



HOMEWORTHY

EVERY HOME HAS A STORY



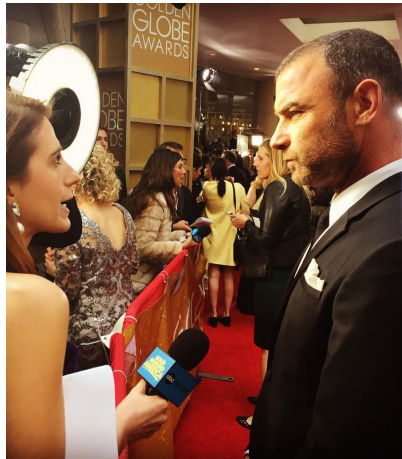
ALISON KENWORTHY

Homeworthy's founder

Alison Kenworthy, a three-time Emmy Award winning TV producer, covered star-studded events and profile interviews for Good Morning America before launching Homeworthy in 2020.

Homeworthy's in-depth interviews with tastemakers and meticulous eye for interior design details quickly gained a national following, rapidly attracting over 350 million impressions across streaming TV and digital platforms.

Now with over 50 producers and videographers creating premium programming each week, Homeworthy has emerged as a must-watch home decor and luxury media company for all hoping to step inside the world's most remarkable homes and hotels.



CHANNEL PROGRAMMING

Over 1,000 premium episodes

Over 100 million minutes watched monthly

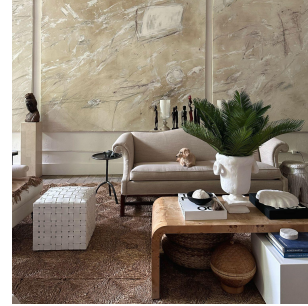
New episodes daily



Home Tours



Garden Glamor ^{new}



Home Away From Home
(Vacation Villas & Hotels)



Set the Table



Door Knock



At Home with
Ruth McKeaney



High Design



DIY Decor ^{new}

NETWORK DISTRIBUTION

350M+ annual impressions across platforms

DEVICES

TV	51%
Mobile phones	23%
Computers	16%
Tablets	10%

MEDIA PARTNERSHIP







MODERN LUXURY



SOCIAL DISTRIBUTION

Over 1 million followers engaged across social platforms

Outperforming peers in organic engagement and reach*

Platform	Followers	Views
 YouTube430K+..... 130M+
275K+..... 12M+
 TikTok250K+..... 40M+
125K+..... 16M+

*Peers include *Homeful, At Home with Family Handyman, The Design Network* etc.



WHO'S FOLLOWING HOMEWORTHY?

Tastemakers and celebrities organically follow our brand on social media



Martha Stewart
(Entrepreneur)



Nora O'Donnell
(Anchor CBS Evening News)



Nancy Meyers
(Filmmaker)



Sara Haines
(Co-Host of the View)



Bunny Williams
(Interior Designer)



Joanna Gaines
(TV Personality)

WHO'S FEATURED ON HOMEWORTHY?

Top designers, CEOs, actors, musicians, and lifestyle notables



Drew Michael Scott
(1.3M Followers)



Kathy & Nicky Hilton
(2.8M Followers)



Alvin Wayne
(101k Followers)



Dorinda Medley
(1M Followers)

