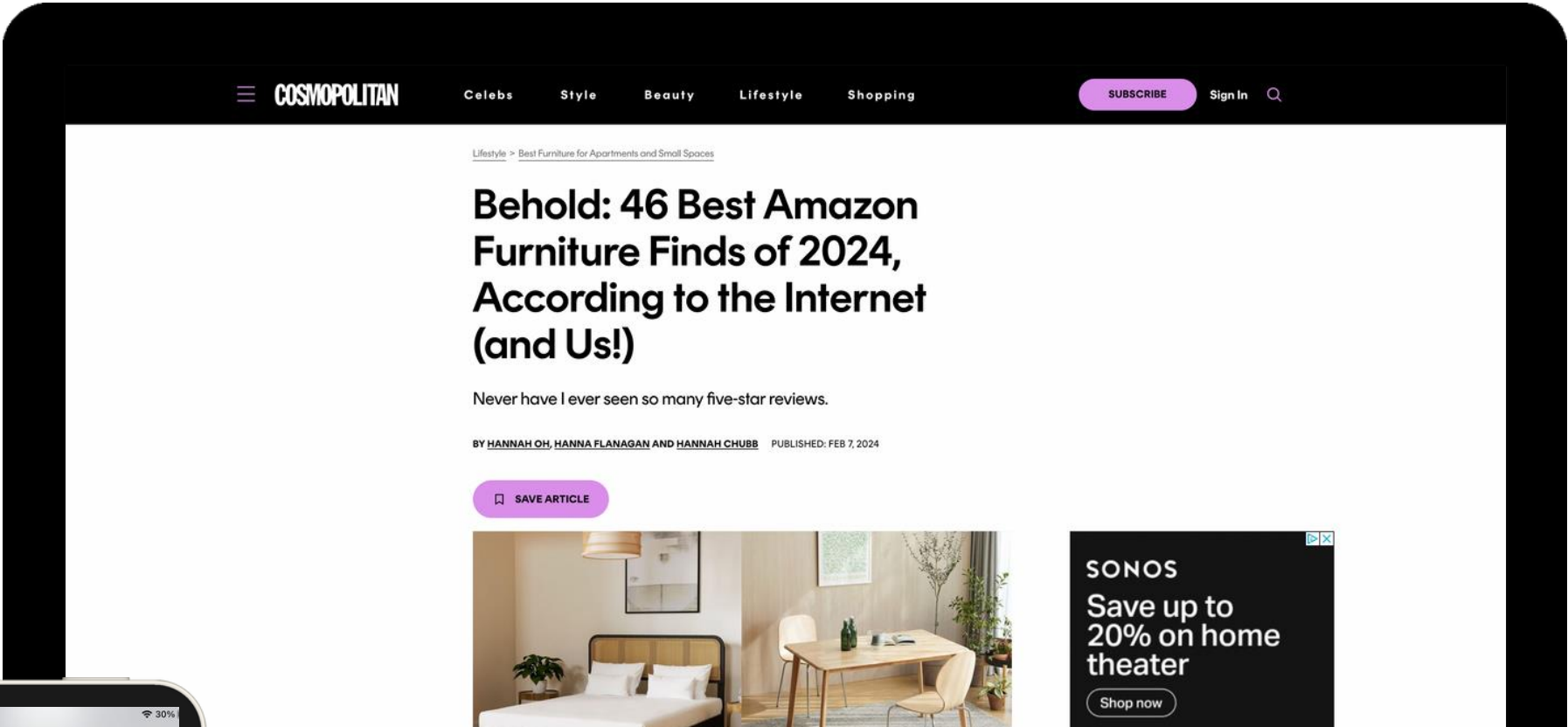
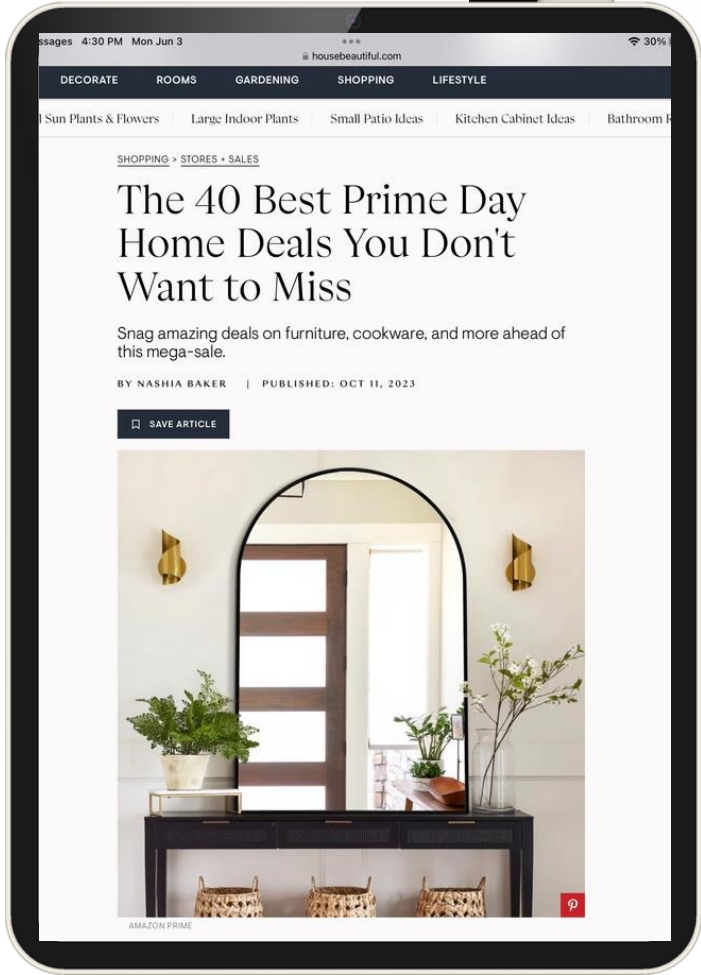
Hearst reached 66% of all women who shopped home décor in 2024

