



HOME VERTICAL MEDIA KIT

2015



PART OF INTERNET BRANDS ABOUT US



Internet Brands is a new media company that operates online media, community, and e-commerce websites in vertical markets. In addition, we develop and licenses internet software and social media applications.



127 MILLION
766 MILLION
3 BILLION

GA Monthly UVs
GA Monthly PVs
Monthly Imps

20 MILLION
342 MILLION
6 MILLION

comScore Monthly PVs
comScore Monthly UVs
Newsletter Subscribers

INTERNET BRANDS VERTICAL LIST



In its Consumer Internet Division, Internet Brands owns and operates more than **300** principal websites in **10** categories.



AUTO

carsdirect.com
autos.com
& 130+ websites



CAREERS

modelmayhem.com
classadrivers.com
& 20+ websites



ECO DESIGN

inhabitat.com
dornob.com
& 10+ websites



HEALTH

ehealthforum.com
healthboards.com
& 40+ websites



HOME

doityourself.com
inhabitat.com
& 20+ websites



MONEY

finweb.com
mortgage101.com
& 10+ websites



PARENTING

justmommies.com
inhabittots.com
& 20+ websites



SHOPPING

findgift.com
bargainist.com
& 10+ websites



TRAVEL

wikitravel.org
bnbonline.com
& 20+ websites



WOMEN

weddingbee.com
craftster.org
& 20+ websites

IB HOME VERTICAL

22M GA Unique Visitors
7M comScore Unique Visitors
20+ WEBSITES

[ApartmentRatings.com](#)

[Craftster.org](#)

[DavesGarden.com](#)

[DoltYourself.com](#)

[DoltYourself.com - Forum](#)

[Dornob.com](#)

[Ecouterre.com](#)

[ePodunk.com](#)

[Gardens.com](#)

[Inhabitat.com](#)

[Inhabitots.com](#)

[Inhabitatshop.com](#)

[OhMyApartment.com](#)

[TenantMarket.com](#)

[ThatRentalSite.com](#)

[QuiltedParadise.com](#)

[QuiltingBoard.com](#)

[RealEstateABC.com](#)

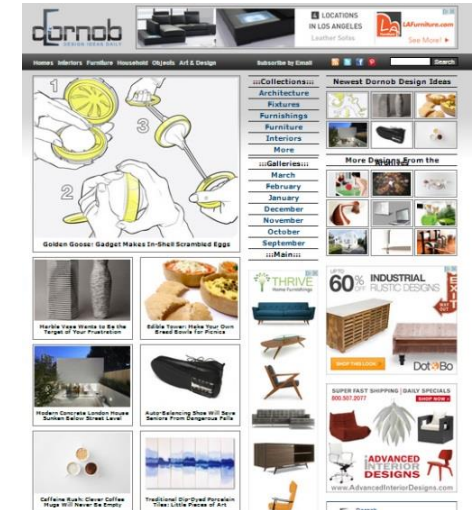
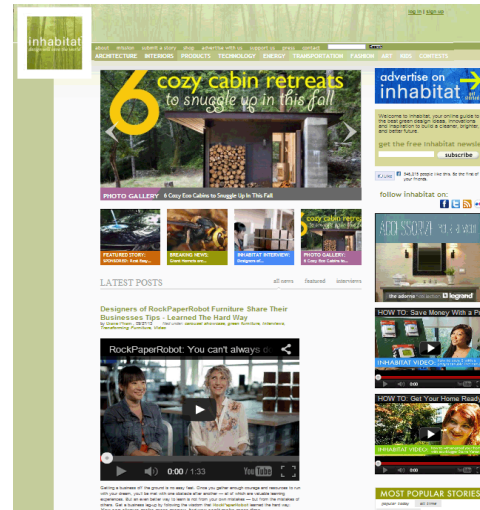
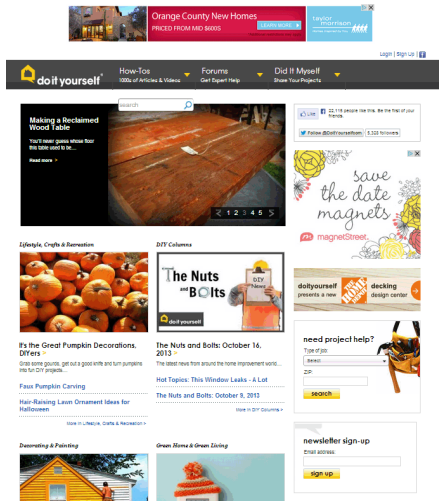
[SplitCoastStampers.com](#)

