



VerticalScope Home | Hometalk

2023 Advertising Opportunities

Our mission is to empower every person to create.

We believe that with the right tools and encouragement, every person has the power to create a home and a life they love.



Improve Quality of Life



Develop DIY Skills



Build Personal Connections



Save Money



Empower and Instill Confidence





VerticalScope Home | Hometalk

Audience

Hometaalk Audience Traffic



Monthly Pageviews



Monthly Unique Visitors

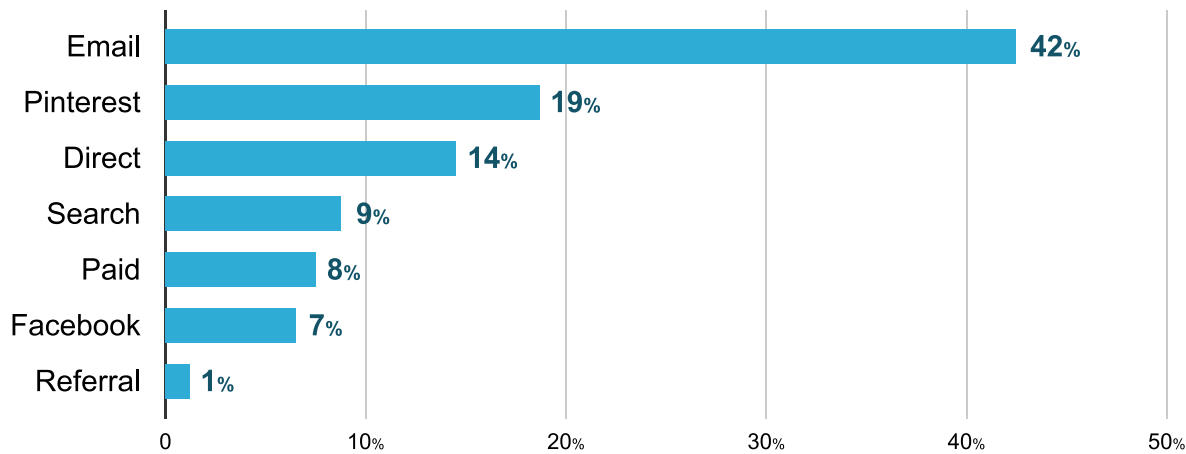


Newsletter Subscribers

11.2MM+ Monthly Sessions

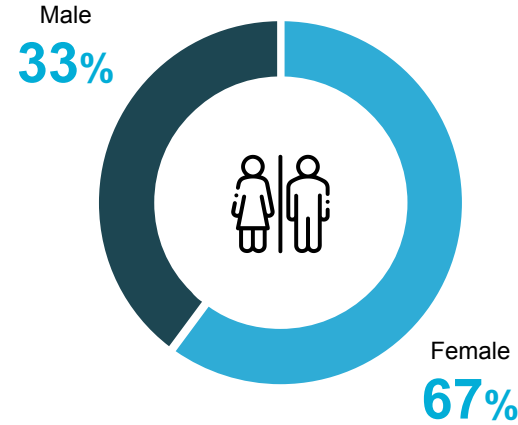
146 Sec. Average Time Per Session

Traffic Source

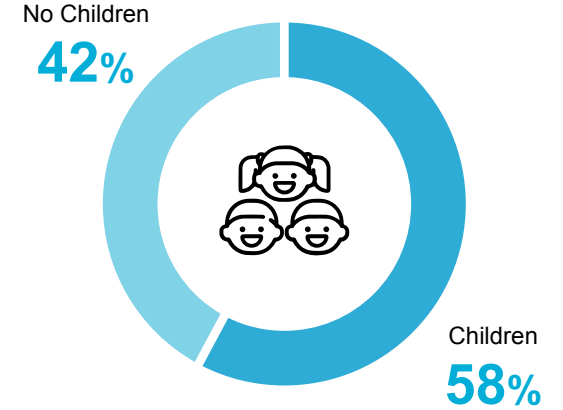


Demographics

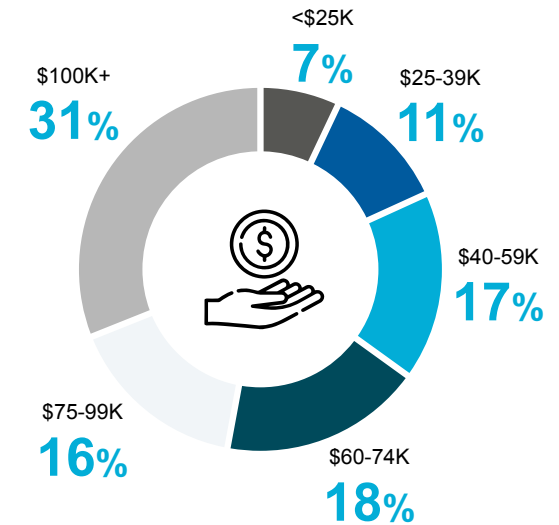
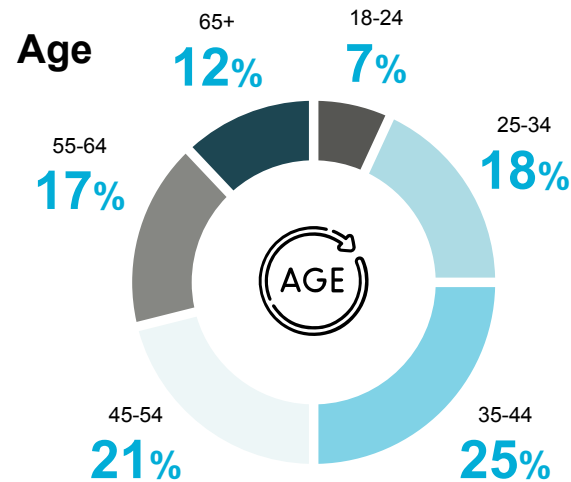
Gender