\$34.4B

55% of all spending in this category in the US last year.

18K

Home items sold every day by Hearst



Generated
\$3.3M

Behold: 46 Best Amazon Furniture Finds of 2024, According to the Internet (and Us!)

Never have I ever seen so many five-star reviews.

BY HANNAH OH, HANNA FLANAGAN AND HANNAH CHUBB PUBLISHED: FEB 7, 2024

SAVE ARTICLE



Amazon

We may earn commission from links on this page, but we only recommend products we love. Promise.

SONOS
Save up to
20% on home
theater

Shop now

Generated
\$4.9M

The 40 Best Prime Day Home Deals You Don't Want to Miss

Snag amazing deals on furniture, cookware, and more ahead of this mega-sale.

BY NASHIA BAKER PUBLISHED: OCT 11, 2023

SAVE ARTICLE



AMAZON PRIME

Generated
\$1.2M

The Best Mattresses for Every Type of Sleeper

After more than 10 years of testing hundreds of models — and surveying more than 10,000 mattress owners — our bedding experts reveal their top recommendations.

BY LEXIE SACHS UPDATED: JAN 2, 2025

TESTED BY GRACE WU TEXTILES, PAPER & APPAREL LAB PRODUCT ANALYST

SAVE ARTICLE



A rustic country living room with a fireplace, two sofas, a wooden coffee table, and a large chandelier. The room features white walls with vertical paneling, a white ceiling with exposed beams, and a large window with a white frame and a light-colored valance. The fireplace has a white and grey checkered tile surround. Two light-colored sofas are positioned on either side of the fireplace, each with a red patterned pillow. A wooden coffee table in the foreground holds a large vase of green hydrangeas, a bowl of seashells, and a tray of fruit. A large black chandelier hangs from the ceiling. A wooden door is visible on the right side of the room.