[WeddingBee.com](#)



AUDIENCE FLAGSHIP PROPERTIES

Traffic from non-paid (organic) search



DoltYourself.com

Inhabitat.com

Dornob.com

10M GA UVs

3.9M comScore UVs

2.5M GA UVs

528K comScore UVs

765K GA UVs

3M GA PVs

AUDIENCE FLAGSHIP PROPERTIES

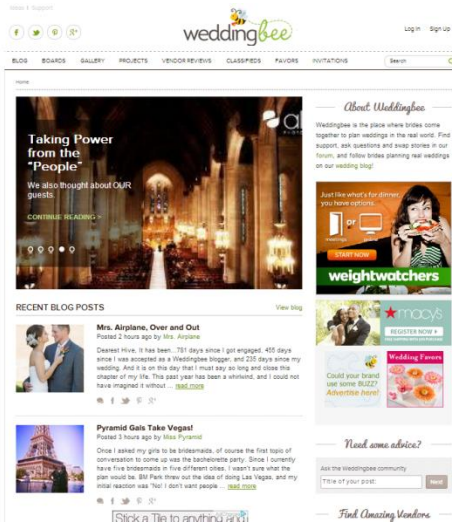
Traffic from non-paid (organic) search



Apartmentratings

1.6M GA UVs

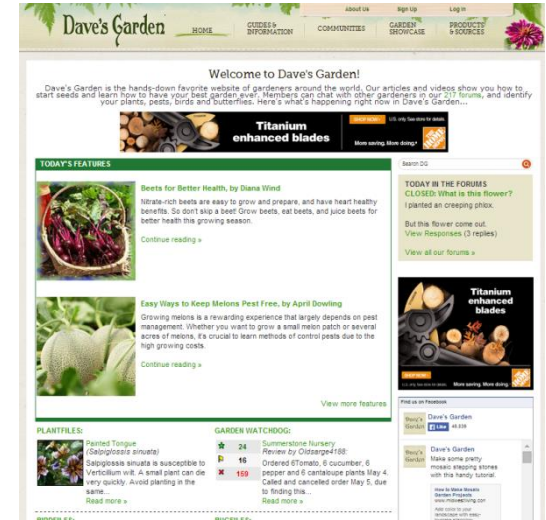
824K comScore UVs



Weddingbee

2.7M GA UVs

664K comScore UVs



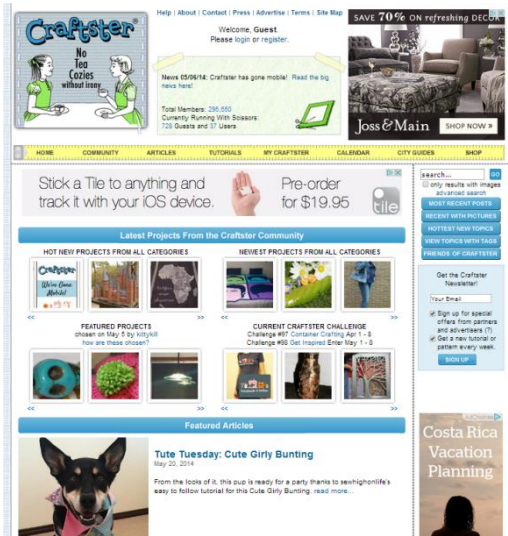
Dave's Garden

1.8M GA UVs

715K comScore UVs

AUDIENCE FLAGSHIP PROPERTIES

Traffic from non-paid (organic) search



Craftster

478K GA UVs

1.3M GA PVs



Splitcoaststamplers

397K GA UVs

115K comScore UVs



Gardens

765K GA UVs

3M GA PVs

AUDIENCE HOME & GARDEN DEMOGRAPHICS



Age & Gender

18-34 26.4%
35-54 31.4%
55+ 23.5%

Male 42%
Female 58%



Household Income

\$75K+ 57%
\$100K+ 38%

THE RIGHT AUDIENCE COMSCORE INDEX



Internet Brands Home & Garden



Shopped at **Home/Kitchen Store**
in last 6 months

Comp. Index
1118



Performed **Home DIY Project**
- i.e. applying wallpapers

Comp. Index
470



Currently Pregnant
- Looking for **parenting** info

Comp. Index
405



Spent **\$500 or more** on