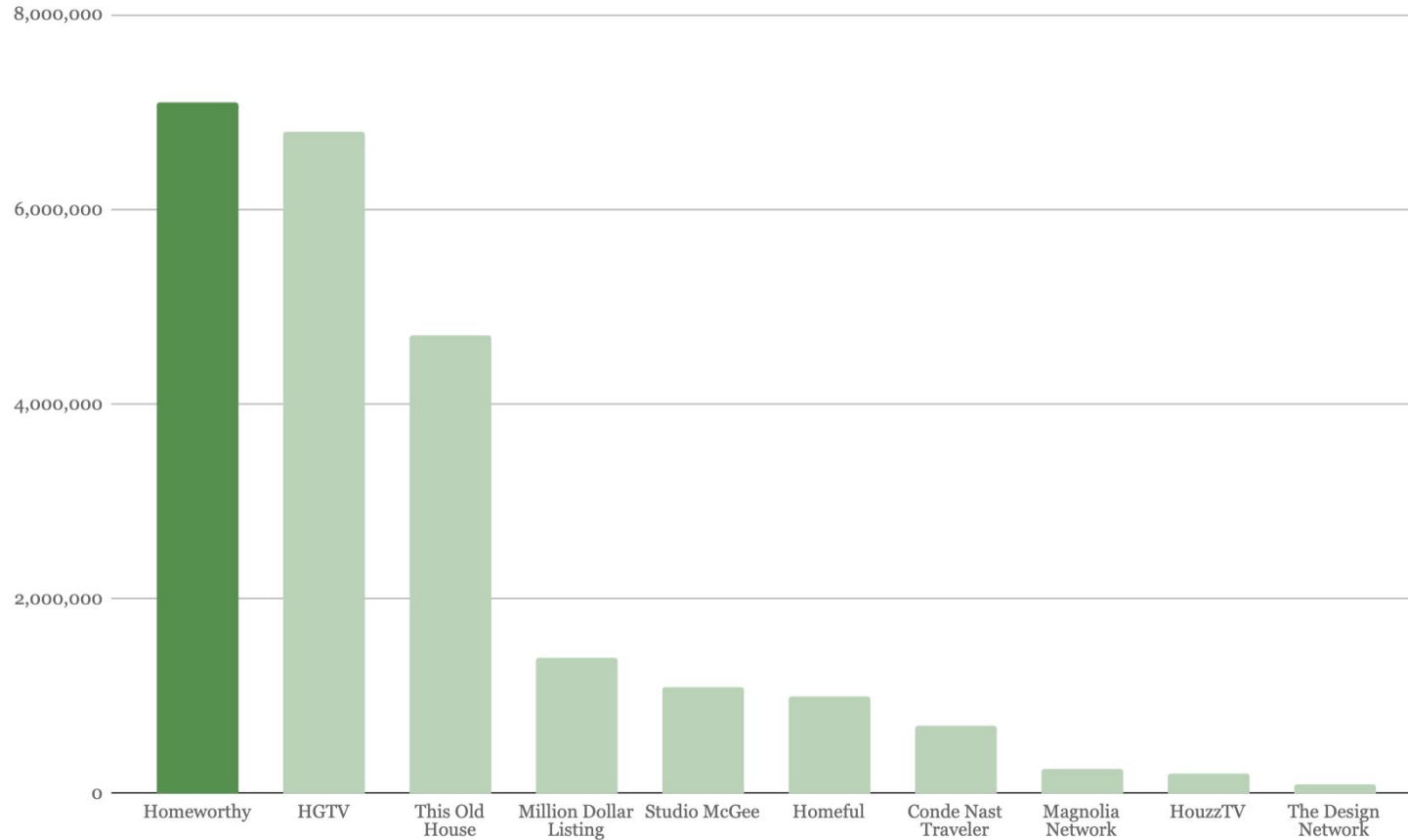


Amber Guyton
(131k Followers)