Country Living



Leave the Roads; Take the Trails

Country Living is a hybrid shelter-lifestyle brand that takes a mass-pirational approach to all things home and champions the idea that everyone has their own kind of country, regardless of geography.





Country Living

countryliving.com site visitors are 2X more likely than the average internet user to be consuming the Interior Decorating content.



22mm+

Country Living readers say "My Home is an expression of my personal style"



20.7mm+

say "I enjoy entertaining people in my home" - 71% of audience



4.2mm+

women who shop online for home furnishings, past 6 months - index=172



21.6mm+

say "I'm always looking for new ideas to improve my home" - 74% of audience



The Great Outdoors Just Got Better

Spruce up your outdoor space with USA-made, weather-resistant furniture made from recycled plastic.



Free Shipping

COUNTRYLIVING.COM/POLYWOOD



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CL countrylivingmag · 2w
Did someone say weekends by the pool!? 🍹 From backyard entertaining to relaxing by the water, our @polywood Wovendale Bar Cart is the perfect addition to your summer activities. Head to the link in our bio to shop now!

+

sarahvanessaathome · 2w
Oh how cute

Like Reply

View all 1 replies

371 likes
July 24

Log in to like or comment.

< ☆ 🗑️ ⋮

CountryLiving x Polywood to me

Crafted with 100% HDPE Lumber

Our all-weather furniture is designed to bring the charm of the countryside to your home.

Shop now

CountryLiving by POLYWOOD

The Great Outdoors Just Got Better

USA-made | Free Shipping | 20 Yr. Warranty

SHOP NOW

FROM THE CL SHOP

Pretty Up Your Patio

Comfy cushions in a stylish and durable performance fabric provide the finishing touch to outdoor furniture. Visit countryliving.com/polywood to see the entire Country Living collection.

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MAGAZINE BECOT LINGST-STARNER

COSMOPOLITAN





IT'S YOUR WORLD, *DECORATE IT*

From her freshman dorm to her first apartment, Cosmopolitan is there to help readers design, organize, and tackle easy DIY projects that actually look goood (maybe even impressive?).

Like everyone, she wants to feel calm, safe, and maybe even a little fancy in her space—so Cosmo provides her with ALL the answers. From the ideal bedroom paint color (based on her birth chart, of course), to the plants even she will never be able to kill, we're her go-to guide to creating a home worth canceling plans for.





1 in 3 purchased HH Furnishings in the past 12 months (7.9M adults), spending a total of \$5.8B

The Cosmo audience is more likely than the average adult to have a great deal of knowledge and experience on the topic of Interior Decorating (i126)

Cosmo readers are **60% more likely than the average adult** to have family/friends often ask for and trust their advice on the topic of Interior Decorating (i159)

Nearly **3 out of 4 (71%) of Cosmo audience** see their home as an expression of their personal style

In 2024 Cosmopolitan's Home & Décor content **sold over 252K items**

WHERE GEN Z COMES TO SHOP, SCROLL, AND SPLURGE

COSMOPOLITAN

StyleBeautyPop CultureLoveShopping

SUBSCRIBE

Sign In

2025 Grammys Red Carpet

\$25 Valentine's Day Gifts

KATSEYE Exclusive


Gracie Abrams Cover

Lip Blushing 101

Lifestyle > Shopping All These Pretty Things

13 Small-Space Couches That Won't Take Over Your Tiny Living Room

Small footprint, big comfort.



4

best value couch for small spaces

CosmoLiving by Cosmopolitan Highland 72" Square Arm Sofa

\$415 AT AMAZON

\$415 AT WAYFAIR

PROS

- Looks so luxe for the price
- Rear cushions are foam-filled for back support

CONS

- May feel too firm for some
- Only comes in two color options


Not to brag, but we make a pretty great lil sofa, if we do say so ourselves. Featuring velvet upholstery, narrow track arms, sleek gold legs, and matching accent pillows.

