

2022 DIGITAL OPPORTUNITIES

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

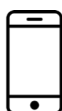


III. CO-BRANDED CONTENT

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: Six (6) 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. TARGETED AND CUSTOM MEDIA

GOAL: Effectively understand, reach, engage, and activate the most specific consumer targets leveraging Hearst First Audience segments developed by Hearst's Data Studio, created for exclusive use by Hearst advertising partners via targeted media.

MINIMUM LEAD-TIME: One (1) Week

STEP-IN STANDARD MEDIA: \$25,000 / month

STEP-IN HIGH-IMPACT MEDIA: \$35,000 / month