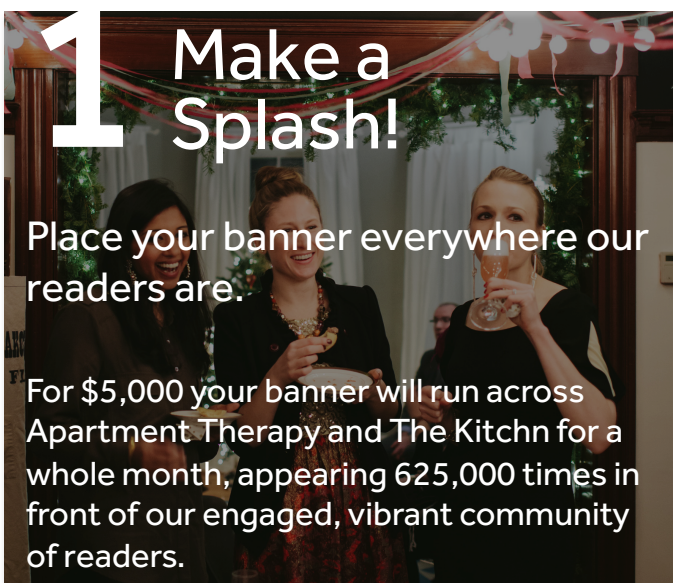


## Reach your best customers effectively with a campaign on Apartment Therapy and The Kitchn

Our readers are your customers – they're savvy, educated and they love to shop.

Let's launch! Here are four fresh ways to introduce your brand to our vibrant community of readers.

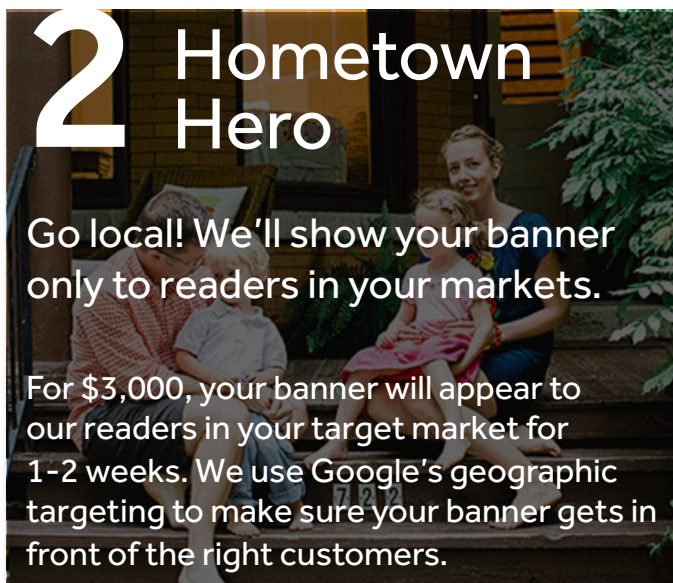
Choose the option that best matches your marketing goals and call Cheryl at (212) 274-0410 to kick off your campaign.



### 1 Make a Splash!

Place your banner everywhere our readers are.

For \$5,000 your banner will run across Apartment Therapy and The Kitchn for a whole month, appearing 625,000 times in front of our engaged, vibrant community of readers.



### 2 Hometown Hero

Go local! We'll show your banner only to readers in your markets.

For \$3,000, your banner will appear to our readers in your target market for 1-2 weeks. We use Google's geographic targeting to make sure your banner gets in front of the right customers.



### 3 Happy Hunter

73% of our readers say they continuously shop for their homes!

For \$5,000, we will show your ad to our most dedicated shoppers. These readers are always on the hunt for great products and aren't afraid of an impulse purchase.