Color Schemes That Are Popping Off Right Now, According to Designers

House Beautiful <housebeautiful@email.housebeautiful.com>

Friday, January 31, 2025 at 11:06 AM


To: Blum, Amanda



Costco Sells a MASSIVE Golf Simulator—And It's Actually Cheaper Than a Country Club Membership

Turn your den into your favorite putting green.


READ MORE



63 Kitchen Backsplash Ideas That Make the Space Look Like New

This versatile feature proves that a little pattern goes a long way.

READ MORE



Enjoy Cozy in Style

SHOP NOW



COSMOLiving by COSMOPOLITAN

Cut the CLUTTER

PSA: With the Gwyneth Closet System you can make your space look so much... well, spacey-er!


COSMOPOLITAN.COM/HOMESHOP

amazon.com | wayfair | TARGET

COSMOLiving by COSMOPOLITAN


Your Holiday Hostess Oasis Awaits

SHOP NOW




The Coco Sofa makes cozy look cool.

SHOP NOW



Binge alllllll your fave holiday movies with the Rene TV Stand.

SHOP NOW



The Brielle Coffee Table is the cutest centerpiece for every get together.

SHOP NOW

Cosmopolitan

Sponsored

Make your ~girl mess~ even cuter with this CosmoLiving dresser. Check it out now at Walmart. ❤️


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walmart.com

CosmoLiving by Cosmopolitan

Shop now



The epitome of ZEN.

COSMOLiving by COSMOPOLITAN

CosmoLiving™ channels vintage glam vibes with a modern twist

A detailed view of a classic living room. The walls are a vibrant red, and the ceiling features a decorative white cornice. Two large, ornate yellow bookshelves with glass doors and brass handles flank a central fireplace with a dark marble mantel. A large mirror is mounted above the fireplace, reflecting a green plant. Two yellow sofas with patterned cushions are positioned on either side of the fireplace. In the foreground, a long, rectangular red marble coffee table holds a vase of pink flowers, a small statue, and a tray. Two beige upholstered armchairs are placed in front of the coffee table. To the left, a side table holds a green lamp with a white shade and a small statue. To the right, another side table holds a similar lamp and a globe. A large landscape painting is on the right wall. The floor is covered with a patterned rug.

House Beautiful[®]



THERE'S NO PLACE LIKE HOME

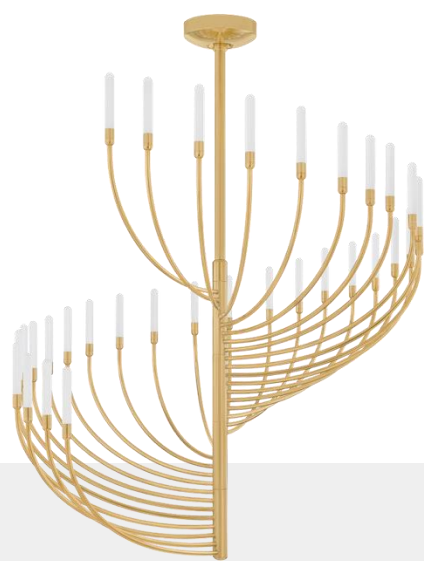
Respected by the readers as well as industry leaders, House Beautiful has always been the definitive guide to great design, empowering and guiding a decorating obsessed audience through every important home decision.



House Beautiful

housebeautiful.com site visitors are 2X more likely than the average internet user to be consume Home & Garden content and 3.2X more likely to consume Interior Decorating content.

These consumers love to add color and spice to their home. They enjoy cooking and entertaining guests, as well as buying interesting decor for themselves.