Children



Age



Hometaalk

Top Audience Personas



73%
Cooking
Enthusiasts



53%
Value Shoppers



50%
Pet Lovers



48%
Family-Focused



46%
Bargain Hunters



43%
TV Lovers



41%
Home Decor
Enthusiasts



41%
Do-It-Yourselfers



39%
Book Lovers



38%
Beauty Mavens



38%
Shopping Enthusiasts



37%
Fashionistas



35%
Movie Lovers



35%
Shutterbugs



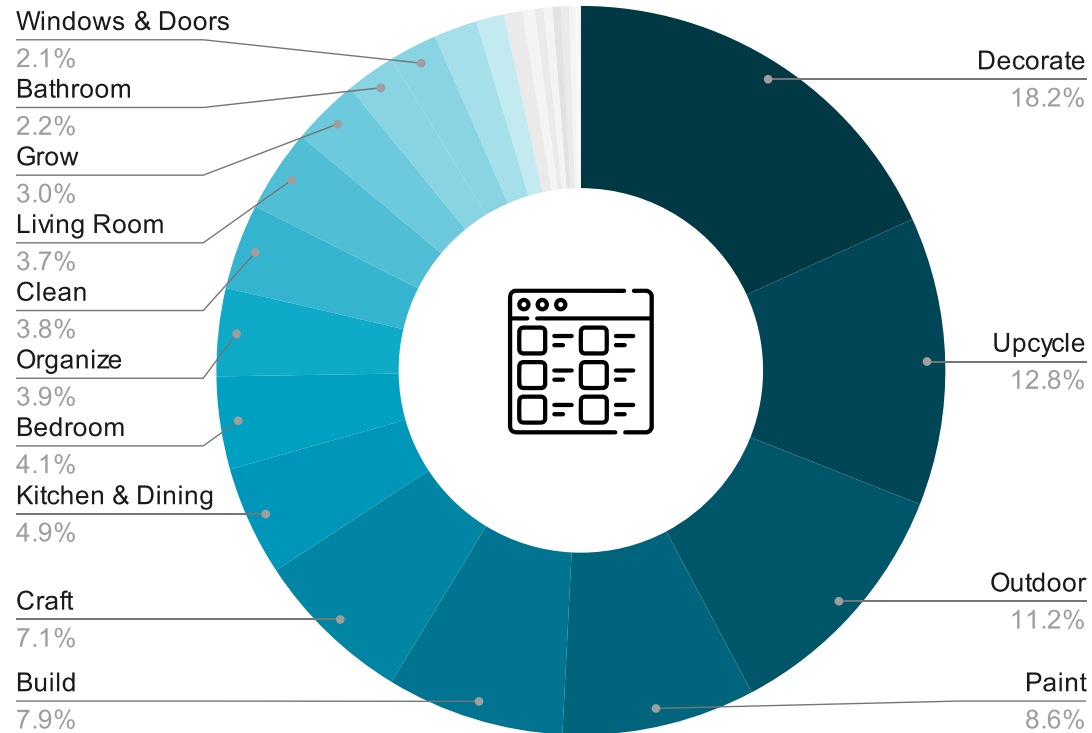
35%
Fast Food Cravers



Hometaalk

Top Categories and Brands Across Hometaalk

Categories:



Brands:



Hometaalk

Social Stats



Facebook

16.8MM

page followers

1.6BN

total video views
(last 12 months)

1.5BN

total minutes viewed
(last 12 months)



YouTube

1MM

subscribers

107MM

total video views
(last 12 months)

440MM

impressions
(last 12 months)