clothing in last 6 month

Comp. Index
335



Purchased **gardening** supplies and
Tools in last 6 months

Comp. Index
282

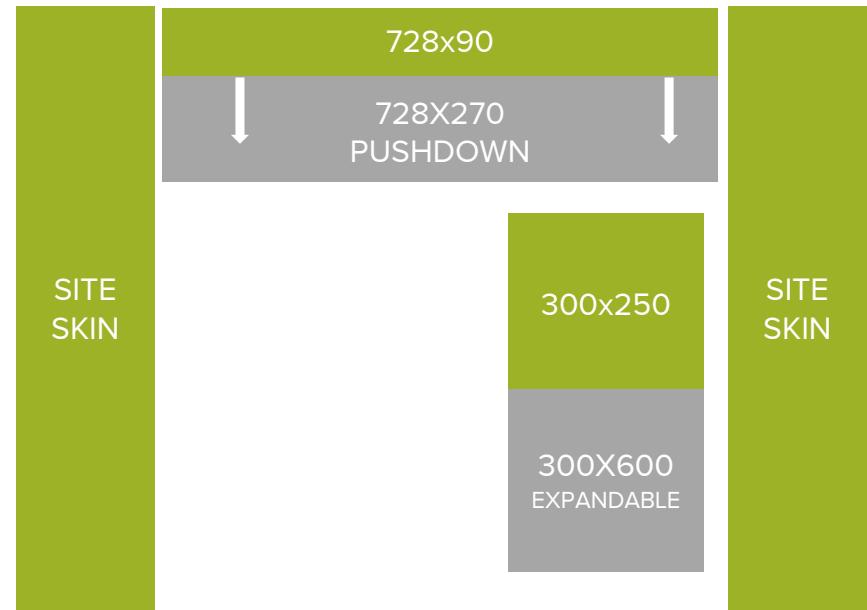


ADVERTISING OPPORTUNITIES

AD PRODUCTS **FLAGSHIP PROPERTIES**

INTERNET BRANDS OFFERS
A WIDE VARIETY OF PRODUCTS
THAT CAN BE CUSTOMIZED AND TAILORED

- STANDARD IAB AD UNITS
- IAB RISING STARS
- RICH MEDIA OPTIONS
- CONTENT INTEGRATION
- CONTESTS & EVENTS SPONSORSHIP
- ADVANCED TARGETING OPTIONS
 - BOARDS CONTENT
 - BLOG CONTENT
 - GALLERY TAGS
 - GEO-TARGETING
 - ZONE
 - BEHAVIORAL



*Used to demonstrate display size options,
not necessarily indicative of page placement.

ADVERTISING OPTIONS



STANDARD ROADBLOCKS!
iAB AD UNITS

SPONSORED
EDITORIAL POST
& VIDEO PRODUCTION



SPONSORED 
CONTEST & GIVEAWAY

AUDIENCE
TARGETING 

BRAND
STUDIES



DEDICATED EMAIL
& E-NEWSLETTER



Demographic
Psychographic
Behavioral
Geo-targeting

DESIGN
CENTER

FUN & EXCITING
CREATIVES 

Site-skins
Full page Takeovers
Rich Media
Interstitials



SOCIAL
MEDIA
CAMPAIGNS



FULL OPTIMIZATION





WITH IN-HOUSE TECH
IN-HOUSE CREATIVES

AD PLACEMENT SAMPLE

Premium Placement on Premium Contents


How-Tos ▾ Did It Myself ▾ Forums ▾ 





Installing a Horse Tire Swing


And the horse you rode in on....