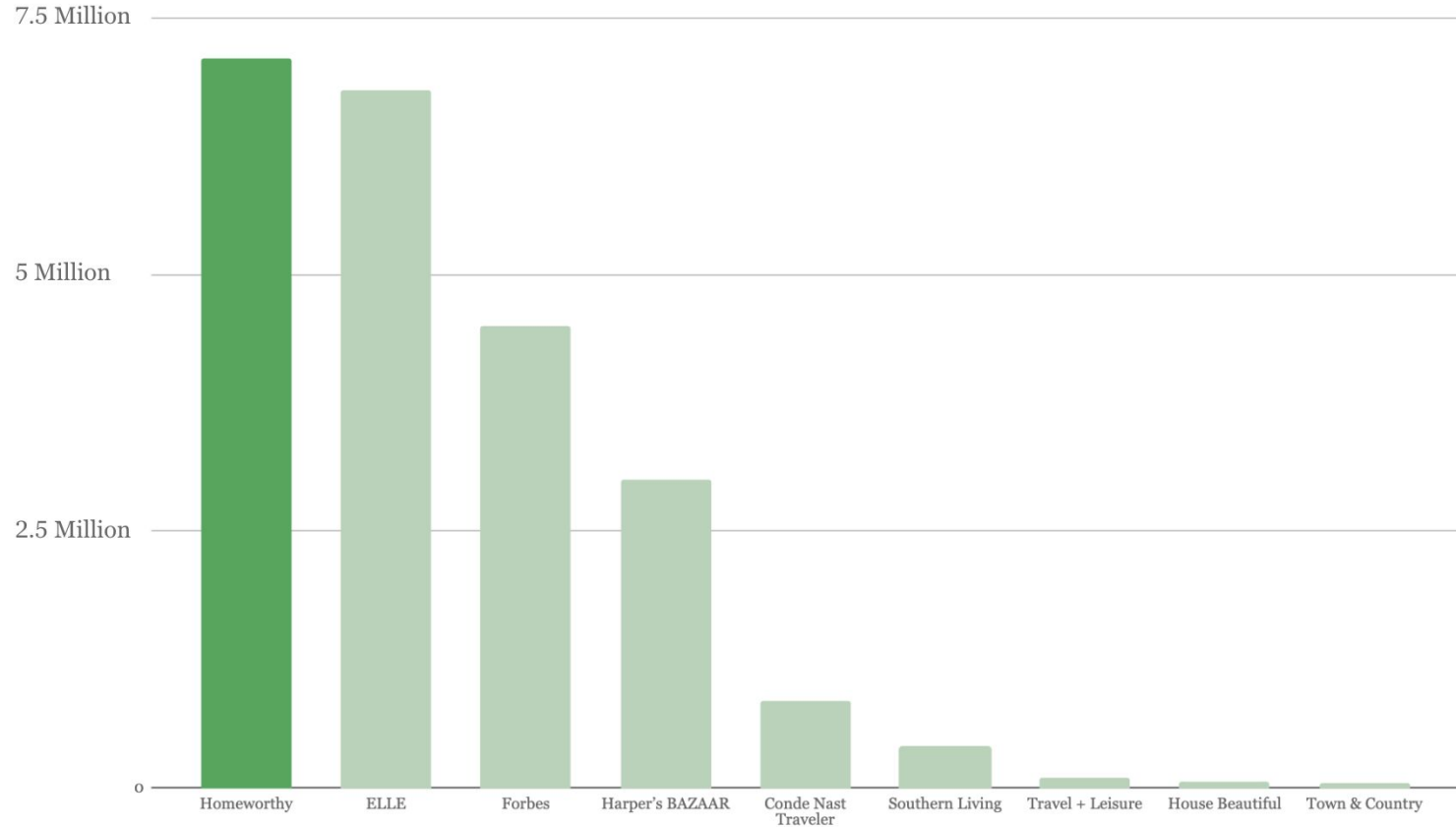
Anna Kloots
(403k Followers)

