

Online Opportunities

EDITORIAL POSITIONING

This Old House Online offers accessible expert advice, based on over two decades of professional experience, for all areas of home improvement, design, and ownership. Topics covered range from repair and maintenance to design and planning, with step-by-step projects, inspirational photo galleries, tons of know how, plus how-to videos from our award winning television shows.



UNIQUE CONTENT OPPORTUNITIES

- Digital Designer
- Welcome Takeover
- How-to Video
- Photo Galleries
- Sweepstakes
- Minisites
- Newsletter
- Dedicated Email Blast
- Weekly Poll
- Channels:
- Kitchen
- Bath
- Interiors
- Exteriors
- Remodeling & Additions
- Repair & Maintenance
- Design & Planning
- Tools & Materials
- Yard & Garden
- Electrical & Lighting
- Plumbing
- Heating & Cooling
- Managing Your Home
- Home Technology
- Homeowner's Handbook

ADVERTISING SOLUTIONS

- Accept all forms of rich media
- High impact large sized ad units
- Interstitials
- Popups
- Content sponsorships
- Rich Media & road blocking
- Video units

DEMOGRAPHICS

Female	51.5%
Male	48.5%
Age 25-54	66%
Median age:	48
Median income:	\$67,431
Married	73%
Own a single family home	77%

Source: @Plan Winter 2006

RESEARCH POINTS

- Personal Interests – Home/Lifestyle
 - Furniture Refinishing **510 index**
- Purchased/Transacted Online – Last 30 days
 - Home Improvement **435 index**
- Personal Interests - Home/Lifestyle
 - Carpentry/Woodworking **350 index**
- Shopped Online – Last 6 months
 - Gardening Tools/Supplies **358 index**

TRAFFIC INFORMATION

8,500,000 page views/month
1,000,000 uniques/month

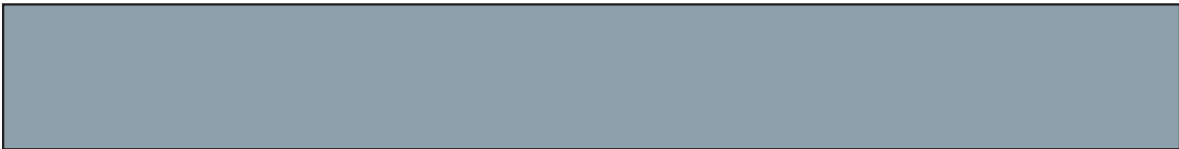
Source: Omniture, January 2007

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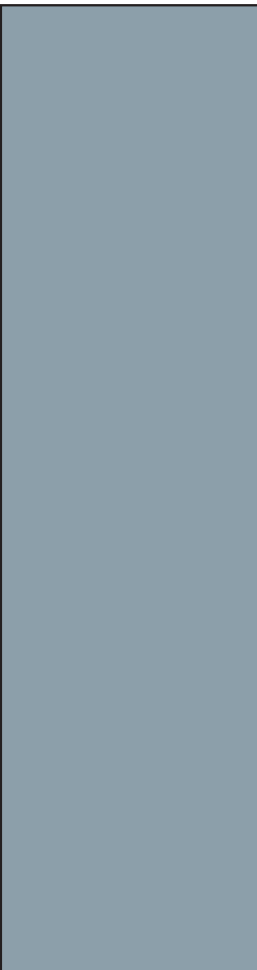
UNIT SIZING



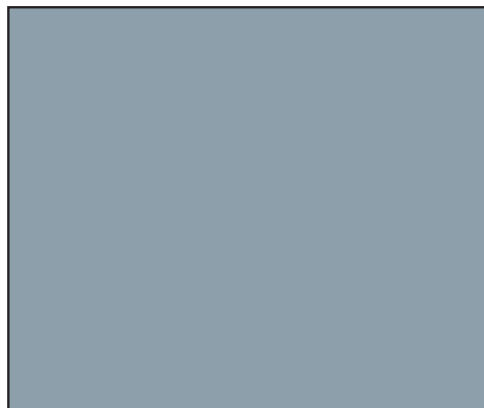
728 pixels X 180 pixels Ad Unit



728 pixels X 90 pixels Ad Unit



160 pixels X 600 pixels Ad Unit



300 pixels X 250 pixels Ad Unit