

VERANDA

Where Exceptional Taste Lives

2024 MEDIA KIT

VERANDA



"VERANDA is where exceptional taste lives. By delivering style, home, garden, entertaining, art, and travel content through a sophisticated, authoritative lens, VERANDA invites a community of engaged readers to celebrate the joy in design and decorating, as well as the very best in gracious living."

STEELE MARCOUX
Editor in Chief



2024 EDITORIAL CALENDAR

JANUARY | FEBRUARY

Preserving Our Future

How saving places from the past creates a more beautiful present — and a brighter tomorrow

ON SALE: 12.19.23

AD/MATERIAL CLOSE: 10.26.23

MARCH | APRIL

The Designer Issue

Mastering the art of original style

ON SALE: 2.20.24

AD/MATERIAL CLOSE: 12.20.23

MAY | JUNE

Into the Wild

A celebration of natural beauty, indoors and out

ON SALE: 4.23.24

AD/MATERIAL CLOSE: 3.1.24

JULY | AUGUST

The Mexico Issue

Celebrating its unique design point of view and global influence

ON SALE: 6.18.24

AD/MATERIAL CLOSE: 4.24.24

SEPTEMBER | OCTOBER

The Future in Color

Optimism, legacy, illumination: a look at how color is changing our world

ON SALE: 8.20.24

AD/MATERIAL CLOSE: 6.26.24

NOVEMBER | DECEMBER

The Parties Issue

The ultimate guide to hosting, gifting, festooning, cocktailing, and beautiful bon vivanting

ON SALE: 10.22.24

AD/MATERIAL CLOSE: 8.22.24

CIRCULATION

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373,762

PAID SUBSCRIPTIONS

336,630

AVERAGE SINGLE COPY SALES

35,207

DIGITAL CIRCULATION

5.5% of total circulation

AVERAGE SUBSCRIPTION PRICE (ANNUALIZED)

\$22.50

TOP 5 STATES WITH THE HIGHEST CIRCULATION

California, Texas, Florida, New York, Georgia

TOP 5 MARKETS WITH THE HIGHEST CIRCULATION

1. New York Tri-State (CT, NJ, NY, PA)
2. Los Angeles, CA
3. Atlanta, GA
4. Chicago, IL
5. Dallas, TX





AFFLUENT READER PROFILE (IPSOS)

TOTAL AUDIENCE: 908,000

DEMOGRAPHICS

WOMEN.....	43.2%
MEN	56.8%
MEDIAN AGE	42
AGE 25-54	74%
MARRIED OR PARTNERED	94%

HOUSEHOLD INCOME

MEDIAN HHI	\$195,672
HHI \$150,000+.....	77%
HHI \$200,000+	48%
HHI \$250,000+	25%

EDUCATION

ANY COLLEGE	97.9%
GRADUATED COLLEGE OR MORE.....	90.1%

HOME OWNERSHIP/VALUE

MEDIAN VALUE OF PRINCIPAL RESIDENCE	\$683,792
OWN PRINCIPAL RESIDENCE	94%
VALUE OF OWNED HOME \$500,000+.....	64.2%

NET WORTH

MEDIAN NET WORTH.....	\$1,902,281
MEDIAN VALUE: LIQUID ASSETS & REAL ESTATE.....	\$2,718,111
LIQUID ASSETS & REAL ESTATE \$1,000,000+.....	90.1%
HH LIQUID ASSETS \$1,000,000+	49.1%
HH LIQUID ASSETS \$3,000,000+	17.7%



CROSS-PLATFORM READER PROFILE (FUSION)

DEMOGRAPHICS

WOMEN	74%
MEN	26%
MEDIAN AGE	56.2
AGE 25-54	40.5%
NOW MARRIED	52.8%

HOUSEHOLD INCOME

MEDIAN HHI	\$85,536
HHI \$100,000+	41.6%
HHI \$150,000+	26.4%

EDUCATION

ANY COLLEGE	70.8%
GRADUATED COLLEGE OR MORE	42%

HOME OWNERSHIP/VALUE

MEDIAN HOME VALUE	\$402,125
HOME OWNERSHIP	67.1%
VALUE OF OWNED HOME \$250,000+	47.8%
VALUE OF OWNED HOME \$400,000+	33.7%

NET WORTH

MEDIAN HH NET WORTH	\$349,479
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VERANDA

TRIM SIZE

AD SIZE	BLEED	TRIM	LIVE
Spread.....	17.75 x 11.125" . . .	17.5 x 10.875".....	17 x 10.375"
Full Page	9 x 11.125"	8.75 x 10.875"	8.25 x 10.375"
1/2 Page Vertical	4.5" X 10.875"	4.25" X 10.875"	3.75 x 10.375"
1/2 Page Horizontal	9 x 5.5"	8.75 x 5.25".....	8.25 x 4.75"
1/3 Page Vertical	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at ads.hearst.com. All files submitted must be PDF X1A print ready.