Pinterest

5.6MM

page followers

50MM

average monthly reach

3.05MM

monthly visits from
Pinterest users



Instagram

493K

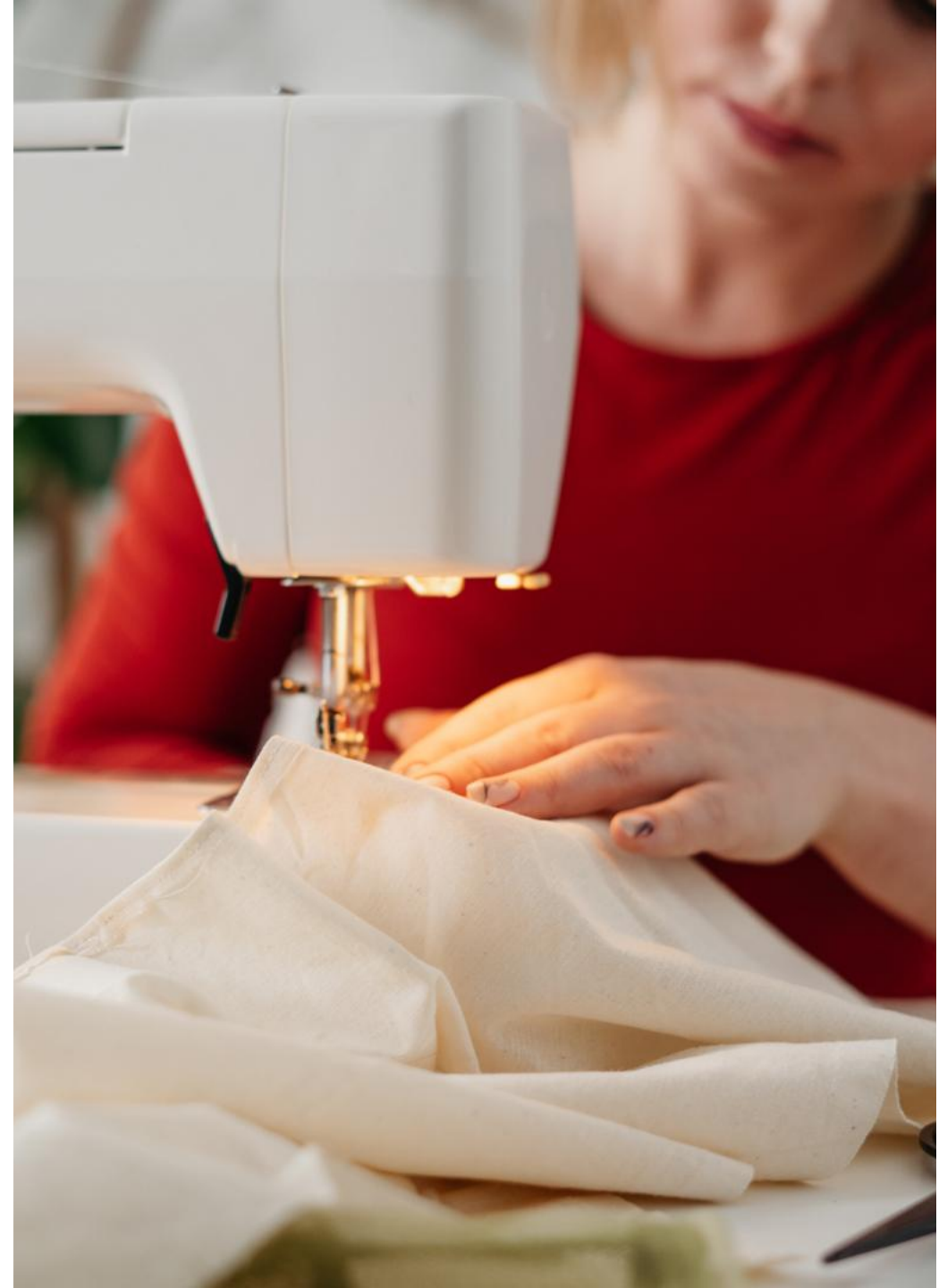
followers



TikTok

874K

followers



Hometaalk

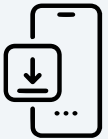
Email & App Stats



2.49MM

Email Recipients

The ability to target and retarget engaged users with posts or ads.

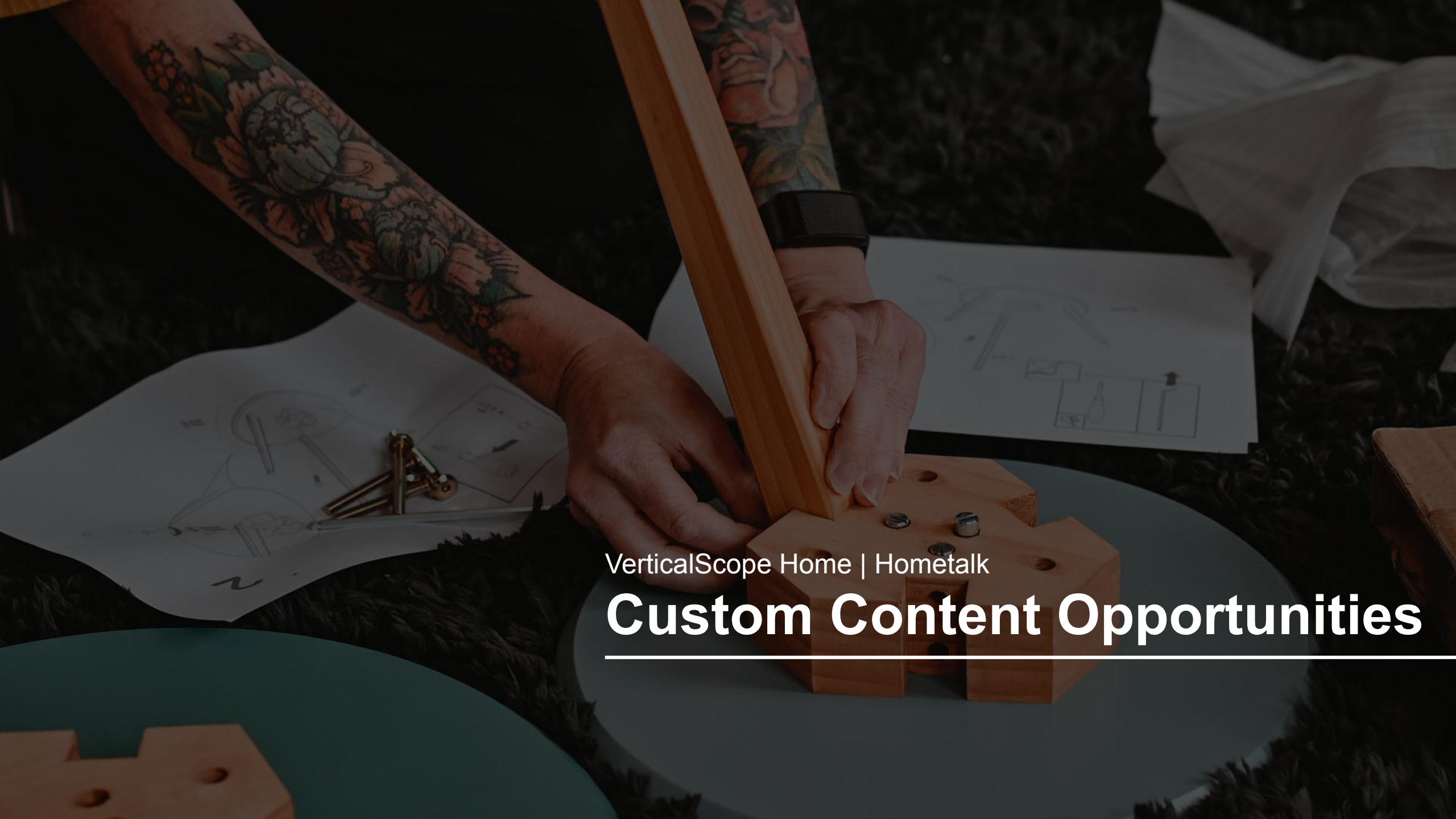


726k

App Installs

The ability to drive a substantial amount of Hometaalk enthusiasts to any given article or page.