[Read More](#)




 Like 274,343 people like this. Be the first of your friends.


 Follow @DoltYourselfcom 6,105 followers




NO WALLING OR FADING.



More saving. More doing. 

Get Ready for Summer



Help With Driveways and Walkways




doityourself presents a new  VERANDA Design Center 

Need Project Help?

Type of Job

RICH MEDIA OPTIONS **PUSH DOWN**

ideas | Support

wedding  bee

Log in Sign Up

BLOG BOARDS GALLERY DIY VENDOR REVIEWS CLASSIFIEDS FAVORS INVITATIONS 



Ben Bridge
\$100,000 WEDDING
— OF THE —
CENTURY

Signature
FOREVERMARK

ENTER SWEEPSTAKES >

Home



What Will Our Tables Wear? Part 2

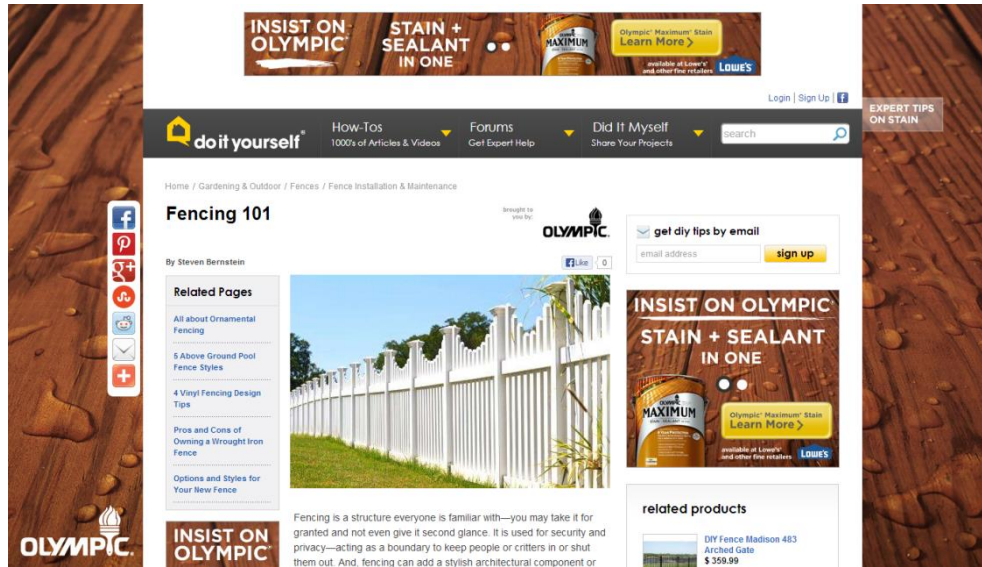
I want to share with you the final look of our tables. On my last post I talked about our