INK SPECIFICATIONS: 4/C process. Match colors available.

DENSITY: Total density should not exceed 300%.

MARKS: All trim and bleed marks should be included in all colors and must be located .25" from trim and not to invade the live or bleed areas.

BINDING SPECS: Perfect bound; jog to foot.

PRINTING METHOD: Web offset.

GENERAL RULES: Allow .125" on all sides for bleed ads. Reverse type or 4/C black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability. White color objects cannot be set to overprint.

LIVE MATTER: Safety: .25" from all TRIM edges.
Gutter safety for TYPE: .125"-.1875" from each side of spread center.

MATERIAL EXTENSIONS: Hector Gonzalez at hlgonzalezba@quad.com or 414-622-2810

INSERT MATERIAL EXTENSIONS/QUESTIONS

Contact David Brickey at David.Brickey@pwxolutions.com or 305-859-0159



INSERT SPECIFICATIONS

INSERT SIZING

Delivery Size 9 1/8 x 11 1/8"
 Final Trim Size 8 7/8 x 10 7/8"
 Live Matter Size 8 1/4 x 10 3/8"
 Binding Perfect
 Jogs To Foot
 Foot Trim 1/8"
 Head Trim 1/8"
 Face Trim 1/8"
 Grind Off 1/8"
 Across Gutter 1/4" each side

INSERT ISSUE

ESTIMATED DUE DATE

January/February 2024	November 14, 2023
March/April 2024	January 16, 2024
May/June 2024	March 19, 2024
July/August 2024	May 14, 2024
September/October 2024	July 16, 2024
November/December 2024	September 17, 2024

REQUIREMENTS

- Insert sample/bluelines must be submitted to determine bindability.
Pubworx, 300 West 57th Street, 11th Floor, New York, NY 10019
- Hearst requires a full length spine indicator on the bind edge of all inserts including all 2pp inserts. A spine indicator must include name of magazine title and issue date for insertion.
- Ship inserts labeled with Quad job number to:
Quad/Graphics, N 11896 Hwy 175, Lomira, WI 53048
Attn: Greg Bardele, 920.269.5252
- VERANDA/issue date
- Quantity/description of materials

INSERT MATERIAL EXTENSIONS/QUESTIONS

Contact your VERANDA Sales Representative.



2024 PAGE RATES

4-COLOR	1X
Full Page	\$89,780
2/3 Page.....	\$71,840
1/2 Page.....	\$57,490
1/3 Page.....	\$45,990
Cover 2.....	\$116,700
Cover 3.....	\$112,220
Cover 4.....	\$125,710

