

WORTHY MEDIA

STORIES WORTH YOUR TIME

Three Pillars of Worthy Media



Owned & Operated Channels

WM builds channels with distribution on YouTube, Amazon, and other CTV platforms. Worthy manages over a dozen channels which generate over 1.2 billion minutes watched annually.



Advertising Agency

WM works with top filmmakers and talent to market films, TV shows, and products on YouTube, Facebook, Tiktok and Instagram. Our latest projects have generated over 100M+ views for major film and series releases.



Creator Service Provider (CSP)

WM supports a select group of YouTube channels that reach affluent audiences with high spending power. WM helps these channels to grow by providing new ad revenue sources as well as marketing and production support.



HOMEWORTHY

EVERY HOME HAS A STORY



ALISON KENWORTHY

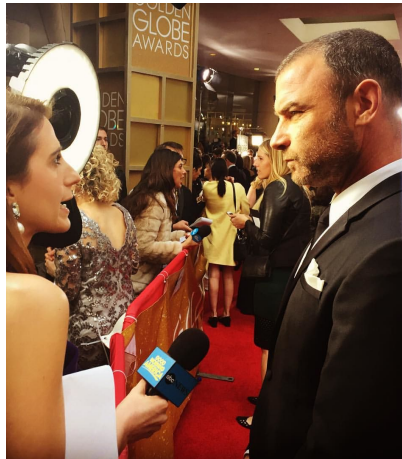
Homeworthy's founder

Three-time Emmy Award winning TV producer, with over a decade of experience creating premium lifestyle content for *Disney*, *ABC News*, and *Good Morning America*.

Launched Homeworthy in 2020 with **exclusive access to the world's most sophisticated homes**, with designs curated by international tastemakers, celebrities, politicians, CEOs, and fashion models.

Built intensely-loyal, affluent audience that now watches **over 1.2 billion minutes** annually.

Leads a global team of **over 100 producers and videographers** creating long-form episodes featuring homes of every shape, style and design.



CHANNEL PROGRAMMING

Over 1,000 premium episodes

Over 100 million minutes watched monthly

New episodes daily



Live Love Decorate



Design Diaries



Home Away From Home
(Vacation Villas & Hotels)



Forever Home



New York
Door Knocks



At Home with
Ruth McKeaney



The Paris Project



Reviving Cedar
Grove

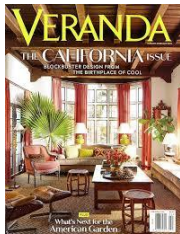
NETWORK DISTRIBUTION

1B+ annual impressions across platforms

DEVICES

TV	77%
Mobile phones	23%
Computers	16%
Tablets	10%

PRINT PRESS & PARTNERSHIPS



NETWORK DISTRIBUTION

24/7 Channels + Video On Demand (VOD)