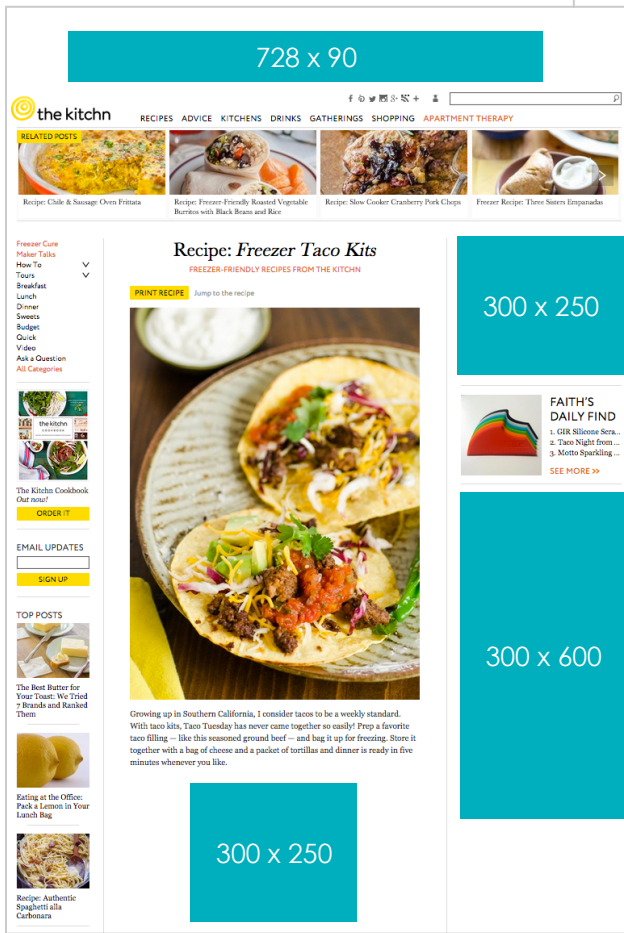
### 4 Sponsored Giveaway

Create buzz around your product while collecting email opt-ins.

For \$15,000, our creative team will work with you to write a custom post about your product to run on our site. Our flagship offering, it's both a branding and direct response opportunity.

# BANNERS

Apartment Therapy and The Kitchn have three standard banner placements. Let us help you choose the campaign that best fits your marketing goals.

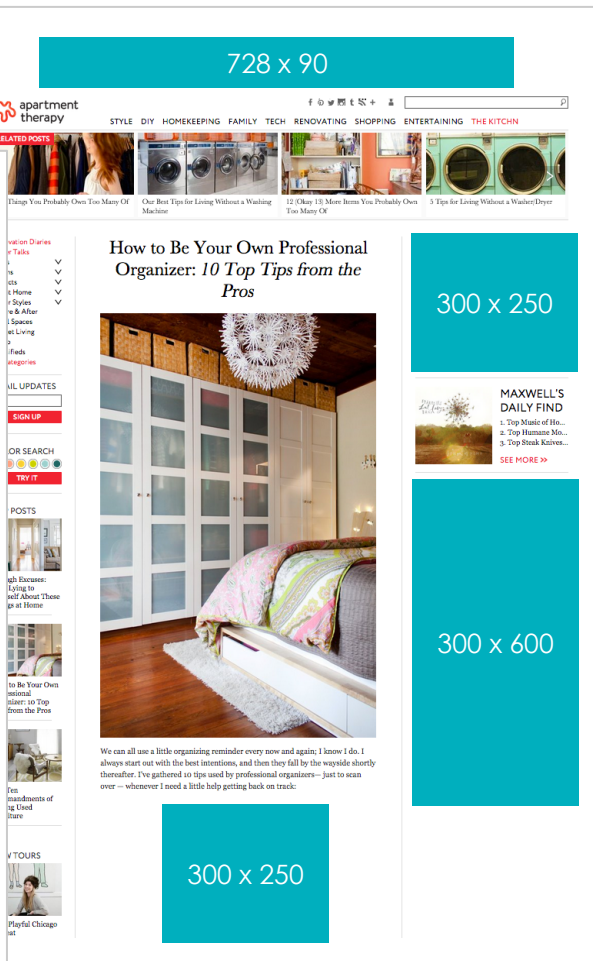


**728 x 90**

**300 x 250**

**300 x 600**

**300 x 250**



**728 x 90**

**300 x 250**

**300 x 600**

**300 x 250**

## AT A GLANCE: APARTMENT THERAPY MEDIA

**15**  
MILLION  
monthly readers

**48**  
MILLION  
monthly pageviews

  
**69% WOMEN 31% MEN**

**51%**  
of readers  
purchased something  
after seeing it on  
Apartment Therapy  
or The Kitchn

**51% of our readers have a household income of \$75,000+**


**CONTACT:** cheryl@apartmenttherapy.com (212) 274-0410



## SPONSORED GIVEAWAYS

Bring your story and products front and center with our readers with this direct response and branding opportunity!