Subscribe to our newsletter

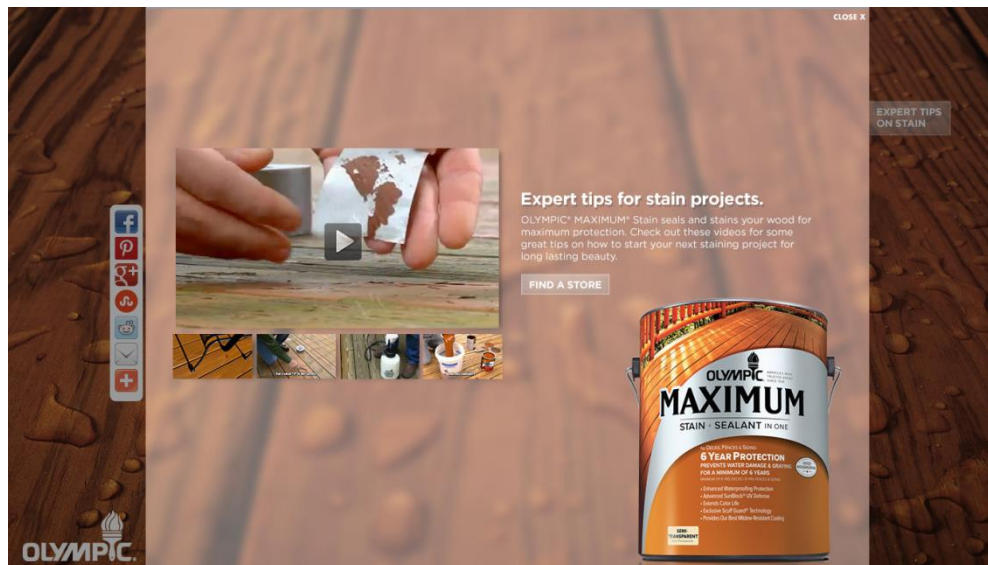


RICH MEDIA OPTIONS **PUSH DOWN**

Premium Placement on Premium Contents



COLLAPSED VIEW



ACTIVATED VIEW

RICH MEDIA OPTIONS **ROLLOVER**

ecouterre

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Search

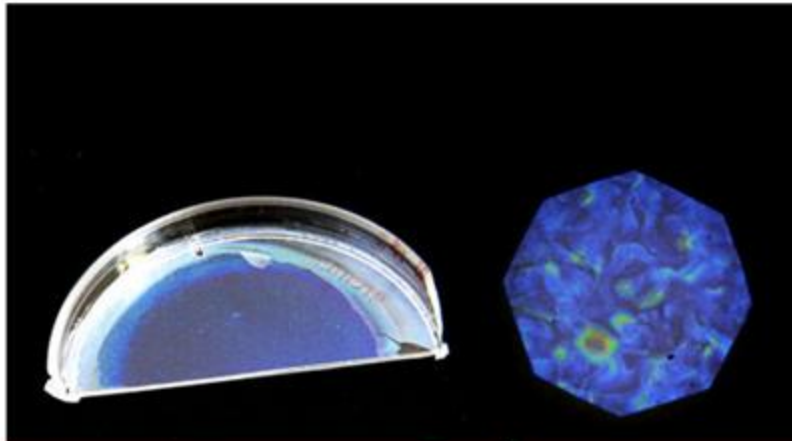
GIVEAWAYS

[WOMENS](#) [MENS](#) [SHOES](#) [ACCESSORIES](#) [BEAUTY](#) [TEXTILES](#) [TECH](#) [DESIGNERS](#) [REUSE](#) [DIY](#) [VEGAN STYLE](#)

WEARABLE TECHNOLOGY

Inspired by Nature, Iridescent Cellulose Films Could Replace Toxic Dyes

by Bridgette Meinhold, 07/23/14 *filed under: Wearable Technology*



JOIN THE ECOCHIC DESIGN AWARD

NEWS

- + PACT Unveils Fair-Trade-Certified, Organic-Cotton Clothing Line
- + "Zoo Jeans" Are Fashionably Ripped by Lions, Tigers, Bears (Oh My!)
- + Fake Clothing Drop-off Bins Are Making a Profit From Your Donations

FEATURES

- + 10 Embroidered "Game of Thrones" Costumes With Mind-Blowing Detail

ecouterre

Welcome to [Ecouterre.com](#), your online guide to the best ideas, innovations and emerging trends in eco fashion, sustainable style, organic beauty and ethical apparel.

get the free Ecouterre newsletter

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Like 57,100 people like this. Be the first of your friends.

follow ecouterre on:



PINK
VICTORIA'S SECRET



BRAS OF SUMMER

Rollover for the style scoop >



RICH MEDIA OPTIONS INTERSTITIALS

ecouterr

Naja; Sexy, Affordable Lingerie Th
by Helen Morgan · 05/19/14 · Filed under: Eco-F
Fashion

PINK
BRAS OF SUMMER

THERE'S A
PINK BRA
FOR EVERY
OUTFIT UNDER
THE SUN!