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Custom Content Opportunities

Hometaalk

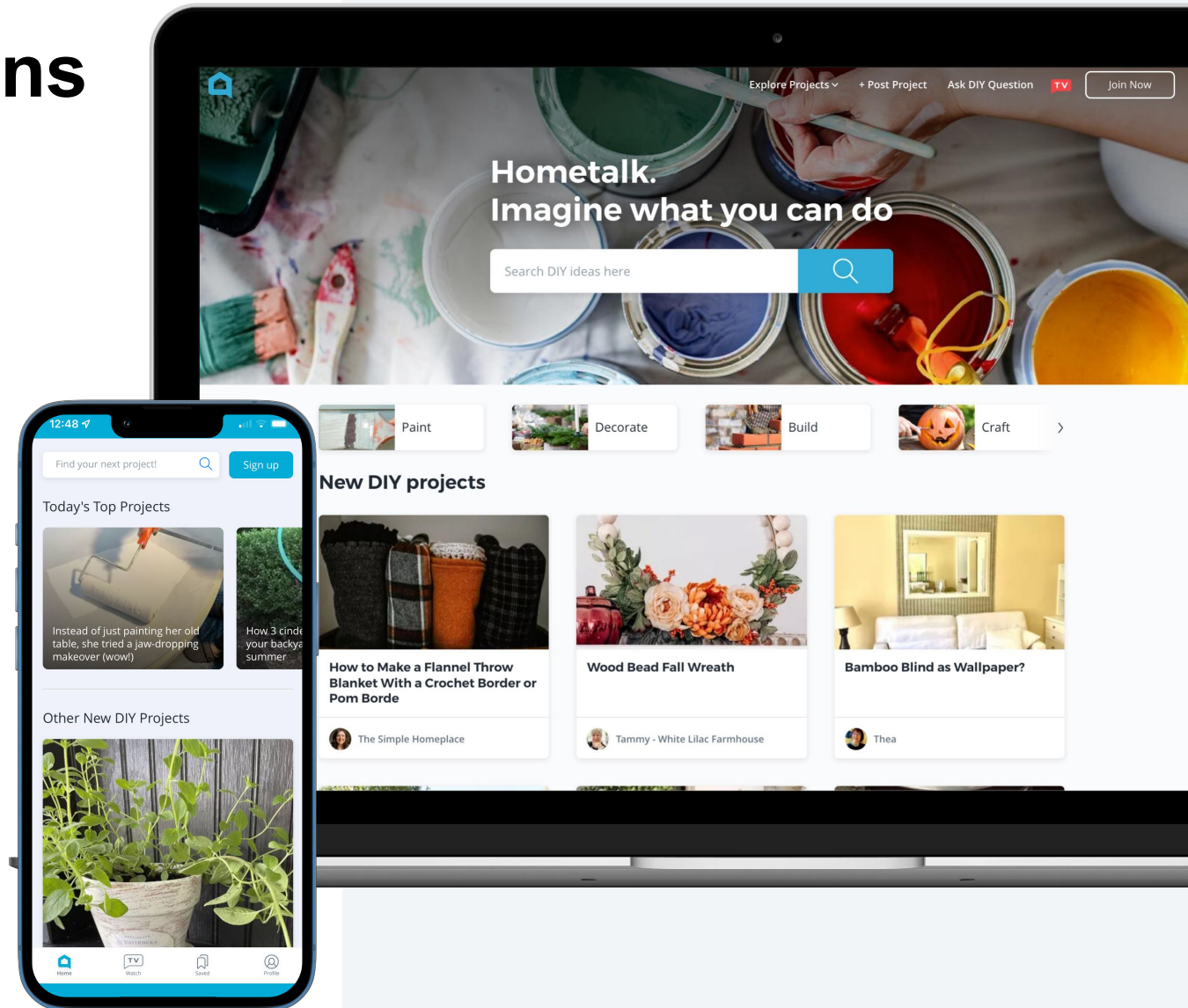
Custom Branded Content: Content Marketing Campaigns

At Hometaalk, we offer our branded content marketing programs to help your brand get thousands (or even millions!) of eyes on your products.

Our engaged DIY audience of over 4.7MM monthly visitors want to learn more about how your products can help them DIY.

Below is a list of custom branded content solutions that advertisers can leverage with Hometaalk:

- Custom Product Reviews
- Custom Video Tutorials
- Custom Photo Tutorials
- Sponsored Social Posts
- Email Sponsorships
- Custom Media Executions



Product Reviews

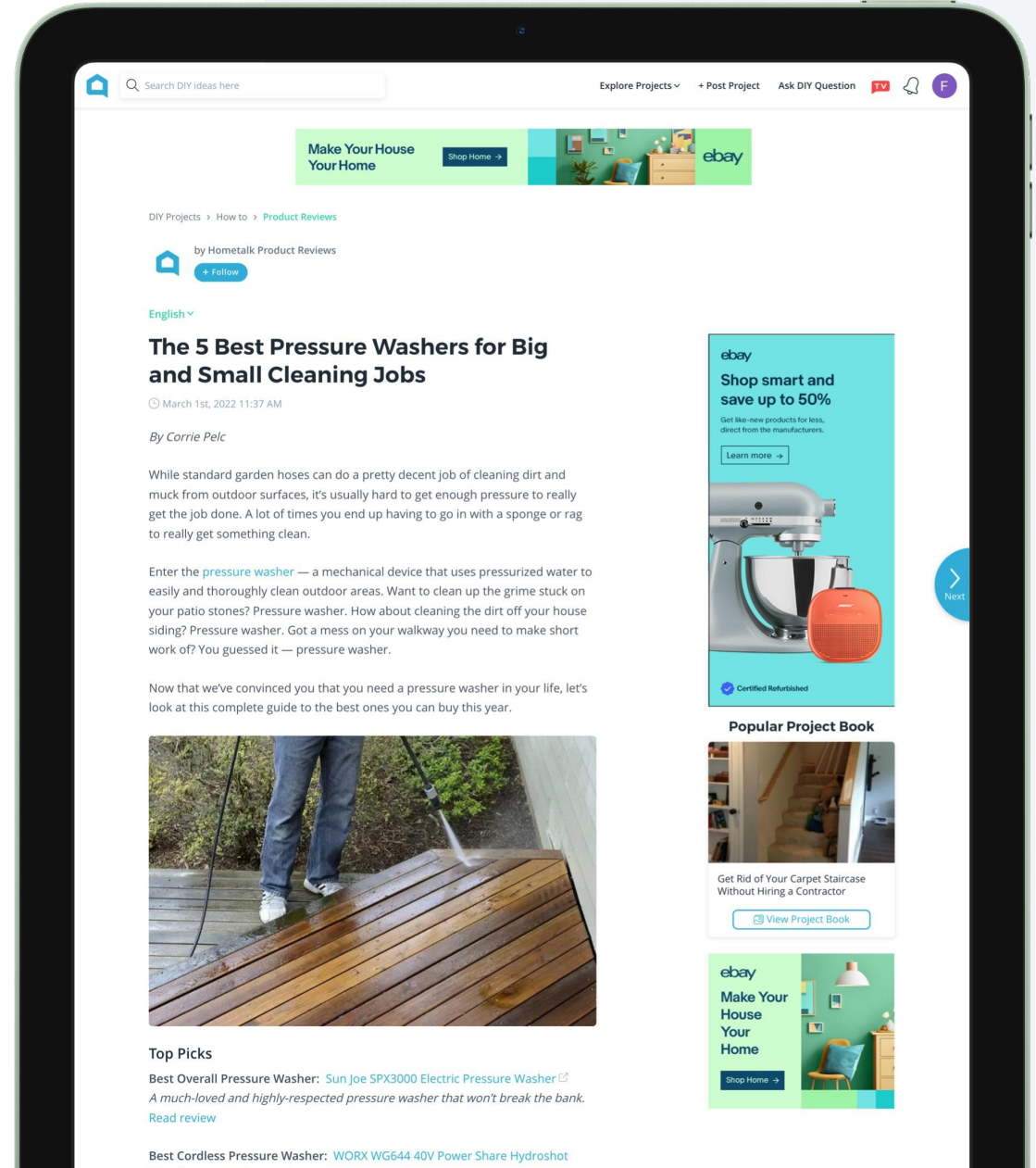
Hometalk's talented editorial team will create a product review highlighting your product's key benefits while educating and inspiring our engaged audiences.

