

A woman with brown hair styled in a bun is standing outdoors. She is wearing a strapless, knee-length dress with a large, voluminous bow at the waist. The dress features a colorful floral pattern in shades of blue, purple, and yellow on a light background. She is also wearing purple tights with a white floral pattern and white bows at the top of the thighs. She is standing on a concrete surface in front of a grey wall. To her left are some green plants with yellow flowers, and to her right are several tall, green cacti.

# THE HOUSE

2022 MEDIA KIT

# About the Magazine

*A place for the unique, stylish and creative*

The House is a global culture magazine based in the US with an artful perspective on fashion, art, food, design and travel. The inaugural issue launched October 2021, is wholly independent, and will publish 11 issues a year alongside the continuous content published on the magazine's official website.

Our mission is to provide a space for creatives at all levels of their careers, journeys and practice to share experiences that our audience can resonate with and become inspired by. Our tightly knit team creates this publication to be a voice for all - a link between the large and the small.

## Notable Moments

*During our five issue releases*

As of April 2022, our publication has released a total of seven issues and has seen rapid growth. Here's what you should know:

### Cover Stars

Our first quarter covers consisted of prominent New York models and influencers, Natalie and Dylana Suarez, model and actress Jessica Michel, Dancing with the Stars cast member Olivia Jade, prominent pop star Agnez Mo, children's author and literacy advocate Jason Reynolds, and singer/actress Rumer Willis.

### Audience Engaged

Since the launch of our first issue, we have seen dramatic engagement increases on our Instagram account. The following numbers are based on a 90-day average:

*46k Accounts Reached*

*+44k Non-Follower Accounts Reached*

*+3k Accounts Engaged*

*+7k Content Interactions*

*+21k Profile Visits*

### 30,000 Views/Reel on Instagram

In collaboration with Agnez Mo to promote her latest single release, we teased the drop through a reel on our Instagram that received almost 30k views.

### Recently Launched Website

We launched our online platform in February 2022, and upon release saw an average of 5,200 impressions per month. Between February and April, we have seen rapid growth in numbers, and are now receiving an average of 10,000 global impressions per month.





# Our Reach

*Statistics from our digital issues*

As of January 1, 2022 we are able to report the following average monthly statistics on our readers:

## 15,660 Views

Average number of publication pages viewed from first issue to current issue.

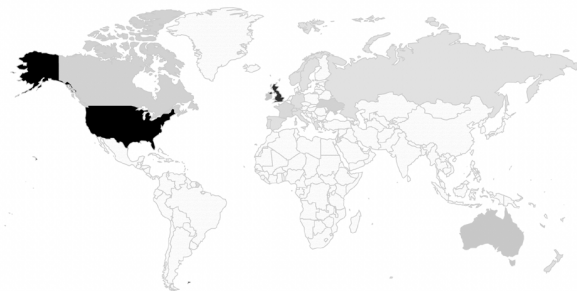
## 40.92 Pages/Reader

The average number of viewed pages by a reader.

## 7:12 Average Time Spent/Reader

## Geographical Reach

This issue was read on a global scale with the majority of readers located in the United States, United Kingdom, Canada, Ireland and Australia.



# Social Media

*Our social media platforms*

All content published in print is repurposed on our website and social media platforms, making all of our content easily accessible to readers.

## Instagram Statistics

Our Instagram has a strong engagement rate of 26.4% and an incredibly loyal following. 87.2% of our audience identify as women and 12.7% identify as men. A global reach spans from our home in the United States (65.4%) to many countries in Europe, Canada, South America, and Australia. They are predominately female between the ages of 25 and 44.

Our audience is looking for inspiration and creativity. They respond to brands with a story and purpose behind their pieces and are mostly engaged on reels and carousel posts, especially video content.

## Pinterest Statistics

Our audience is looking for pins they will save for inspiration, purchases, and plans and care about aesthetic detail and a brand story that they can connect with. We currently have nearly 6,000 Pinterest followers and 3.4 monthly views. 5.6% of this audience is between the ages of 25 and 34, the second largest age group being 18-24 (26.3%). 83.5% are women, 9.9% are men, and 6.6% have listed themselves as other. Top cities reached are Los Angeles, New York and San Francisco.

# Brand Highlights

*What's ahead*

## The House Weddings

The brand also produces a robust wedding section with a collection of luxury real weddings and editorial submissions from the most talented in the industry, making this the next best destination for the modern, luxury bride. This section will launch **January 2023**.