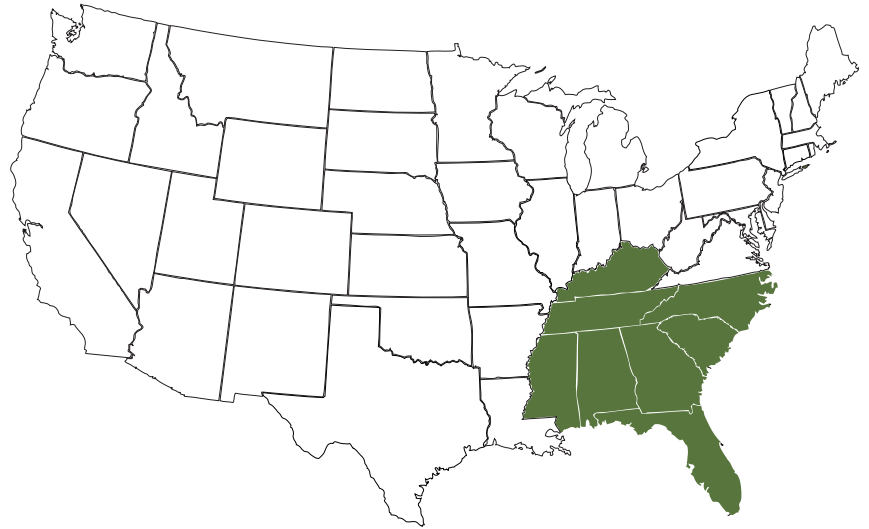


2024 SOUTHEAST

ALABAMA, FLORIDA, GEORGIA, NORTH
CAROLINA, SOUTH CAROLINA, TENNESSEE,
KENTUCKY, MISSISSIPPI

FULL PAGE NET RATE

1X	\$8,105 NET
3X.....	\$7,670 NET
6X+	\$7,350 NET



PLEASE NOTE

- TOTAL CIRCULATION: 86,744
- Precise newsstand distribution not guaranteed
- Regional advertisements do not appear in complimentary copies of the magazine
- Occasionally, a subscriber outside the Southeast area may receive a copy containing your ad or a subscriber inside the Southeast area may not receive a copy
- Color matching in ads is not guaranteed due to short run



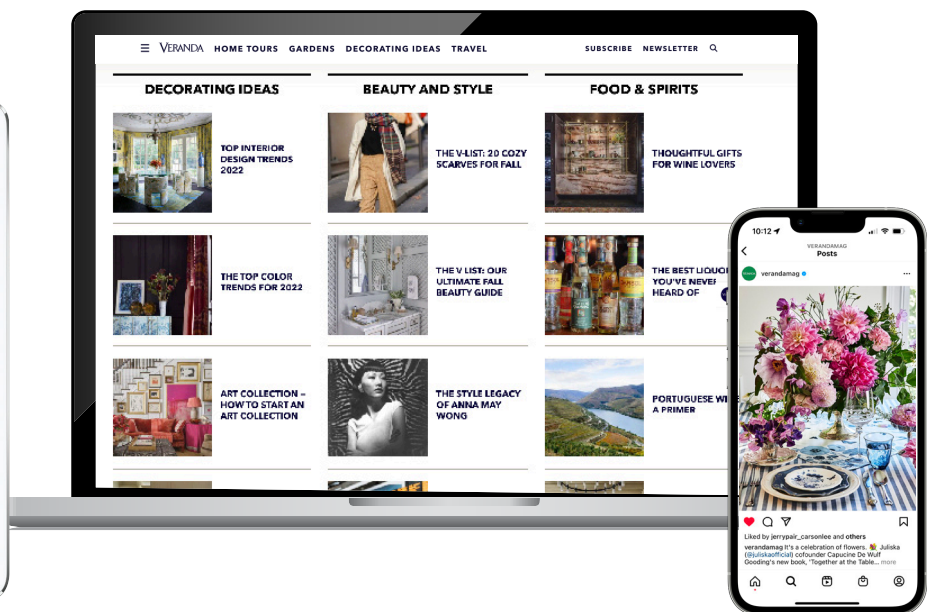
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2024. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.
3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Advertisements in other than standard sizes are subject to Publisher's approval.
10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.
11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
13. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
15. No rebate will be allowed for insertion of wrong key numbers.
16. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
17. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any Claims.
19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.
20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.
21. All Advertisements must be clearly identified by the trademark or signature of the advertiser.
22. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.
24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.
25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney's fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.
26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.
28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).
29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.
30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.

VERANDA

VERANDA delivers **3.2 million** brand impressions across print, digital, and social platforms, providing users with rich content and original storytelling.

Through its access to the world's most beautiful homes, extraordinary destinations, and exceptional treasures, VERANDA inspires its unduplicated audience of tastemakers to embrace style that is rooted in tradition, yet redefined for modern life.

HIGHEST
SUBSCRIPTION
RENEWAL RATE
AT HEARST!



VERANDA.COM

Invites users to discover enriching design and lifestyle content via expert advice, unique features, and in-depth storytelling.

TOTAL BRAND IMPRESSIONS

3,155,346

UNIQUE VISITORS

739,000

AVERAGE TIME SPENT

1.7 minutes

TOP PERFORMING CONTENT

Decorating Ideas, Outdoor/
Gardens, Luxury Lifestyle

SEARCH TRAFFIC

57% of VERANDA's site traffic
comes from search

SOCIAL FOOTPRINT

Over 1.36 million engaged
followers on social platforms:

- Instagram: 1.1M
- Pinterest: 146k
- Twitter: 124k
- Facebook: 14.6k

VERANDA

POURISCOPE

Calling upon an astrologer to help bring the spirits of our zodiac signs to life through creative cocktails—from Champagne cocktails to smoky tequila drinks—we'll help you discover exactly what to sip for your star sign.