Product reviews will be posted to Hometalk.com and will be promoted via Hometalk's Email Newsletter, Facebook Newsfeed, Instagram, and Pinterest.

Guaranteed Impressions: **1MM**

Metrics:

- Average CTR: **5.26%**
- Viewability: **100%**
- Email Distribution: **2.49MM**



Premium

Video Tutorial

Hometalk's custom video tutorials are designed to showcase the use of your brand's product or material in an inspiring DIY project video. In these video tutorials, experts will complete DIY tasks with the use of your product in an organic, non-invasive setting.

Video tutorials will be posted to Hometalk.com and include 6-10 photos & one video. The tutorial will be promoted via Hometalk's Email Newsletter, Facebook, Instagram, TikTok, and YouTube.

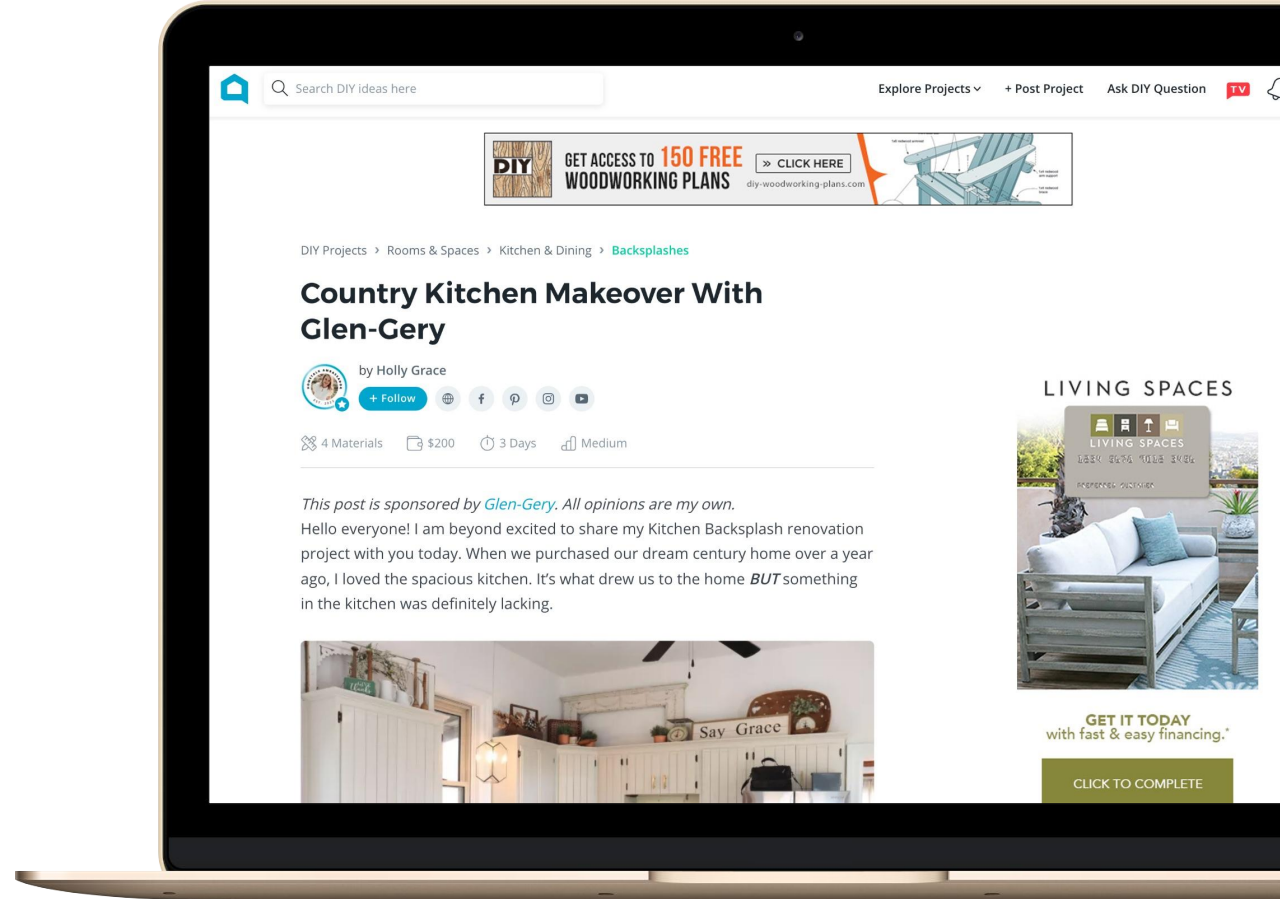
Guaranteed Impressions: **1.5MM**

Metrics:

