

2022 DIGITAL FRANCHISES

NEW IN 2022

FLORISCOPE

Working with a florist and a team of astrologers, VERANDA will create gorgeous floral arrangements inspired by zodiac symbols and more, such as a gorgeous floral print fabric or wallpaper, signature fragrance(s), vases and other tabletop floral decor, etc.

INSTANT HEIRLOOM

The stories behind elegant pieces are often just as important as the pieces themselves. VERANDA will call on a tastemaker to select a new product that he/she deems heirloom-worthy—and share why it's sure to be passed down.

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.

STYLE REPORT

VERANDA editors will profile the latest styles they are loving—from fashion to jewelry, design to decor, and more in this editorially curated round up of the latest design trends and ideas.

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.

CONTINUING FRANCHISES

THIS OR THAT

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

THE V LIST

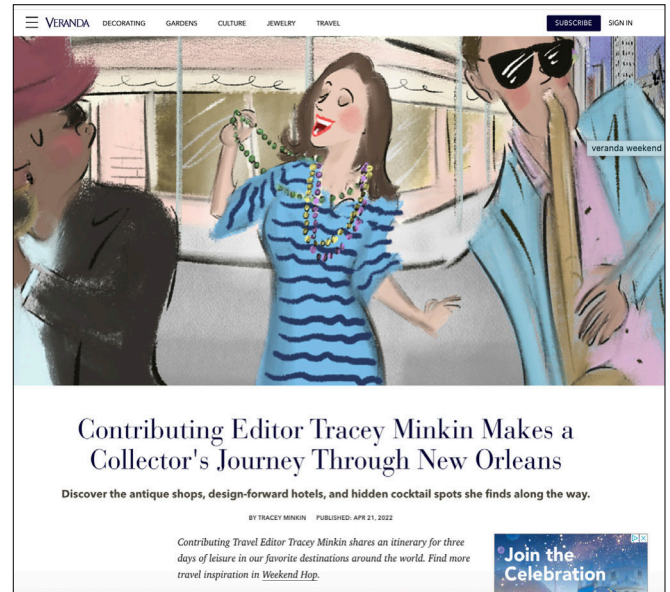
The V List showcases an array of must-have products for the discerning connoisseur from jewelry to tabletop, beauty to furnishings, and more.

TOAST TO VERANDA

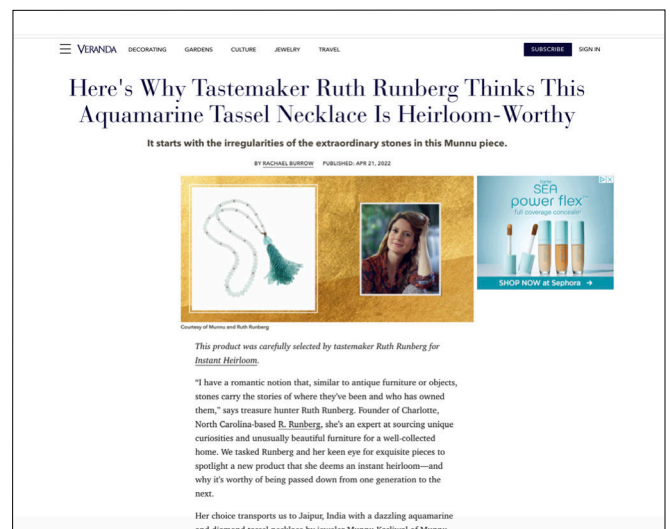
Tapping into the styling/photography skills of Photo Editor Ian Palmer, our audience will find inspiration to make the most of their next soirée.

VERANDA VETTED

Editors will spotlight one (1) single item they can't live without, from design to style, outdoor living to entertaining, and more.



VERANDA Weekend Hop Example



Instant Heirloom Example