INSTANT OBSESSION

In this new first-person weekly column, our editors will spotlight items they are currently obsessing over. Whether it's a dreamy skincare product, gorgeous wallpaper, or perfect side table, our editors know how to excite readers when it comes to shopping.

PARTY TRICK

VERANDA will call on top tastemakers to discover how he/she makes their events extra special. From their go-to easy appetizer to vintage serveware, or the perfect playlist, we'll help readers copy these tips at home and elevate their own gatherings.

DAZZLING ICON

Each month, VERANDA will choose an iconic celebrity with an enviable jewelry collection (think: Elizabeth Taylor and Princess Diana) and show readers their most iconic looks—plus how to shop the looks for themselves.

CONTINUING FRANCHISES

WEEKEND HOP

In this fresh monthly travel franchise, contributing travel editor Tracey Minkin will share an itinerary for three days of leisure in our favorite places around the world.

THIS OR THAT

VERANDA polls our 1M+ engaged @VerandaMag IG followers to uncover the design and lifestyle trends they are lusting over.

THE V LIST

The V List showcases an array of must-have products for the discerning connoisseur from jewelry to tabletop, beauty to furnishings, and more.

TOAST TO VERANDA

Tapping into the styling/photography skills of Photo Editor Ian Palmer, our audience will find inspiration to make the most of their next soirée.

PRESERVING OUR FUTURE

In partnership with African American Cultural Heritage Action Fund, VERANDA is raising awareness and funding for the preservation of historic properties throughout the country via an ongoing series of features on historic sites.



VERANDA Weekend Hop Example



The V List Example

VERANDA

JANUARY | FEEL-GOOD DECORATING

At VERANDA, nurturing our homes is our favorite form of self-care — that's why we believe in filling them with beautiful things that bring us joy. So, we're kicking off the new year with brilliant refreshes for every space, plus cleaning and organizing ideas for luxury home goods and decorating trends to inspire creating a home that feels like the best version of you.

This Month, We're:

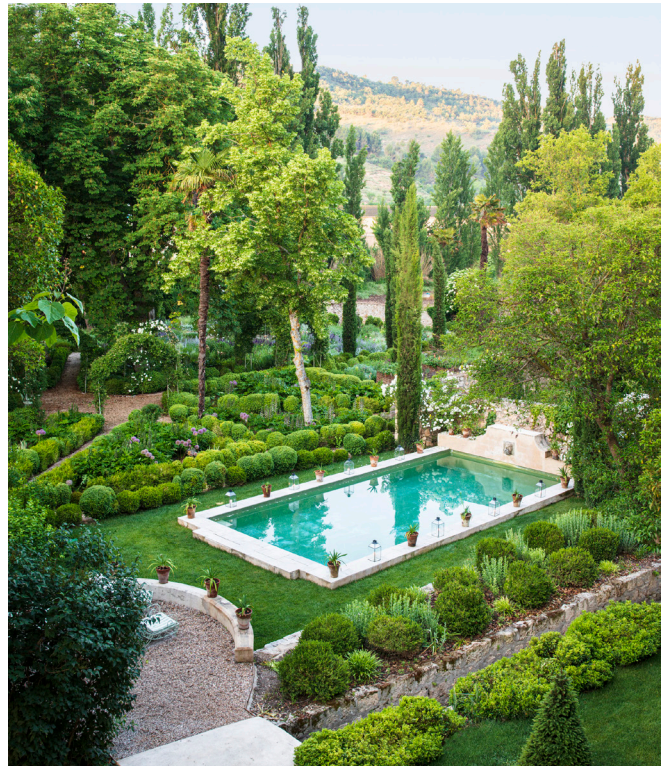
- Getting chic in 12 brilliant steps, sharing one editor-approved styling hack for each space between December 25 and January 6
- Discovering designer secrets to joyful decorating, from color and texture to light, comfort, art and more
- Navigating the new year's decorating trends to find our
- Refreshing our party closets by organizing and cleaning our silver and china
- Reviving heirlooms by properly cleaning our upholstery, antiques, fine rugs, and more

FEBRUARY | ANTIQUES & VINTAGE

Nothing thrills us quite like shopping for our homes, especially when it comes to the hunt for antiques and vintage items. After all, we believe the quickest way to chic and unique is decorating with antiques. We'll share editor and designer-approved shopping tips for all things antique and vintage, plus the most exciting finds and trends from the winter shows.