A typical national giveaway gets seen by ~1,000,000 viewers and receives around 5,000 entries, along with a 15% e-mail opt-in rate.



[STYLE](#)
[DIY](#)
[HOMEKEEPING](#)
[FAMILY](#)
[TECH](#)
[RENOVATING](#)
[SHOPPING](#)
[OUTDOOR](#)
[THE KITCHN](#)

Guide to the Perfect Summer  
Renovation Diaries  
Maker Talks

Tours ✓  
Rooms ✓  
Projects ✓  
Life at Home ✓  
Decor Styles ✓  
Before & After  
Small Spaces  
Budget Living  
Video  
Classifieds  
All Categories

EMAIL UPDATES

SIGN UP

COLOR SEARCH

TRY IT

TOP POSTS

10 Stylish Sofas for Small Spaces


10 Actually Awesome Countertop DIYs

Creating a Home: 15 Ideas for Making & Displaying Art

NEW TOURS

### Win: A Customized Chair from Joybird

GIVEAWAY



**Prize:** The chair of your dreams  
**From:** Joybird  
**Value:** \$950 - \$1,499

Our friends at Joybird are giving away custom chairs to three lucky Apartment Therapy readers! Winners will get to choose their favorite chair from Joybird's extensive collection of mid-century modern designs and make it their own by customizing upholstery and finishes.

**Start styling your custom chair with Joybird and enter to win!**

Joybird was conceived in 2013 to bring mid-century modern furniture from the factory floor directly to stylish end users (that's you!). The best thing about Joybird is all of their furniture is made-to-order and fully customizable, so you can make their designs your own by choosing from over 50 fabric or leather upholstery options and selecting the perfect wood stain to match.

In addition to their chairs, which we love, Joybird offers a great selection of sofas, tables, beds, home accessories and storage solutions all inspired by classic mid-century modern designs. Affordably priced to begin with, Joybird also offers free shipping both ways, no sales tax, a 365-day return policy, and lifetime warranties! You can also sign up for Joybird's newsletter to receive exclusive offers.

### MAXWELL'S DAILY FIND

1. Bormioli Rieslin...
2. The Declaration...
3. Riviera Square ...

SEE MORE >>

**Use giveaways to:**  
collect email opt-ins,  
introduce new products,  
announce sales, share  
coupon codes, or even  
survey customers.

## Creative Best Practices: Advertising on Apartment Therapy and The Kitchn

**Make your creative clickable!** Our team has analyzed our best-performing banners to find out what they have in common.

Here are our tips for getting the most out of your campaign with us:

- ✓ Pick a **great image**. Having a high-quality, appealing image is the most important factor determining whether a reader clicks or not. We recommend lifestyle images that show full room shots. We have found images with people in them often perform well, too.
- ✓ Is there a **strong Call to Action**? No matter how beautiful your image, readers won't click unless they know where they're clicking to, and why. Invite them to check out the collection, shop the sale, or to learn more! Many of our most clicked-through banners use the simple CTA, "SHOP."
- ✓ Put a **border** around your banner! Click-through rates are higher when the banner is defined on the page.
- ✓ Keep our audience's aesthetic in mind. Our millions of readers represent a vast range of tastes and styles, but they tend to agree about design that is **clean, classic and modern**. And of course, if you are creating unique creative for advertising on our site, we are happy to work with you to select images and products to feature.
- ✓ We ask you to please remember that you are not permitted to use Apartment Therapy or The Kitchn's names, our logos, or anything else that implies endorsement in your creative.

**We can't wait to launch with you!**