## Weekly Newsletters

Currently, The House sends out a monthly newsletter. Following the launch of the website, the brand will send out a weekly newsletter that mirrors the content seen in the magazine itself and the website. Those that subscribe will also get exclusive access to behind the scenes content and will be the first to know about events and promotions produced by our partners and our team. Our audience can also subscribe to our weekly Weddings newsletter for the latest content delivered straight to their inbox.



# Editorial Calendar

*Trendsetters / New Beginnings*

## *The Travel Issue*

On sale date: 2/9/2022

**Booking Deadline: 1/10/22 | Artwork deadline: 1/24/22**

## *Arts & Entertainment Issue*

On sale date: 3/7/2022

**Booking Deadline: 2/7/22 | Artwork deadline: 2/21/22**

## *The Music Issue*

On sale date: 4/11/2022

**Booking Deadline: 3/7/22 | Artwork deadline: 3/21/22**

## *The Men's Issue*

On sale date: 5/10/2022

**Booking Deadline: 4/11/22 | Artwork deadline: 4/25/22**

## *The Pride & Diversity*

On sale date: 6/6/2022

**Booking Deadline: 5/9/22 | Artwork deadline: 5/23/22**

## *The American Icon Issue*

On sale date: 7/11/2022

**Booking Deadline: 6/13/22 | Artwork deadline: 6/27/22**

## *Advertising*

For a full list of our advertising packages, sponsorship opportunities and rates, please contact us at:

[kperez@thehouse-magazine.com](mailto:kperez@thehouse-magazine.com)



# Print Rate Card

| <i>Size/Position</i>    | <i>Rate</i>    |
|-------------------------|----------------|
| Full Page               | \$5,000.00     |
| Double-Page Spread      | \$9,000.00     |
| Inside Front Cover      | \$7,000.00     |
| Inside Back Cover       | \$6,500.00     |
| Outside Back Cover      | \$8,500.00     |
| Advertorial (2-4 pages) | \$11,500.00    |
| Ad Design               | Please inquire |

# Digital Rate Card

| <i>Position</i>                        | <i>Rate</i> |
|--|-------------|
| <b>Banner Ads - One Week Listing</b>   |             |
| Home Page Banner Ad                    | \$1,000.00  |
| On The Cover                           | \$700.00    |
| Recent Stories                         | \$700.00    |
| Fashion/Beauty                         | \$650.00    |
| Art/Design                             | \$650.00    |
| Food/Travel                            | \$650.00    |
| After article                          | \$700.00    |
| <b>Vertical Ads - One Week listing</b> |             |
| Fashion Home Page                      | \$500.00    |
| Beauty Home Page                       | \$500.00    |
| Art Home Page                          | \$500.00    |
| Design Home Page                       | \$500.00    |
| Food Home Page                         | \$500.00    |
| Travel Home Page                       | \$500.00    |
| Digital advertorial                    | \$500.00    |

# Social Media Rate Card

| <i>Instagram</i>   | <i>Rate</i>    |
|--|----------------|
| 1 x Feed or Carousel Post  | \$3,500+       |
| 1 x In-Feed Video  | \$4,000+       |
| 1 x Story Feature (3-5 Clips) with links                             | \$2,000+       |
| Story Guide  | \$3,000+       |
| 1 x Reel   | \$4,000+       |
| 1 Reel + Story Series  | \$4,500+       |
| IGTV Sponsored Post  | \$4,500+       |
| Add Ons: IG Takeover, IG Live,<br>IG Highlight                       | \$1,500+       |
| Custom Pinterest Boards, Branded<br>Pinterest Pins, TikTok and Reels | Please Inquire |

# Creative Partnerships

*Branded Magazine Editorial*  
Costs are made up of a net production charge starting at \$8,000 for a House shoot, plus the cost of print ad placement of client's choice according to the print rate card. Special terms and conditions apply.

For individual costings and creative ideas, please contact The House branded content team at [contact@thehouseofperez.com](mailto:contact@thehouseofperez.com).

*Branded Product Shoot*  
Costs are made up of a net production charge starting at \$5,500 for a House shoot plus the cost of print ad placement of client's choice according to the print rate card. All assets will be owned by the brand. The brand is responsible for the associated cost of shipping all products used in the shoot to The House of Perez production team. Special terms and conditions apply.

For individual costings and creative ideas, please contact The House branded content team at [contact@thehouseofperez.com](mailto:contact@thehouseofperez.com).

*Sponsored Shoot*  
Client covers portion or all of production costs for sponsored editorial shoot. Deliverables will vary depending on dollar amount associated with the sponsorship.

- Possible Deliverables:**
- Complimentary 1-2 page ad or advertorial
  - Social media advertising package (organic)
  - Newsletter sponsor
  - Company will be credited in shoot credits
  - Company logo included in video assets developed during shoot