This Month, We're:

- Covering the hottest antiques and vintage trends from the winter shows—Nashville, New York, and Washington, DC
- Shopping like a designer, seeking out hidden gems at the very best sources, from Etsy to auctions and estate sales
- Discovering how to ID different types of antiques and vintage decor as well as how to spot a value
- Sharing the exclusive reveal of the 2024 Kips Bay Decorator Show House Palm Beach



VERANDA



MARCH | MONEY & WEALTH

Money is often on our minds, and we're not afraid to talk about it. We have a penchant for the finer things, from expensive jewelry and fine wine to rare collectibles and art. You could say we're obsessed with discerning what's valuable. We also love our houses—all of them. And, we believe in the power of entrepreneurs and philanthropists to change the world.

This Month, We're:

- Uncovering the most expensive, luxurious, richest everything in the world, from houses and diamonds to art, yachts, cars, wine, hotel rooms, fragrances, and more
- Sharing expert insights into what's worth paying up for—and what's not (think appraisers, sommeliers, etc.)
- Sleuthing out the design secrets and other tricks that help luxury listings sell faster—and for more money
- Honoring our first-ever Design for Good recipients
- Publishing an exclusive first look at Designing the Dream: Summer Thornton's vacation home—that you can rent!



APRIL | CONSERVATION & PRESERVATION

What does it mean to live sustainably? At VERANDA, we value homes, gardens, hotels, landmarks, and objects that are designed to last. That's why we love personal decorating, outdoor spaces that allow nature to lead, architecture that lives lighter on the land, buying the best—once—and preserving our future by saving cultural places of from our past.

This Month, We're:

- Sharing our guides to sustainable living: decorating, building, gardening, travel, wine, hosting, and beauty
- Recognizing our favorite "Designed to Last" luxury goods from textiles and furniture to jewelry
- Celebrating National Tea Day with our favorite tea essentials, blends, cocktails, culture, and travel
- Hosting a Preservation Roundtable with the National Trust's Brent Leggs at our Future of Eco-Conscious Living Summit
- Discovering the best design, decorating, and timepiece trends from spring markets (Watches and Wonders, Salone di Mobile, High Point)

VERANDA

MAY | GARDENS & OUTDOOR LIVING

May brings together two of our favorite “microseasons:” awards season—at VERANDA we’re thrilled to honor our 5th annual World’s Most Beautiful Garden winners and toast the most design-forward couture at the annual Met Gala—and garden party season (break out the bubbly, royal watchers!).

This Month, We're:

- Recognizing World’s Most Beautiful Garden winners
- Polling our Instagram audience about Who Wore It Better: Met Gala attendees or rooms from the VERANDA archives?
- Sharing expert design ideas for every outdoor space: think pools, porches, patios, and dining terraces
- Discovering the best new, antique and vintage garden furniture from spring shows (reporting back from Trade Secrets, NYBG, and many more)
- Distilling garden and landscape design trends from the RHS Chelsea Flower Show and other shows
- Shopping royal fashion trends from English garden party season. (Our top story of 2023 covered royal fashion, with nearly 1 million pageviews.)



JUNE | SUMMER HOLIDAY TRAVEL

For design conscious jet-setters like us, travel is the ultimate investment, enriching our minds, restoring our bodies, feeding our senses, and cultivating opportunity. To be well traveled means to set out on paths of discovery and return with a greater sense of fulfillment, health, and purpose.

This Month, We're:

- Diving into the season’s top travel trends, with expert guides to the best health and wellness travel, gastronomy and wine holidays, voluntourism, epic journeys (from trains to safaris), immersive cultural travel and more
- Setting sail on the world’s best cruises
- Finding design inspiration from luxury hotels, private jets, yachts, and train cars
- Planning perfect weekends worldwide
- Exploring the world’s most beautiful everything—beaches, lakes, spas, museums, libraries, cathedrals, temples, and mosques, plus neighborhoods, cities, and countries
- Packing our bags with editor-approved travel essentials
- Unveiling our new comprehensive Paris travel guide, just in time for the 2024 Summer Olympics



VERANDA



JULY | KITCHENS & BARS, INDOORS & OUTDOORS

Kitchens: they're the most used—and the most expensive—rooms in our homes, so why are so many of them formulaic, familiar, and anything but fresh? This month, we'll serve up expert design inspiration for designing kitchens and other spaces with as much personal style and warmth as the rest of your home.