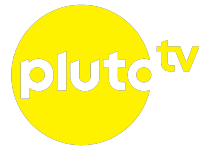
DIRECTV

sling

hulu



Samsung
TV Plus



dish

ROKU

fire tv

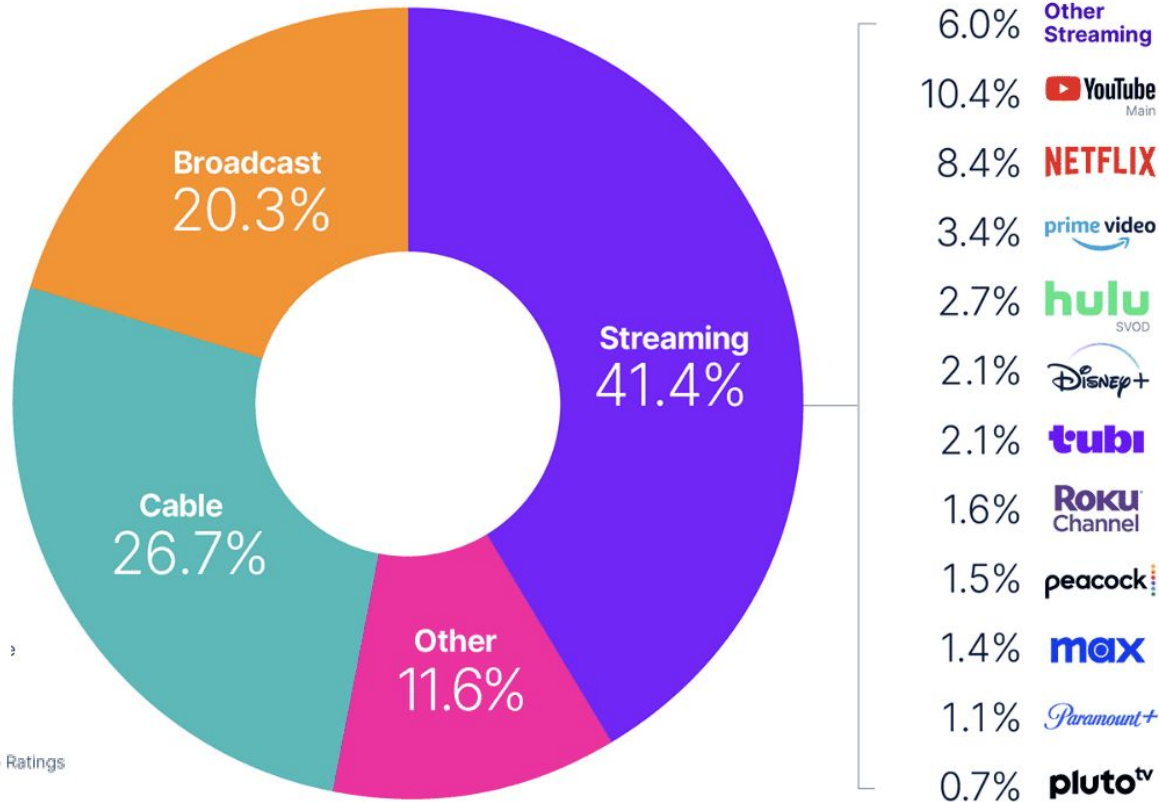
Why YouTube?

YouTube is the most watched streaming platform, surpassing 10% of total TV viewing



Nielsen's Total TV and Streaming Snapshot

Methodology available @ www.nielsen.com/thegauge
Source: Nielsen National TV Panel Data plus Streaming Video Ratings
Percentages may not sum to 100 due to rounding
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GLOBAL STORYTELLING

120+ producers and videographers filming episodes all over the world



New York City



Miami



Mexico City



Hong Kong



Paris



London



Dallas



Toronto



Jamaica



Morocco



The Bahamas



Melbourne



Chicago



San Francisco







Los Angeles

SOCIAL DISTRIBUTION

Over 1.5+ million followers engaged across social platforms

Outperforming peers in organic engagement and reach*

Platform	Followers	Views
 YouTube750K+.....	200M+
496K+.....	40M+
 TikTok310K+.....	40M+
200K+.....	30M+