- Average Watch Time - Facebook: **0:27**
- Average Watch Time - YouTube: **2:25**
- Average Watch Time - TikTok: **0:18**

Reach by Platform

- Facebook: **11.5MM**
- TikTok: **837K**
- Pinterest: **5.6MM**
- Instagram: **489K**
- YouTube: **1.09MM**



Premium

Photo Tutorial

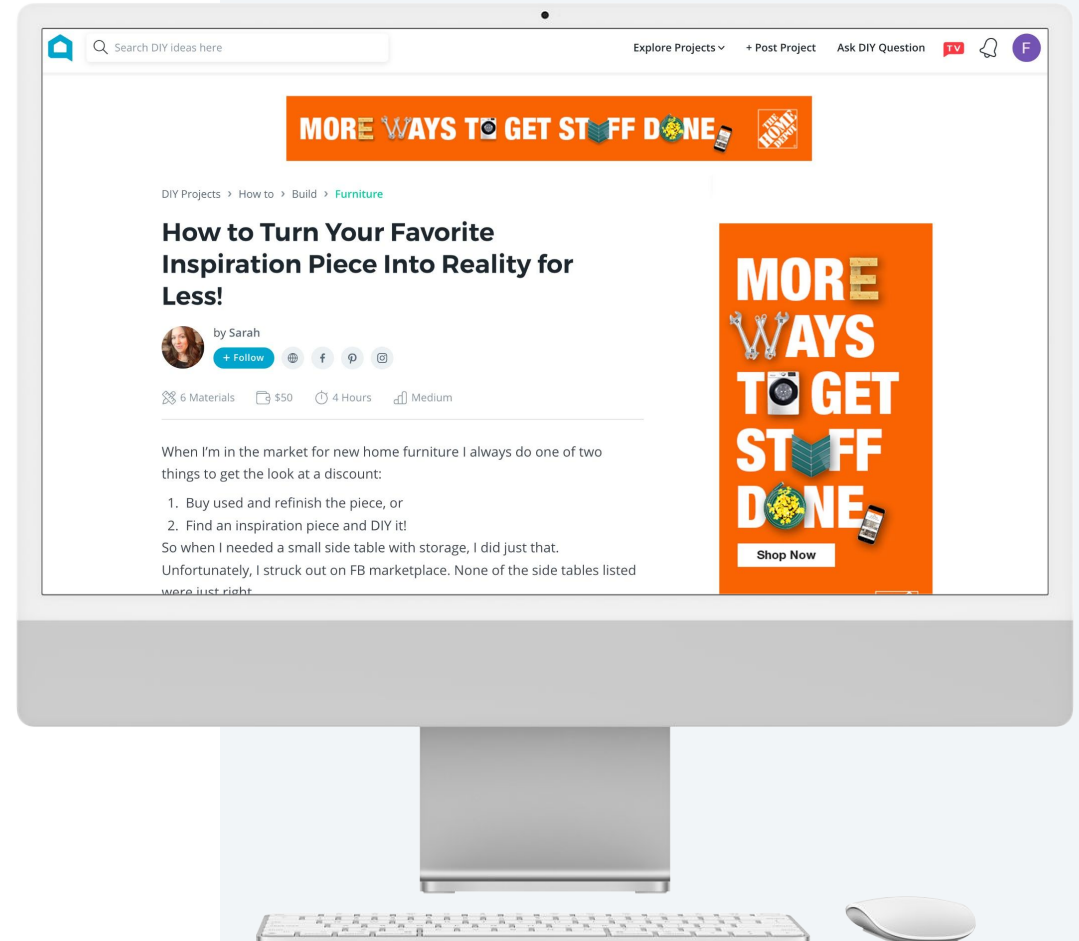
Hometalk's custom photo tutorials are designed to showcase the use of your brand's product or material in an inspiring DIY project. In our photo tutorials, experts will complete DIY tasks with the use of your product in an organic, non-invasive setting.

Photo tutorials will be posted to Hometalk.com, include 6-10 photos, and will be promoted via Hometalk's Email Newsletter, Facebook Newsfeed, Instagram, and Pinterest.

Guaranteed Impressions: **1MM**

Metrics:

- Email Newsletter Reach: **2.49MM**
- Pinterest Reach: **5.6MM**



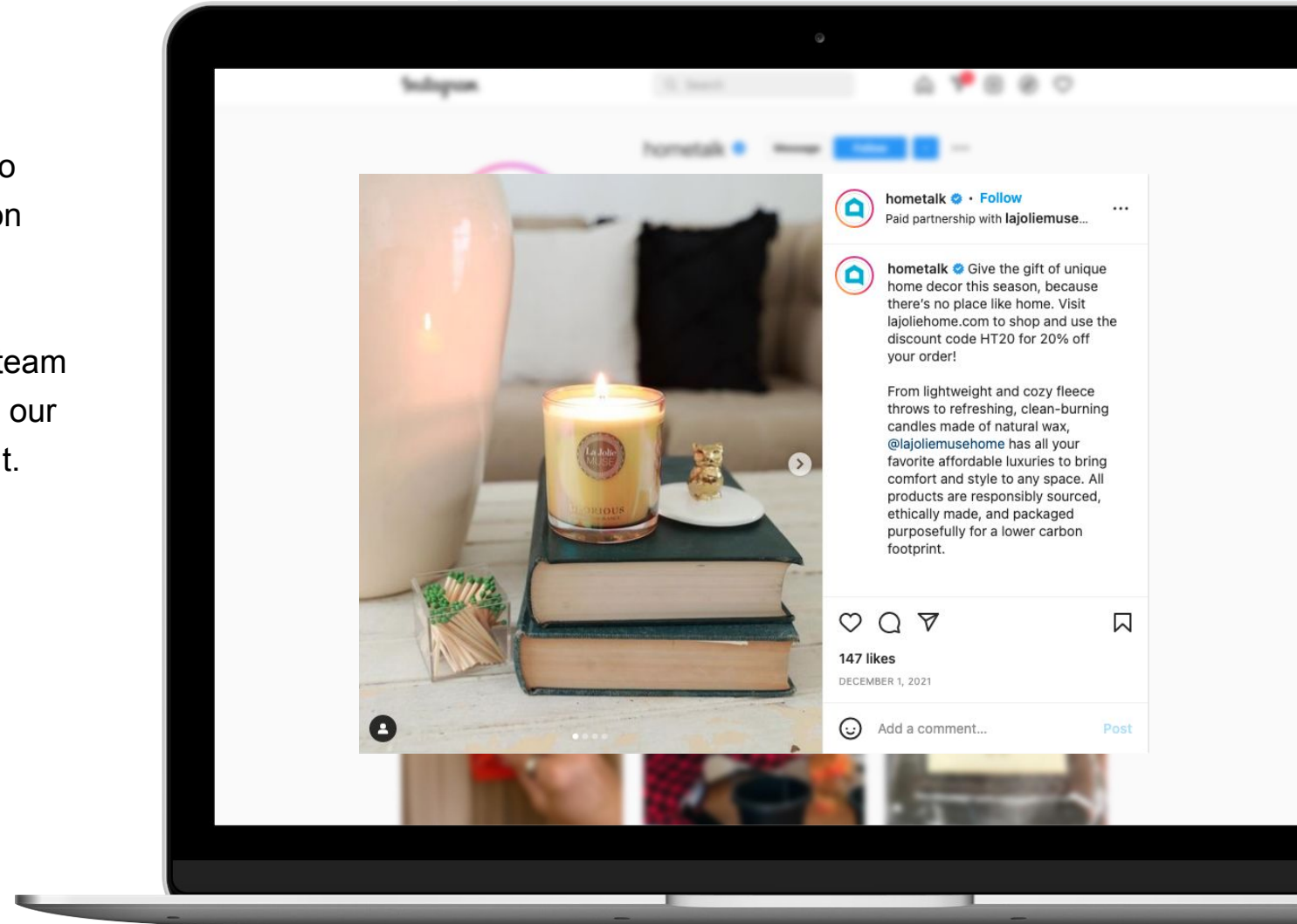
Sponsored Social Posts

At Hometalk, we offer our branded social media programs to help your brand get thousands (or even millions!) of eyes on your products.

Posts can be created by Hometalk's highly-skilled editorial team or repurposed from your existing content, and distributed to our social media audience for maximum reach and engagement.

Metrics:

- Instagram Reach: **493K**
- Pinterest Reach: **5.6MM**
- Facebook Reach: **18.8MM**

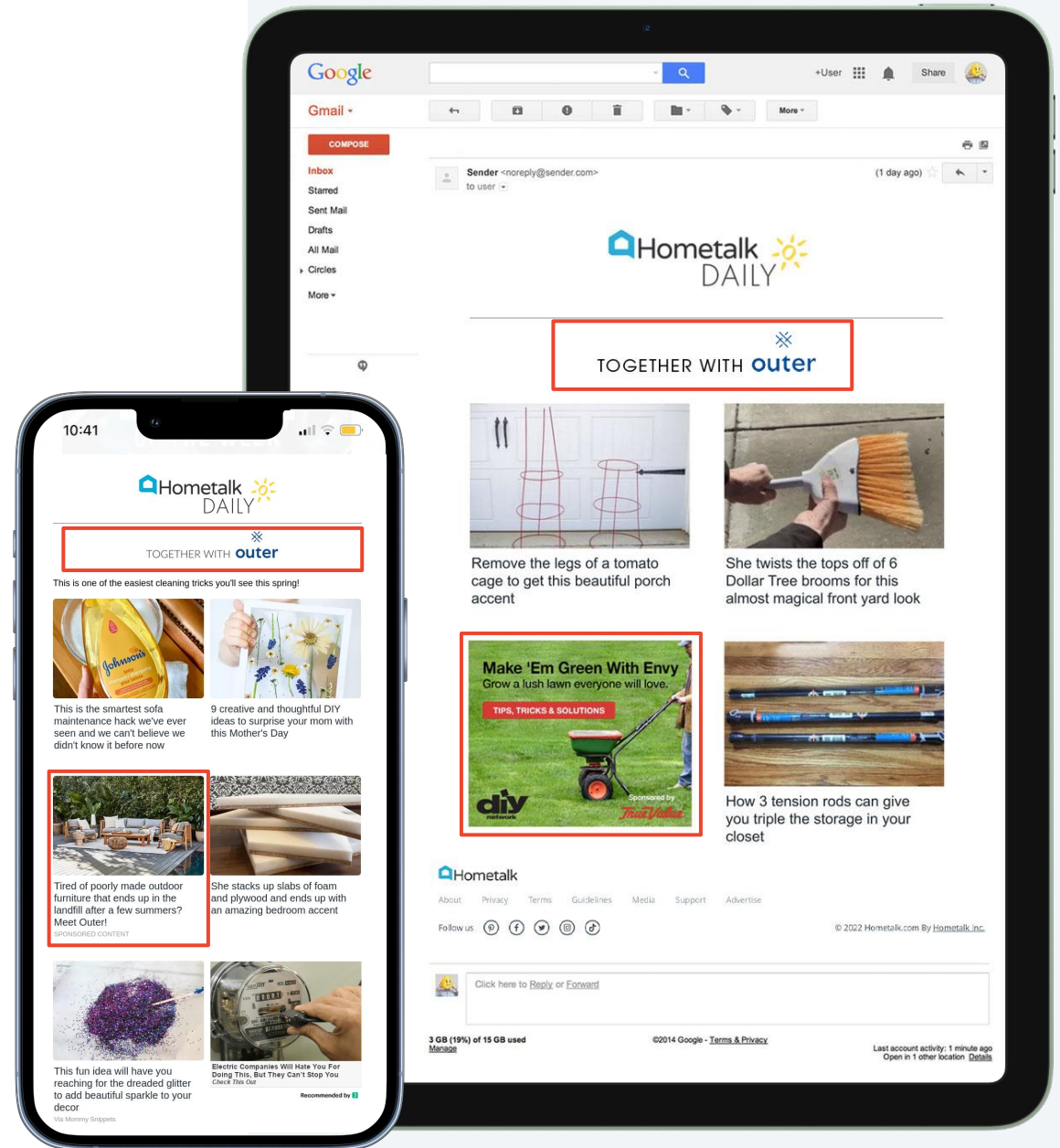


Email

Sponsorships

Hometalk's daily newsletters are crafted by our DIY experts with the latest project ideas, tutorials, videos, discussions, and more.