Click to check out our
must-have fits

STRAPLESS BRALETTE BANDEAU

ALWAYS

DESIGN CENTER

A **living, breathing** editorial section - this microsite can act as a central hub for your contents

do it yourself

How-To Categories

BEHR: Find your color. Be inspired. Start your project.

Palettes That Please

EDITORIAL & SLIDESHOW

ColorSmart by BEHR™ Mobile

Video

Paint Samples \$394 each

TIP SHEETS

Colorfully, BEHR

Click on the paint spills below to view Behr's Color Gallery:

FRESH DAY 4L22D-11-pv

COOL JAZZ 400A-2

TART APPLE 420H-4-pv

Store Locator

Full Page-takeover Site-wall

Store Locator Widgets

You can fully **customize** the layout

It's not just a single native ad placement, it is **an entire section of content that lives** within our site, all built around you!

Showcase your brand and all it's features inside a specially designed editorial section within our highly-searched, audience-engaging website.

In-house Design Team & Editorial Team

Our in-house design team is here to help. You can provide assets and **we build the rest.** Fully staffed editorial and creative teams can produce content just for you.

SPONSORED POSTS

Comes with **Promotional Vehicles**



Fresh Flower Napkin Rings

Adorning each place setting with fresh flowers is a handmade touch that honors each guest at just about any gathering.

CONTINUE READING >

RECENT BLOG POSTS

Classifieds: May 22, 2014
Posted 2 hours ago by classifieds

Featured in Homepage

weddingbee

Buzzworthy Blog Posts

Pic of the Week

Taking Power from the "People"
Wedding etiquette getting you down? Consider Miss Clover's wedding planning manifesto... [Read more](#)

Getting Married Filipino Style
Discover the wedding traditions of the Philippines with Miss Squid... [Read more](#)

Forever Please
A favorite phrase becomes a design inspiration for Miss Barn's wedding... [Read more](#)



My ring! shared by [name]

DIY Inspiration

Weddingbee
23 hours ago

Check out this simple & inexpensive fresh flower napkin ring DIY from FiftyFlowers!

<http://www.weddingbee.com/2014/05/15/fresh-flower-napkin-rings/#axzz32O2r4Rxp>

Like · Comment · Share 36

460 people like this.

Write a comment...

Katie Reimer Michell · 6 hours ago

Social Media Promotion

Fresh Flower Napkin Rings

by Guest on May 15th, 2014 @ 12:00 pm

f t p g+



Adorning each place setting with fresh flowers is a handmade touch that honors each guest at just about any gathering. Whether it's an intimate Sunday dinner, an ultra feminine bridal shower or a romantic spring wedding, floral napkin rings are easy to assemble and provide endless possibilities to incorporate the colors and textures of your occasion. Fresh flower napkin rings can also double as your favor, a beautiful little reminder for guests to take home.

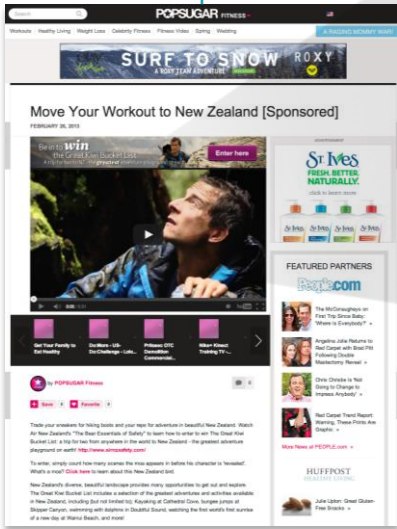


You may supply contents or
Our editorial will write for your brand!

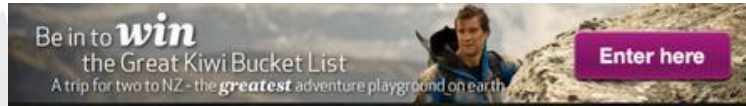
NATIVE VIDEO PLACEMENT

Powerful Retargeting & Social Sharing - secure a **guaranteed** minimum of video plays plus the opportunity for bonus media!

