

PointClickHome.com

The online home of ELLE DECOR, Metropolitan Home, and Home Magazines

PointClickHome.com is the online home of top shelter publications, **ELLE Décor**, **Metropolitan Home** and **Home** magazine. The site is an original extension of our prestigious brands-not just an online complement. Inspired by the design points of view and expertise of the magazines, PointClickHome.com is a new voice in the digital home design, decorating and remodeling space.

PointClickHome.com is designed to serve active, design-savvy, in-market homeowners taking them from ideas and inspiration straight through to project planning (DesignMyRoom.com), product selection and, to product purchase (TheFind.com).

Market Position

- Truly vertical shelter online destination - all shelter, all the time!
- Targeted, trusted, sophisticated, design environment for advertisers
- The **only** online destination to fill the niche between mass shelter sites and small magazine sites containing no original content

Editorial Focus

- PointClickHome.com is devoted to sophisticated design, featuring a spirited, well-edited mix of interior and exterior design solutions and styles.

New for 2008

- Ty Pennington at Home
- Kitchen & Bath Channel
- Home Theater 101 Channel
- Incorporation of DesignMyRoom
- User Research, including Site Surveys and Online Panels

Visitor Profile

- Female: 72%
- Median Age: 40
- Age 25 – 54% 62%
- Median \$75,000+: 50%

Source: comScore February 2008



PointClickHome.com 2008 Editorial Highlights

JANUARY

21 List Debuts

Houses that make you lose weight. Monthly compilation of the 21 most outrageous, interesting or simply awe-inspiring home designs or items from around the world

FEBRUARY

Monthly Giveaways Debuts

12 monthly PCH-exclusive giveaways

21 List

Celebrity Homes

RoomFinder/Bedrooms

Best of Tabletops

Slideshow of Editors picks for top trends/looks/styles

Design My Room Debuts

New Homepage Debuts

MARCH

21 List

Object-driven architecture (i.e. homes shaped like a shoe, dog, airplane)

Ty Channel Debuts

Paint/Color

Bi-weekly special features on paint/color for your home: slideshows, how-to, and expert advice

Kitchen & Bath Sub-Channel Designer Video Series Debuts

APRIL

21 List

Edge of the Earth, Gravity-defying Houses

Building Trends

Special features on building/remodeling: slideshows, how-to, and expert advice

Gardening/Lawn/Landscaping

Special features on gardening/landscaping: slideshows, how-to, and expert advice. Includes pools/ponds

Best of Design Daily Debuts

Quarterly slideshow compiling best of Design Daily Blog products/ideas/tips

What's Hot Places and Products

Quarterly roundup of ELLE Décor's What's Hot places and products

Monthly Video Profile

Scrapile, salvage wood furniture designers

MAY

21 List: Special Retro Package

New 21 List weekly, each covering a different design decade: 50s, 60s, 70s and 80s. Focus on interior, exterior and product designs.

Design Package

Bi-weekly Special features on design trends, tips: slideshows, how-to, and expert advice. Includes Met Home Design 100

Monthly Video Profile

Interior Designer Amanda Moore

Special Sub-Channel Debuts

New sub-channel featuring green/eco designs/products, etc

JUNE

21 List

Tree Houses

Entertaining Package

Special features on summer, tips: slideshows, how-to, and expert advice. Includes special blogs

Monthly Video Profile

Zeroscape Designer Glen Fretwell

New Fulcrum Microsite

B2B content from Fulcrum Magazine, special from Met Home

JULY

21 List

Extreme Pools

Monthly Video Profile

Interior Designers Woodson & Rummerfield

AUGUST

21 List

Astonishing-looking flowers/plants

Best of Design Daily

What's Hot-Places

What's Hot-Products

SEPTEMBER

21 List

Narrowest Homes

OCTOBER

21 List

Off the Grid: Extreme Green living

NOVEMBER

21 List

Celebrity Architects and the homes they built

New Holiday Sub-Channel Debuts

Temporary sub-channel features holiday décor, tips and entertaining ideas

DECEMBER

21 List

Craziest Holiday Decorations

Weekly roll-out of gift guides

Weekly roll-out of "best of" or Editor's Picks

Look back at year and showcase best in each category, chosen by PCH editors

PointClickHome.com - Special Opportunities

Editorial Sponsorships and Integration

- PointClickHome.com specializes in creating custom programs that meet and exceed advertisers' goals
- PointClickHome.com combines intelligent contextual editorial integration and product placement to create memorable and measurable advertiser programs



DesignMyRoom Sponsorship

- DesignMyRoom is PointClickHome's design tool partner
- This easy-to-use tool takes users from inspiration to project planning, decorating and eventually purchase
- Unparalleled opportunity to place products within consumers' own room designs



First Light Contextual Search Advertising

- PointClickHome.com is partnering with First Light to effectively deliver an advertiser's messaging to a user within contextually relevant environments on the site
- While a user is engaging with content on PointClickHome.com, they will be served adjacent text links, relating directly to that editorial content and linking to hand-selected pages on an advertiser's site for more information



PointClickHome.com General Rate Card

<u>Standard Advertising IAB Units</u>	<u>Dimension</u>	<u>Rate Card CPM</u>	<u>Notes</u>
Half Page Ad Unit	300x600	\$90	
Jumbo Interstitials	730x440	\$80	
Large Rectangle	300x250	\$50	
Small Rectangle	300x100	\$45	
Wide Skyscrapers	160x600	\$45	
Leaderboards	728x90	\$45	
Welcome Ads	730 x 440	\$80	

40K max file size. Format: Macromedia Flash Version 6 player, .gif or .jpeg file required

<u>Email Newsletters</u>	<u>Dimension</u>	<u>Open Rate</u>	<u>Notes</u>
Email Blast	-	\$150	
Newsletter	160x600	\$125	

<u>Sponsorship Opportunities</u>	<u>Elements</u>
Video Sponsorship	Priced Individually
TheFind.com Search Sponsorship	Priced Individually
PCH Tools Sponsorship	Priced Individually
DesignMyRoom Sponsorship	Priced Individually

<u>Custom Opportunities</u>	<u>Elements</u>
Microsite	-
Sweepstakes	Opt-In Database, Entry Page, Rules, Thank You Page
Sweepstakes Listing (no PCH Admin)	Links to advertiser's website
Digital Booklet	-
Sponsorship of Channel	-
Custom Quiz	-
Enhanced Gallery	-
Large-scale Events	-
Other Custom Applications	-

Please note: Pricing based on customized advertiser program

<u>Premiums</u>	
Homepage Sponsorship	50%
Section Sponsorship	50%
Targeted	20%

* Effective January 1, 2008

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