

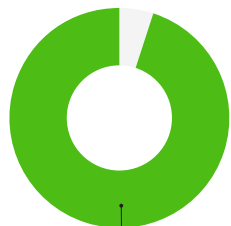
Houzz Brand Solutions Media Kit



Houzz is the leading platform for home remodeling and design. **Millions of homeowners** come to Houzz to get inspired, find professionals and shop for their home. **2.5+ million home improvement professionals** use Houzz to engage with homeowners and stay up to date on the latest products and trends.

- **Tell your brand story** using powerful tools to build awareness and strengthen authority.
- **Connect with millions** of homeowners, home design enthusiasts and home improvement professionals.
- **Influence buying decisions** in the active and diverse Houzz community.

User Activities¹



95%
did a renovation, decorating or building project in 2018 or plan to in 2019

51%
plan to renovate in 2019

1 in 30
plan to build a home in 2019

47%
plan to decorate in 2019

¹ Activities among Houzz users 18 and over who responded to a 2019 survey.

Audience Profile² Reach more consumers than all major national shelter magazines combined.³
Our audience is affluent, educated and actively remodeling and decorating.

Gender
Female.....**80%**
Male.....**20%**

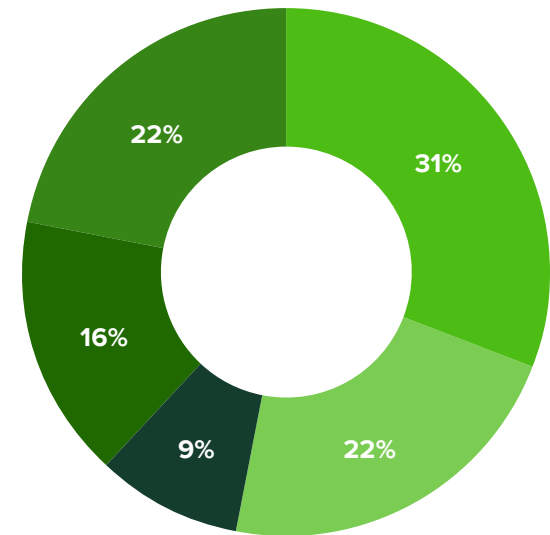
Education
College graduate.....**67%**
Postgraduate.....**30%**

Household Income
\$100K-\$149K.....**59%**
\$150K+.....**32%**

Home Ownership
Own home.....**90%**
Own second home.....**21%**

Age

- 25-34
- 35-44
- 45-54
- 55-64
- 65+



² Audience profile source: 2019 Houzz user surveys

³ Magazine circulation source: Cision, May 2019

“The first on my list of best apps for home improvement.”

The New York Times

“The Wikipedia of interior and exterior design.”

CNN

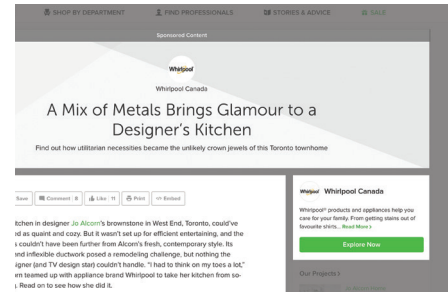
“There’s no better place to go than Houzz.”

Techcrunch

Advertising Opportunities

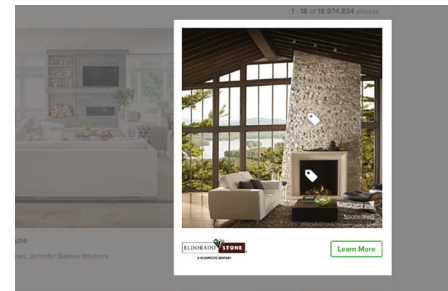
Houzz is the only platform that covers the entire purchasing cycle—from researching to finding a professional and buying products—and **your brand can be there at every step.**

Sponsored Content



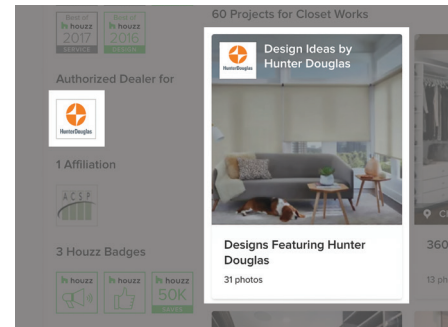
Differentiate your brand as an industry thought leader through bespoke, high-quality articles shared via our highly popular newsletter to millions of homeowners. Our dedicated content team will produce stories designed to **engage and influence the Houzz community.**

Native Display Advertising



Seamlessly integrate beautiful lifestyle imagery of your products into the Houzz platform, providing homeowners with design inspiration and gaining **valuable exposure** for your brand.

Local Advertising



Cooperative Build dealer loyalty and enjoy broad, **ongoing brand awareness** via cobranded local advertising on dealers' Houzz profiles.

National Pro+ Build local awareness and **increase walk-in traffic** to your showrooms across the country.

Newsletter Sponsorship



Distribute time-sensitive messaging via **exclusively sponsored twice-weekly Houzz newsletters.** Target trade and/or consumer audiences for product launches, brand awareness and more.