This Month, We're:

- Stirring the pot with designer and other expert opinions on everything in the kitchen: what they love, don't love, and never want to see again
- Reviewing the chicest new appliances for kitchens (and bars) that cook as good as they look
- Exploring the world of antique and vintage appliances, bakeware, glassware, and other essentials with pro shopping guides
- Shopping the latest kitchen, bar, and grilling gadgets, especially those that make hosting even more fun
- Setting a global table outside with the best new linens, dinnerware, glassware, pottery, and cutlery from all over the world



AUGUST | JEWELRY & WATCHES

When it comes to jewelry, we take pride in being the ultimate arbiter of good taste, and our authority is reinforced by delivering cultural context for beauty and style. We're passionate collectors who value heritage and craftsmanship as much as we do innovation and beauty. And we love to look to the stars—of today, yesterday, and the sky—for inspiration!

This Month, We're:

- Toasting our Next Legends: the rising stars of jewelry design
- Reveling in fall and winter jewelry trends from the summer shows and previews (Couture, High Jewelry)
- Shopping for the best antique and vintage jewelry and watches
- Delighting in iconic royal and other celebrity jewelry and watch moments
- Celebrating International Diamond Day (Aug. 12) by entertaining our Instagram audience with a royal crown smackdown version of our "This or That" franchise

VERANDA

SEPTEMBER | ART & COLOR

With the onset of fall, we're in the mood to decorate again. Nothing conjures mood quite like color: It soothes us, enlivens us, even awakens our appetites. And while most great rooms start with color, every great room comes to life with art. There's no time like the present to start collecting.

This Month, We're:

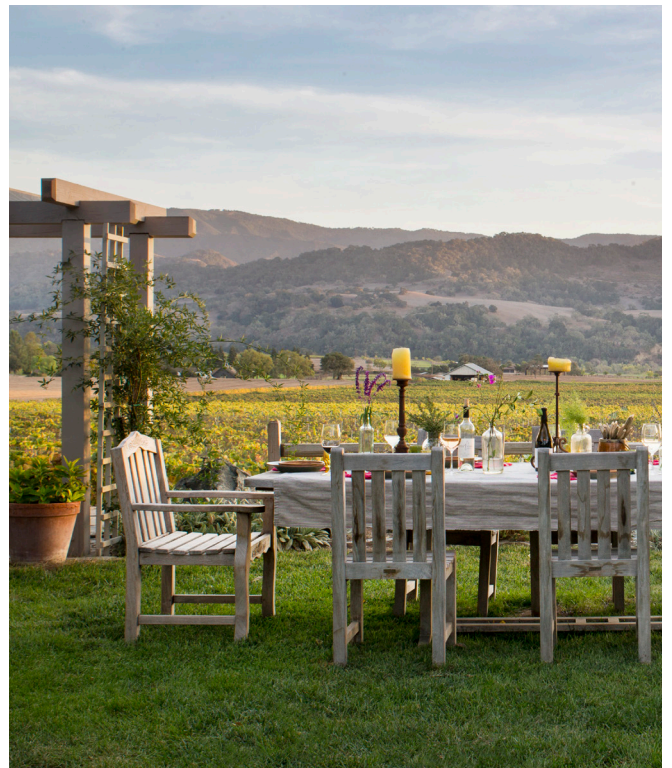
- Unveiling our 2025 Color of the Year
- Predicting the top color trends for the year to come
- Dishing on everything designers want you to know about paint colors—including the ones they wish you'd stop using
- Discovering how and where to shop for art like an expert, including antique and vintage works
- Previewing the best fall auctions and sales
- Celebrating National Read a Book day by covering the best fall art and design books

OCTOBER | WINE & SPIRITS

We're toasting harvest season by diving into the world of wine and spirits. Being collectors at heart as well as congenial hosts, we're curious about what to buy, save, and serve. And we're just as thrilled to discover the artistry and craftsmanship behind the making of the best wines and spirits, especially if we can travel to the sources to experience them first-hand.

