

# HOME:

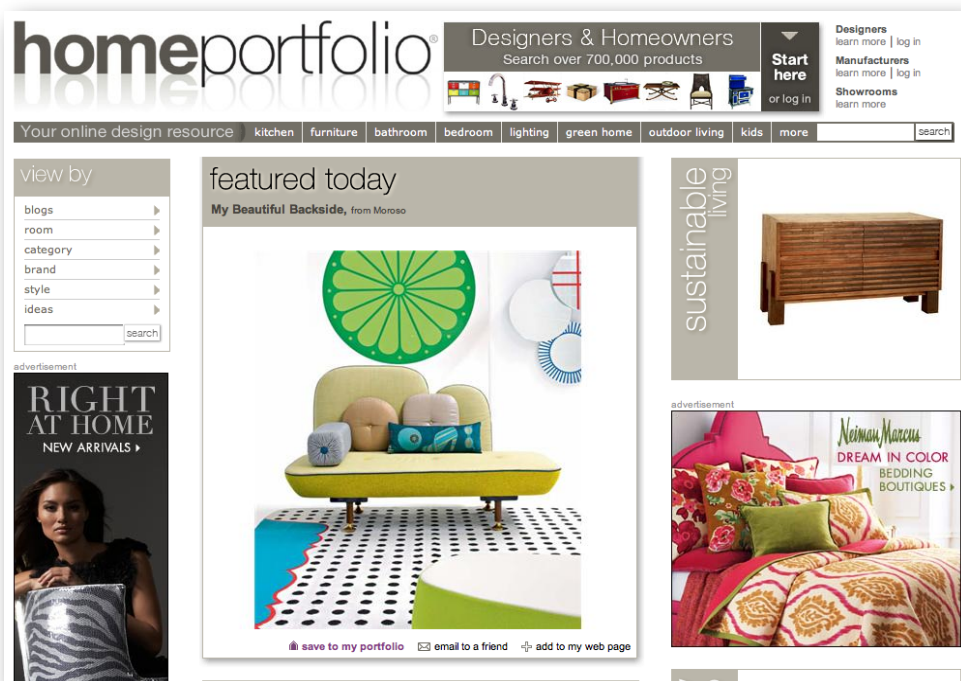
Connect to 13 Million\* Home Enthusiasts.

six apart

MEDIA

## Your Personal Invitation into the “Homes” of Influential Publishers.

Home enthusiasts are creating and finding expert content in new ways using blogs and social media. Six helps you reach these do-it-yourselfers in the places they live online.



HomePortfolio: One of our many Home blogs

## Connect to the #1 Home Enthusiast Audience

- 13M Monthly Unique Visitors
- 64M Monthly Page Views
- #1 Total Home Category Reach
- #1 Home Improvement Retail Shoppers
- #1 Women, 35-54 Home Remodel Project
- #1 In-Market Appliance Shoppers

## Advertising Opportunities:

- Conversational Marketing Programs
- Branded SuperFan Communities
- Facebook Brand Integration
- Custom Sponsorships and Sweepstakes
- Engagement Ads
- Targeted IAB Units

## Leading Voices Across Key Channels:

- Home Improvement & DIY
- Home Design & Decor
- Healthy Homes
- Outdoor Living
- Appliances

\*Source: comScore Media Metrix, U.S., May 2010

## OUR READERS ARE:

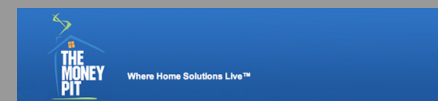
**4x** more likely to add a bathroom spending <\$1,000 in past 12 months

**2x** more likely to have finished their basement

**1.9x** more likely to complete a major landscaping project spending \$2,500+ in past 12 months

\*Source: comScore Plan Metrix, U.S., February 2010

## A FEW OF OUR PUBLISHER PARTNERS:



Ava  
LIVING

Gardening  
Know How

design\*sponge