Sponsorship includes a clickable banner at the top of our daily newsletter and an ad featured in the top section of our email.



Distribution list: **2.49MM**

Metrics:

- Average CTR: **0.15%**
- Viewability: **100%**
- Open rate: **13.91%**



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Targeted Media Executions

Targeted

Media Executions

Receive a custom digital campaign with premium placements including Rich Media, Native and Targeted ROS across Hometaalk.com.

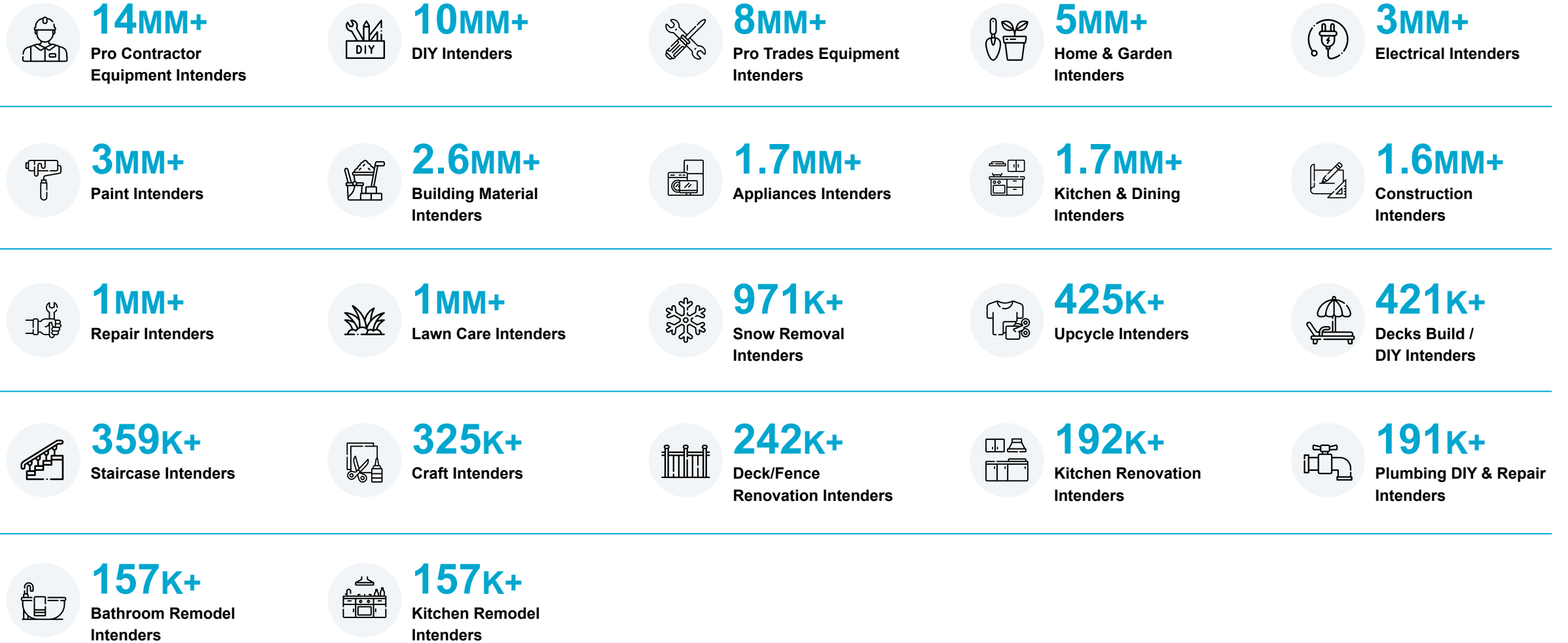
- Average CTR: 0.12%
- Average Video Completion Rate: 50%
- Average Viewability: 70%

Native

The image displays three devices illustrating different media execution types on the Hometaalk.com website:

- Tablet:** Shows a list of couch reviews. An **IAB Standard Display** ad is placed above the content. The ad features the text "Shop smart and save up to 50%" and "Get the new products for less, direct from the manufacturers." with a "Learn more" button.
- Smartphone:** Shows a video player for a project titled "Upcycled Crib Into Bathroom Vanity" by Ash | Dash Lifestyles. A **Video** label points to the video player.
- Laptop:** Shows a project article about building a Japanese style Queen size platform storage bed. A **Native** label points to a sidebar containing a "Popular Project Book" (Don't Throw Out That Old Cookie Sheet Before You See These Ideas), a "Goodbye boring admin. Hello healthy cash flow." offer (3 months free), and "Popular DIY Questions" (How to get rid of mice?).

Top First Party Data Audience Segments (By Monthly Impressions)



Source: Google Analytics, 2022

Hometalk Region



U.S

| | |
|----------------|----|
| Texas | 9% |
| California | 8% |
| Florida | 7% |
| New York | 6% |
| Illinois | 5% |
| Georgia | 5% |
| Pennsylvania | 4% |
| Virginia | 4% |
| North Carolina | 4% |
| Ohio | 4% |
| Michigan | 3% |
| Washington | 3% |
| Tennessee | 2% |
| Indiana | 2% |
| Arizona | 2% |
| Missouri | 2% |
| Massachusetts | 2% |
| Wisconsin | 2% |
| Colorado | 2% |
| New Jersey | 2% |



Canada

| | |
|---------------------------|-----|
| Ontario | 39% |
| Quebec | 18% |
| British Columbia | 14% |
| Alberta | 14% |
| Nova Scotia | 4% |
| Manitoba | 4% |
| Saskatchewan | 4% |
| New Brunswick | 3% |
| Newfoundland and Labrador | 2% |
| Prince Edward Island | 1% |





Thank you!