This Month, We're:

- Discovering the best wines and cocktails for all seasons, especially the holidays
- Learning when to splurge—and save—on wine and spirits for our collections
- Planning our next wine/spirit getaway with the best vineyards, regions, and experiences to book now
- Unveiling our third-annual World's Most Beautiful Hotels
- Stocking our bars with the best wine and cocktail gadgets, glassware, and small appliances
- Covering the hottest winter and 2025 decorating trends from the fall design shows (Paris, London, New York, High Point)
- Toasting the debut of our latest book, VERANDA Waterside Living, with an original cocktail recipe



VERANDA



NOVEMBER | ENTERTAINING & ETIQUETTE

“Be pretty if you can, be witty if you must, but be gracious if it kills you.” Elsie de Wolfe’s famous words might as well be a mantra for VERANDA, where party closets are essential and setting the table is a love language form of self expression—never a chore. This month, we’re getting set for holiday hosting by polishing up our manners and our finest silver.

This Month, We're:

- Dishing on all the best and most creative ways to set the table
- Stocking up on entertaining essentials, from linens and dinnerware to lighting, sound systems, and wine fridges
- Sharing entertaining secrets, tips, and traditions from hospitality pros around the world
- Answering all of your etiquette questions with our Holiday Etiquette Hotline staffed by design, etiquette, and entertaining experts
- Unveiling our third-annual World’s Most Beautiful Shops, just in time for Small Business Saturday



DECEMBER | HOLIDAY DECORATING & GIVING

Hang the stockings and break out the mistletoe—the holidays are here! This month, we’ll feature beautiful and festive holiday decorating ideas for every space, curated holiday gift guides for everyone in your life (from art lovers and fashionistas to bookworms and royals obsessed), and brilliant ideas for making the season bright. As the year comes to a close, we’ll toast our best stories of 2024 and look ahead to 2025 trends.

This Month, We're:

- Decking our halls with the year’s best finds and ideas for trees, wreaths, garlands, and more
- Shopping for the best antiques and vintage holiday decorating items
- Savoring the best holiday wines and spirits
- Toasting our biggest stories of the year and identifying 2025 trends
- Planning for a year of travel and discovery with our annual Wanderlust & Journeys special feature
- Booking the world’s most beautiful cruises for 2025

VERANDA

The VERANDA audience is more engaged than ever, from site traffic to social following. With significant e-commerce and traffic growth, now is the time to align your brand with VERANDA.com's unique co-branded and sponsorable opportunities.



I. SPONSORED EDIT

GOAL: Surround relevant and timely editorial content with your brand messaging to build awareness with our active and invested audience.

MINIMUM LEAD-TIME: Two (2) Weeks

STEP-IN: \$75,000



II. NATIVE NEWSLETTER SPOTLIGHT

GOAL: Engage VERANDA's loyal e-newsletter subscribers via prominent positioning in newsletter feed. Format mirrors editorial content and drives readers to brand destinations.

MINIMUM LEAD-TIME: Two (2) Weeks

STEP-IN: \$35,000

#1
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III. CO-BRANDED CONTENT

GOAL: Tell the story of your brand / product through VERANDA's editorial lens, increasing awareness and/or purchase intent with readers who are actively shopping.

MINIMUM LEAD-TIME: Four (4) Weeks

STEP-IN: \$50,000



IV. SPONSORED SOCIAL

GOAL: Tap into social audiences' affinity for lifestyle and design content on @verandamag with partner messaging across Facebook, Instagram, Twitter and/or Pinterest via: Sponsored Editorial or Dark Posts, Instagram Live, IG Stories, Co-Branded Pinterest Boards, Promoted Pins, and more.

MINIMUM LEAD-TIME: Two (2) Weeks

STEP-IN: \$50,000



V. RUN-OF-SITE & TURNKEY SPECIAL UNITS

GOAL: Deploy banner and high-performance turnkey units such as Native Assembly and SharePost across site.

MINIMUM LEAD-TIME: One (1) Week

STEP-IN: \$15,000



VI. VERANDA SITE TAKEOVER

GOAL: Blitz the VERANDA.com audience with 100% SOV for one week.