Video player lives
in endemic environment



Social
Overlay
Banner



Video



Sharing
Buttons



Entire Video Unit:
640x495



1 VIDEO AD SERVED
or VIDEO EMBEDDED IN
ENDEMIC CONTENT

2 USER ENGAGES WITH VIDEO

3 SOCIAL SHARING = BONUS VIEWS

4 USER IS COOKIED AFTER VIEWING VIDEO 1

5 COOKIED USER IS SERVED VIDEO 2 IN SERIES

6 OFTEN LEADS TO UNPAID EDITORIAL COVERAGE

SPONSORED GIVEAWAY

Editorial Write-up

The screenshot shows a blog post on weddingbee.com. The article title is "Win \$250 in Wedding Invitations & Coordinating Stationery from Minted!". The author is "Contests on May 19th, 2014 @ 12:11 pm". The article text includes: "You already know that here at Weddingbee we love Minted. We've got a whole tab dedicated to their beautiful wedding stationery from independent designers from around the world. (Just look at the way to the right and check out the 'invitations' tab to see for yourself!)" and "We're delivering one lucky five member \$250 to spend at Minted! 3 additional lucky members up will each win \$100 toward Minted goodies. To enter, go to Minted's website, then come back here and leave a comment with a link to your favorite design!". There are images of various wedding invitations and stationery items. A sidebar on the right contains a "Subscribe to our newsletter" form and a "free shipping every day" promotion for Macy's.

Registration Page Sample

The registration page features social media links for Facebook ("Like us on Facebook") and Twitter ("follow us on twitter"). Below these is a form with three input fields: "Email Address *", "First Name *", and "Last Name *". At the bottom of the form is a "SUBSCRIBE & ENTER" button.

Extremely high engagement,
brand lift & awareness with consumers



Consumer leads can be captured
for further marketing

Great for lead generation
& raising awareness of a new product

The advertisement is for Chairish, an online consignment marketplace. It features a red banner that says "WIN A \$500 GIFT CERTIFICATE to spend at Chairish". Below the banner are images of a green tufted chair, a white reindeer sculpture, and a wooden table with a yellow chair. The text includes: "LAST CHANCE: Win a \$500 Gift Certificate to Chairish to Spend on Pre-Owned Designer Furnishings! by Diane Pham, 10/23/13". A "SHOP NOW" button is visible. At the bottom, it says "WIN A \$500 SHOPPING SPREE TO CHAIRISH!" and "Are you design-obsessed and tired of trawling through flea-markets and eBay to find the perfect, one-of-a-kind pieces to decorate your home? Enter Chairish, the world's first online consignment marketplace for design aficionados to easily buy and sell pre-loved designer furnishings. Chairish's team of curators have hunted down hundreds of unique, high-end pieces that are looking for a second life in a new home. So whether you love the clean modern lines of Eames and Prouvé or prefer more 'textured' vintage treasures, Chairish's astutely edited selection makes finding fabulously original furnishings for any kind of home fun and easy. And because we're so inspired by this new online shopping experience, we're thrilled to announce that we've teamed up with Chairish to give away \$500 gift certificate to one lucky reader! Just click here to enter the sweepstakes, and don't forget to check out our specially curated 'Inhabicollection' for some extra design inspiration!". There is also a "REGISTER NOW" button for Macy's.

