

## 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  
Open Rate  
at Hearst!



### 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