YOUTUBE VIEWS PER MONTH



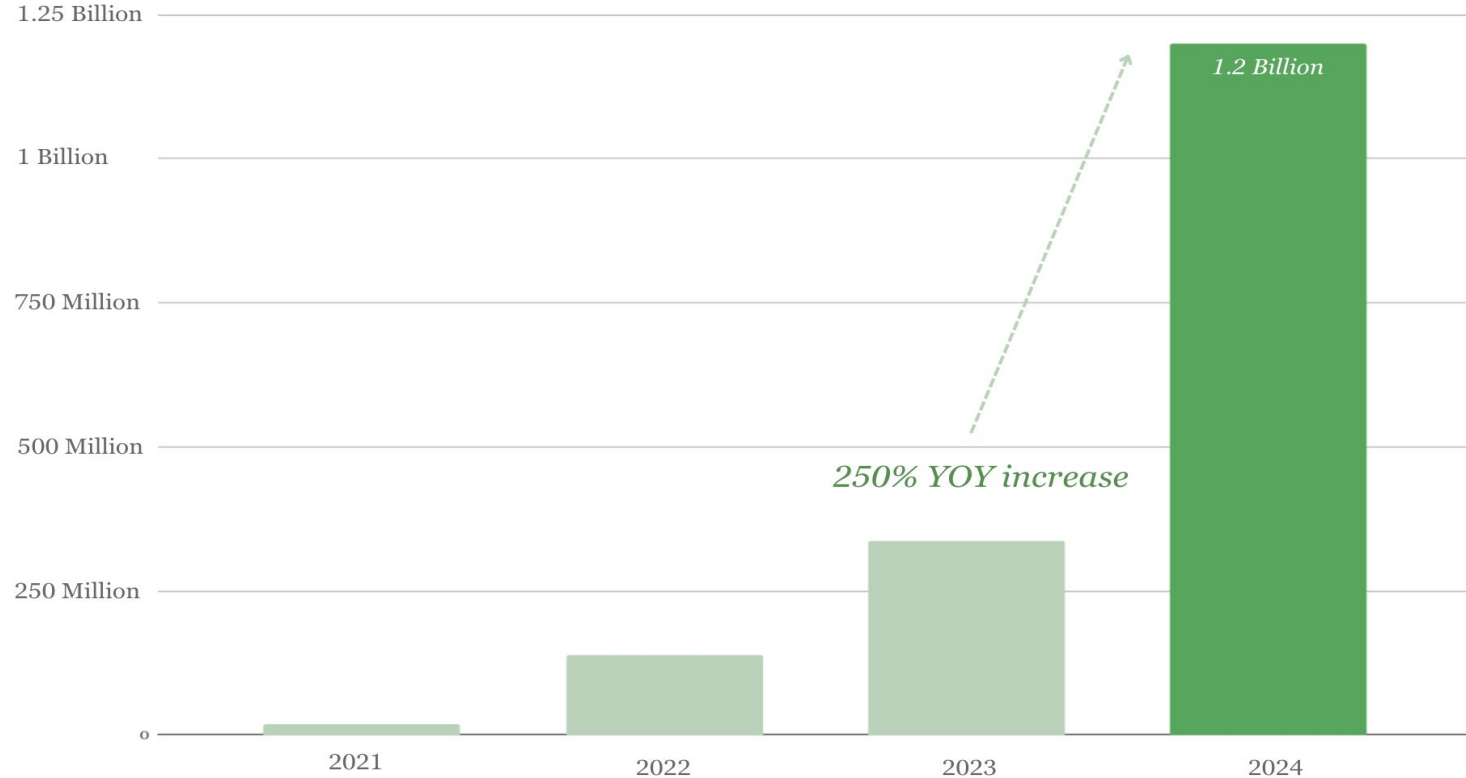
LUXURY MEDIA COMPARISON

Monthly Video Views on YouTube



CHANNEL GROWTH

Minutes Watched per Year on YouTube



ADVERTISING PARTNERS

Rizzoli

SERENA & LILY

 wayfair®


BRIGHT
CELLARS

AG1®

HEARST


HELIX SLEEP

J. McLaughlin


THE THINKING
TRAVELLER



AWAY



 SQUARESPACE

THRIVE
- MARKET -

VERANDA

CASE STUDY: FULL LENGTH EPISODES [Watch the video](#)

weezie

GOAL

Drive new consumer sales on WeezieTowels.com and develop highly engaging, innovative content to share their brand story with current and new consumers.

CREATIVITY

Homeworthy developed a half-hour episode exploring CEO's home with Weezie products integrated throughout + SEO optimization. When sharing content on Youtube and social media, Homeworthy included a promo code to convert new consumers on Weezie's ecommerce. Weezie whitelisted the assets with CTA to shop + shared episode versions on all marketing channels.

SALE RESOURCES

Discount code redemptions surpassed brand expectations (ROAS of 4 when simply taking into account promo code redemptions) and led to partnership renewal.

Brand integration into a full 30 min episode to be promoted on all platforms. Homeworthy Team handles all production, video creation and develops mutually agreed upon storyline.



CASE STUDY: FULL LENGTH EPISODES

[Watch
the video](#)

J. McLaughlin

GOAL

J. McLaughlin challenged Homeworthy to hit an aggressive impression goal, targeting affluent female shoppers.

CREATIVITY

A series of social shorts and one 45-minute episode highlighting co-founder's townhouse and a flagship store tour during the holiday shopping season.

SALE RESOURCES

Homeworthy episode generated nearly 5M impressions and 300K video views, surpassing expectations by 3x.

Brand integration into a full 30 min episode to be promoted on all platforms. Homeworthy Team handles all production, video creation and develops mutually agreed upon storyline.



CASE STUDY: 60 SECOND SPONSORSHIP AD

“Episode sponsored by” video feature



Veranda Magazine

Hearst Media’s goal was to drive paid subscriptions for Veranda. We offered an exclusive discount code to Homeworthy viewers. The video generated over 244K video views, exceeding expectations by 2x.



Serena & Lily

To reach millions of new customers, S&L integrated multiple ad spots into a variety of Homeworthy episodes and created custom videos highlighting products in Homeworthy content.



Green Chef

Several home “meal kit” companies including Green Chef have partnered with Homeworthy to showcase their latest recipes to Homeworthy’s national audience. Video generated nearly 400K views, exceeding company’s initial benchmarks by 4x.

