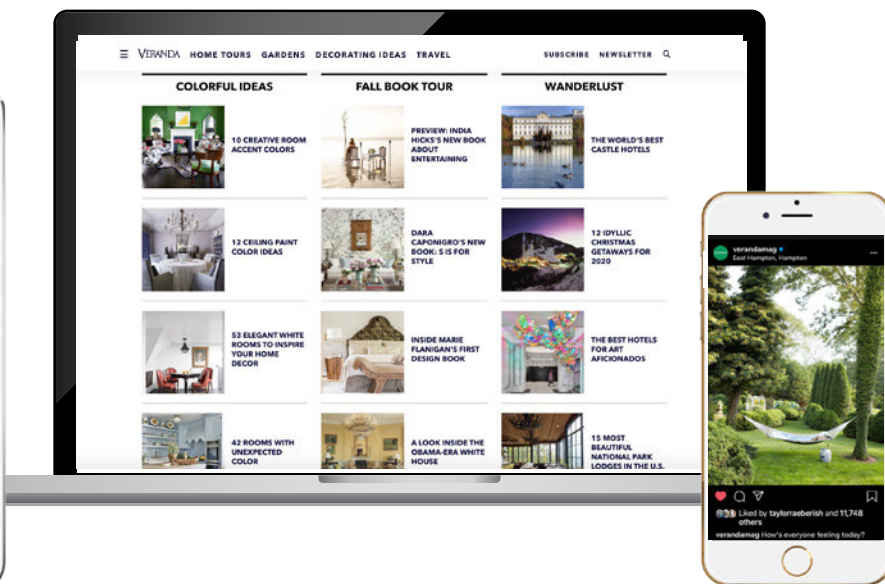


VERANDA

VERANDA delivers **2.73 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 history and 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 and unique features

UNIQUE VISITORS

476,000

AVERAGE TIME SPENT

5.1 minutes

TOP PERFORMING CONTENT

Decorating, Luxury Lifestyle, and Outdoor/Gardens

ORIGINAL DIGITAL CONTENT

77% of site and social content is original

SEARCH TRAFFIC

49% of VERANDA's site traffic comes from search (+469% YOY)

SOCIAL FOOTPRINT

Over 1.3 million engaged followers on social platforms (+10% YOY):

- Instagram: 1M (+9% YOY)
- Pinterest: 109k (+29% YOY)
- Twitter: 126k (+9% YOY)
- Facebook: 4k (+73% YOY)

DIGITAL AND SOCIAL OPPORTUNITIES*

- 1-Week Site Takeover: \$10,600
- Sponsored Editorial: \$75,000
- Sponsored Social: \$50,000
- Co-Branded Content: \$35,000
- High-Impact Media: \$25K/month
- Standard Media: \$10K/month

*Step-in pricing; additional fees may apply.

SOURCE: SOCIAL COMP REPORT 9/20 + MRI SPRING 2020 + COMSCORE 8/20. COMSCORE AUGUST 2020. SEO MONTHLY REPORT JULY 2020.

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