MINIMUM LEAD-TIME: Four (4) Weeks

STEP-IN: \$25,000



Terms governed by IAB Terms & Conditions 3.0 (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-standcs-FINAL.pdf) with the exception of the following (which govern in the event of any discrepancy with the IAB Terms & Conditions):

By placing an Insertion Order for advertising on a Web site or in an email of Hearst Digital Media, a unit of Hearst Magazines Division, Hearst Magazine Media, Inc. ("Hearst Digital Media"), Advertiser agrees to the following terms and conditions with respect to such advertising (collectively, "Terms"). All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

1. Insertion Order; Optimization; Ad Servers. Hearst Digital Media agrees to deliver, and Advertiser each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms. Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted (each, an "Optimization"); provided that the total financial obligation of the Advertiser under the Insertion Order is not reduced. Optimizations are subject to Hearst Digital Media's prior approval, with applicable terms documented via email, and the confirmation of acceptance by Advertiser via reply email, and such terms shall be binding on Advertiser and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Hearst Digital Media shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Hearst Digital Media and the Advertiser in advance. Any of Advertiser's and/or its agency's third party ad server reporting that is not pre-approved by Hearst Digital Media in writing is not accepted. (a) Shortfall in Campaign. If actual impressions delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to the agreed-upon ad server counts by more than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Hearst Digital Media will continue the campaign until such time as the level of impressions equals the guarantee on the Insertion Order. Makeups of shortfalls are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Hearst Digital Media to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Placements for a specified term shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity, and Advertiser shall not be charged by Hearst Digital Media for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser notifies Hearst Digital Media that the guaranteed level stated in the Insertion Order has been reached, Hearst Digital Media will use commercially reasonable efforts to suspend delivery promptly. If the over-delivery exceeds the guaranteed level in the Insertion Order by an amount in excess of 10% and Advertiser is using a third party ad server, then Hearst will reimburse or credit Advertiser for fees, if any, charged by the third party ad server for trafficking ads in excess of 10% above the guarantee.

3. Cancellation. (a) Cancellation of custom programs will result in billing for costs incurred. (b) Sponsorship dates cannot be moved after booked.

Cancellation and alteration notification must be sent via email to your account executive or hdm_account_management@hearst.com to be followed by revised paperwork.

4. Ad Materials; Late Creative. Artwork, copy, other content, active URL s and other components of the advertisement (collectively, "Ad Materials") must comply with Hearst Digital Media's criteria and specifications for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Hearst Digital Media's discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Hearst Digital Media's obligations will be reduced pro-rata for the period of time that reserved space was not filled; however, Advertiser will remain liable for the full fee set forth in the Insertion Order for all impressions ordered and inventory reserved. All Ad Materials are subject to Hearst Digital Media's approval, which may be denied for any reason in Hearst Digital Media's sole discretion. Hearst Digital Media reserves the right, at any time and for any reason in its discretion, to cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability, and in such event, Advertiser will be liable to pay only for those impressions actually served.

5. Payment Terms; Taxes. If Hearst Digital Media approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order

and payment shall be made to Hearst Digital Media within thirty (30) days from the date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Hearst Digital Media in collecting such amounts. Hearst Digital Media reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Hearst Digital Media's net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. However, Hearst Digital Media reserves the right to hold agency and Advertiser jointly and severally liable for all payments. No fees payable hereunder may be reduced as a result of any claim, rebate, makegood or other claim of set-off that Advertiser may have or claim to have as a result of an insertion of print advertising in any magazines published by Hearst Communications, Inc. or its affiliates.

6. Warranties; Indemnity. Advertiser hereby represents and warrants to Hearst Digital Media that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. This representation and warranty also applies to Ad Materials created by Hearst Digital Media. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Hearst Digital Media, its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser to which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). HEARST DIGITAL MEDIA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

7. Limitation of Liability. HEARST DIGITAL MEDIA SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT HEARST DIGITAL MEDIA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL HEARST DIGITAL MEDIA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO HEARST DIGITAL MEDIA FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.

8. Miscellaneous. Hearst Digital Media shall not be liable to Advertiser for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of New York, without regard to its conflicts of law principles. Any action brought by Advertiser against Hearst Digital Media relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts. These Terms (together with the IAB terms) and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Hearst Digital Media will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Hearst Digital Media and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason. If the Insertion Order is signed by an Agency, the Agency represents and warrants that it has full authority to bind Advertiser and to enter this Agreement on its behalf.