SHOPPING INTEGRATIONS

DIRECT BRAND SHOWCASE

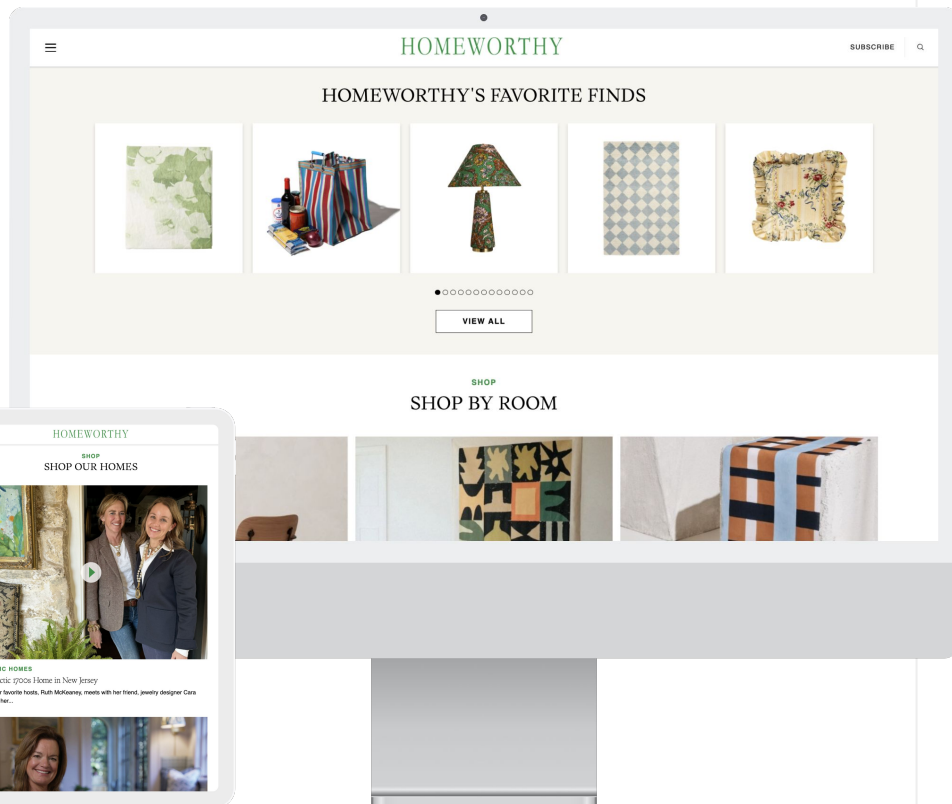
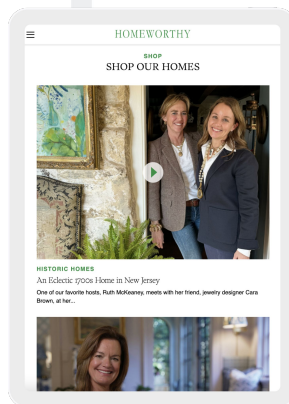
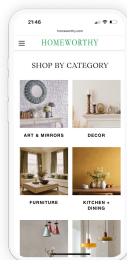
Homeworthy seamlessly showcases partner brands' products to enhance the shopping experience in videos.

SALES-BOOSTING INTEGRATIONS

Purpose-built shopping integrations drive partner website sales by highlighting top products.

VIBRANT SOCIAL PROMOTION

Through "Cartworthy" stories, we feature specific products on Homeworthy's social platforms with promos.



ADDITIONAL PARTNERSHIP *opportunities*

INSTAGRAM STORY

Product inclusion in “Homeworthy Favorite Finds” weekly roundups or custom promotion

WHITELISTING

Gain access to directly target our highly engaged Instagram audience with paid ads

EDITORIAL ARTICLE

Feature your brand, firm, event or listing in an article on Homeworthy.com (example here)

EMAIL NEWSLETTER

Highlight your company in our monthly newsletter sent to subscribers

EVENT HOSTING

Create a custom event in a key market with a curated guest list of industry influencers



2024 CONTENT TIMELINE AT A GLANCE

Premium half-hour tv shows, editorial articles and year-round coverage opportunities.



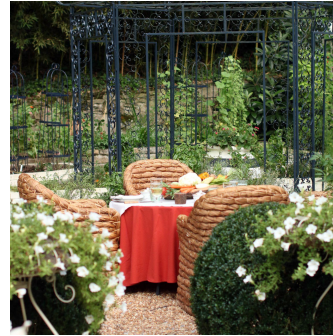
JANUARY - MARCH

Winter Series
Mountain Getaways
Escape the Cold
Gut Renovation
Kips Bay Palm Beach
In the Kitchen



APRIL - JUNE

Spring Series
Hotel Decor
House Transformation
Bedroom Design



JULY - SEPTEMBER

Summer Series
Beach Bungalows
5-Star Living
Full Remodel
Good Gardens



OCTOBER - DECEMBER

Fall Series
Holiday Festive Design
Destination Hotel Design
Room Makeover
Lux Living Rooms



HEMLOCK HOMES

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