82%

more likely to be women who purchased Home Furnishings online in the last 6 months (index 182)



80%

of HB readers are the principal household shoppers



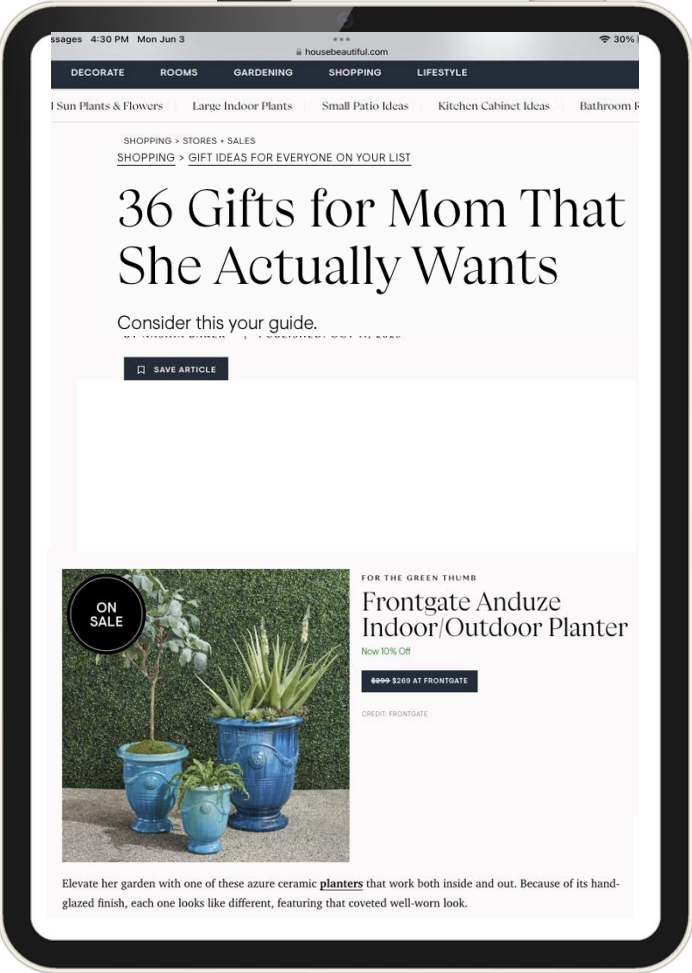
86%

enjoys celebrating special occasions at home with family and friends.



Frontgate x House Beautiful

Collaborative Storytelling



Frontgate partnered with Robert Rufino, Senior Style Designer at House Beautiful, to design a bedroom suite that will start your year off in style. A cozy yet modern sanctuary with just a hint of romance, this bedroom is a true respite from the chaos of the everyday.

SHOP NOW



Frontgate x House Beautiful

Story: Find Your Paradise with House Beautiful

Dive In!

It's time to dive in and beat the heat. Create your backyard oasis by embracing all those poolside essentials to keep you and your guests feeling relaxed and refreshed this summer.

Frontgate Resort Collection™ Newport Teak Chaises
Durably crafted 8' chaises with weathered teak frames. Slings in multiple colors. Imported.
Set of Two #166218 | \$1,499

STYLED WITH:
Frontgate Resort Collection™ Newport Teak Dining Armchairs, Set of Two | \$999 (\$25)
NEW Soleil Adirondack Chair \$1,249
Soleil Pool Float Beverage Tub | \$399
Garlando G-500 Indoor/Outdoor Football Table | \$1,799

Westport Outdoor Kitchen Aluminum Cabinet with Two Doors | \$3,499
Westport Outdoor Kitchen Aluminum Console with Beverage Tub | \$2,699
9 ft. Resort Designer Umbrella starting at \$1,049
Shown in Resort Stripe Air Blue with White frame

Teak Prism Umbrella Table in Weathered | \$899 (\$39)
Anduze Planters | starting at \$299
Hingham Lanterns | starting at \$149
Frontgate Resort Collection™ Turkish Beach Towel | \$79

800.999.3030 127



THANK YOU
AND
WHAT'S NEXT?

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