HOME MAKEOVER CONTEST

Ideal for engaging consumers around **specific home brands & products**




Kitchen Upgrade Photo Contest

Sponsored by Moen®

enter here | about | prizes | rules | in partnership with **inhabitat** and **do it yours**


Prizes



GRAND PRIZE: \$1750 KITCHEN UPGRADE

GRAND PRIZE


- + The grand prize winner will receive \$1250 MSRP toward a product suite from one of the many **Moen** kitchen or bath collections
- + A \$500 check towards the cost of installation



3 RUNNER-UP PRIZES: A MOEN FAUCET worth up to \$700

RUNNERS-UP

- + 3 runners-up will receive a **Moen faucet** of up to \$700 MSRP



Enter the Project Kitchen Upgrade Contest

Are you so ashamed of your kitchen that you cringe at the thought of having houseguests? Whether you're an apartment-dweller in the city or own your own home out in the 'burbs, if your kitchen is in dire need of a upgrade – fear not! Inhabitat and DoItYourself.com have heard your cries and we want to help end your suffering by hooking one lucky reader up with a \$1750 kitchen makeover in our Project Kitchen Upgrade Contest. We're looking for the world's saddest kitchen in hopes of transforming it into a snazzy, new, sustainable culinary headquarters, so if you think your cucina is pitiful enough to catch our eye, enter for a chance to win the makeover! The grand prize winner will receive \$1,250 to use towards any of **Moen's** product lines, which include their new water-saving **MotionSense** faucets, **AND** a \$500 gift card towards installation.

How do you enter to win this sweet upgrade? Just upload a picture of your kitchen and tell us why you deserve this awesome kitchen upgrade. Humour is encouraged!

Deadline to enter is Friday, March 29th

YOUR CONTACT DETAILS

first name

last name

email

zip code

TITLE

UPLOAD IMAGES HERE

size should be under 100k and 800x600 pixels

PLEASE INCLUDE DESCRIPTION OF YOUR PHOTOS BELOW

Maximum characters allowed = 500 - please try to keep your description short and clear

Great for
Lead generation & branding

We **produce** photography /
before & after article

We **handle** design, administration and
production of contests

NEWSLETTER

Engaging readers on **multiple touch points**

The screenshot shows a newsletter layout for 'weddingbee'. At the top is the logo with a bee icon. Below it are two columns of content. The left column is titled 'Buzzworthy Blog Posts' and contains three articles with 'Read more' links. The right column is titled 'Pic of the Week' and features a photo of a bride in a hallway with a caption. Below the blog posts is a '300X250 Promo Banner' for a giveaway with Minted. At the bottom right is a 'DIY Inspiration' section with a photo of napkin rings and a caption. A 'Hot Topics in the Hive' section at the bottom lists several articles with author names. Social media icons for Pinterest, Twitter, and Facebook are present, along with a 'Buzz' logo and a bee icon.

weddingbee

Buzzworthy Blog Posts

Our Venue Is Bankrupt
You found your perfect venue, placed your deposit, and then... it goes bankrupt. What now? ... [Read more](#)

Making a Minor Motion Picture
Would you tweak your budget for a videographer at your wedding? ... [Read more](#)

We Love Wedding Invitations From Minted!
We're delivering one lucky hive member \$250 to spend at Minted! ... [Read more](#)

Pic of the Week

My Dress
shared by [bit11b](#)

weddingbee presents...
THOMAS
a \$250 giveaway with
minted.

DIY Inspiration

DIY Fresh Flower Napkin Rings Your Guests Will Adore

Hot Topics in the Hive

- "I'm going to marry her anyway!" by MrsPanda99
- Displaying your wedding photos by purplebumblebee
- DIY invitations costs by anhelms
- Reproposing by ruphiolis
- The silent in-laws by waddle
- He asked her to be a grooms(wo)man by redfishbluefish

Pinterest, Twitter, Facebook icons

Buzz logo

Editorial Write-up

300X250
Promo Banner

Promo Banner
& Editorial Write-up

SELECT ADVERTISERS



YOU ARE IN GOOD IN HANDS

✓ CUSTOM CAMPAIGNS

Full creative, editorial and in-house tech

✓ VALUE

Full range of pricing & optimization support

✓ EXPERIENCE

Deep cross-vertical advertiser experience

✓ SAFE & TRANSPARENT

We 100% own and operate all our properties

THANK YOU!

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INTERNET BRANDS, INC.

909 NORTH SEPULVEDA BLVD., 11TH FLOOR

EL SEGUNDO, CA 90245

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