*Benedict
Cumberbatch*



Amy Schumer



Carson Kressley



Martyn Lazarence Bullard



Kathy Hilton



Paul Wharton

HOMEWORTHY ICONS

Featuring creators with
50M+ COMBINED FOLLOWERS



Alex Papachristidis



*Lady Violet
Manners*



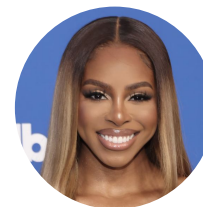
Nikki Boyd



Bunny Williams



Dorinda Medley



Candice Dillard Bassett

AUDIENCE OVERVIEW

KEY DEMOGRAPHICS

81% 60%

Female

Between 25-54, high affinity for luxury brands & experiences

AFFLUENT AUDIENCE

41x more likely to book luxury vacations than a typical streaming TV viewer

35x more likely to shop high-end furniture

31x more likely to charter yachts and private planes

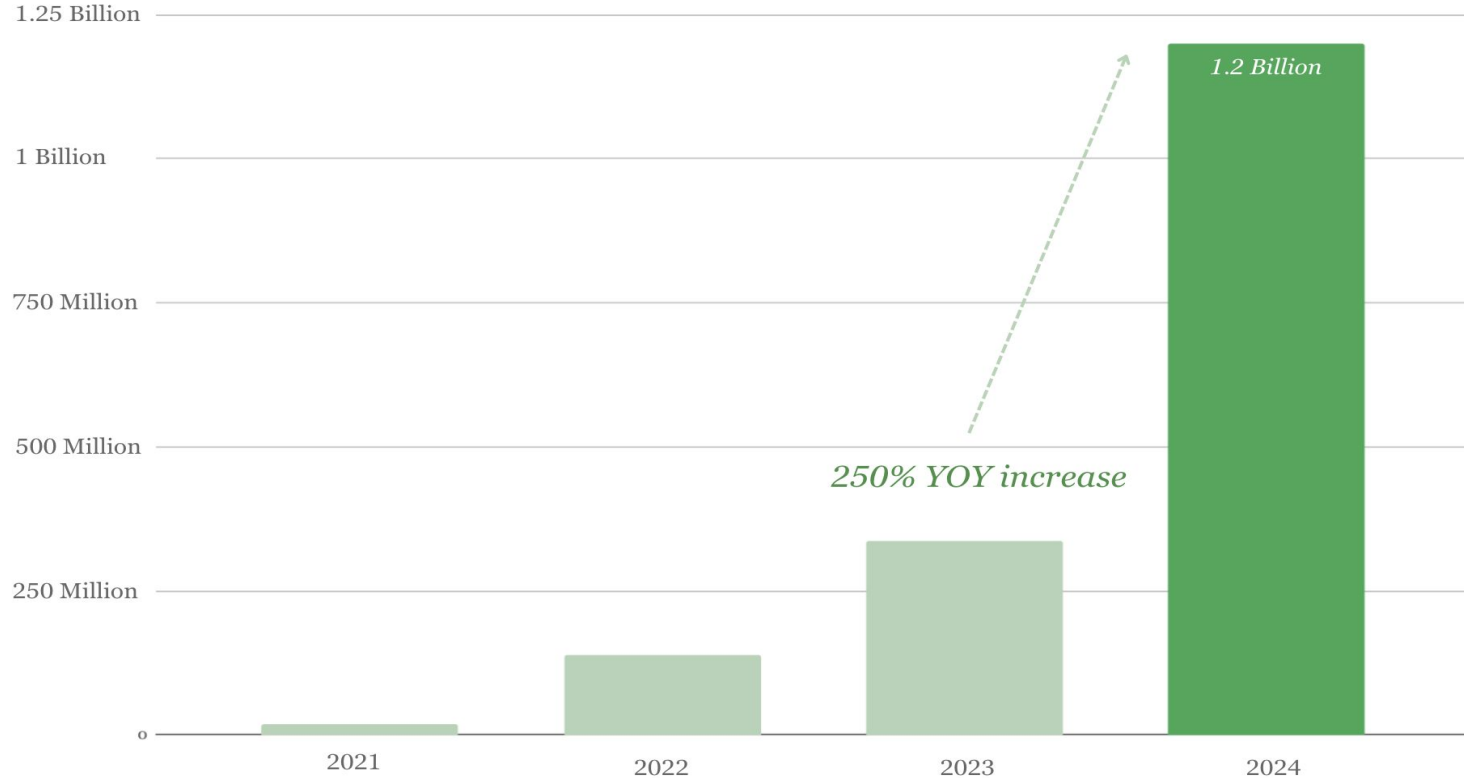
28x more likely to drive luxury vehicles

23x more likely to shop designer fashion brands



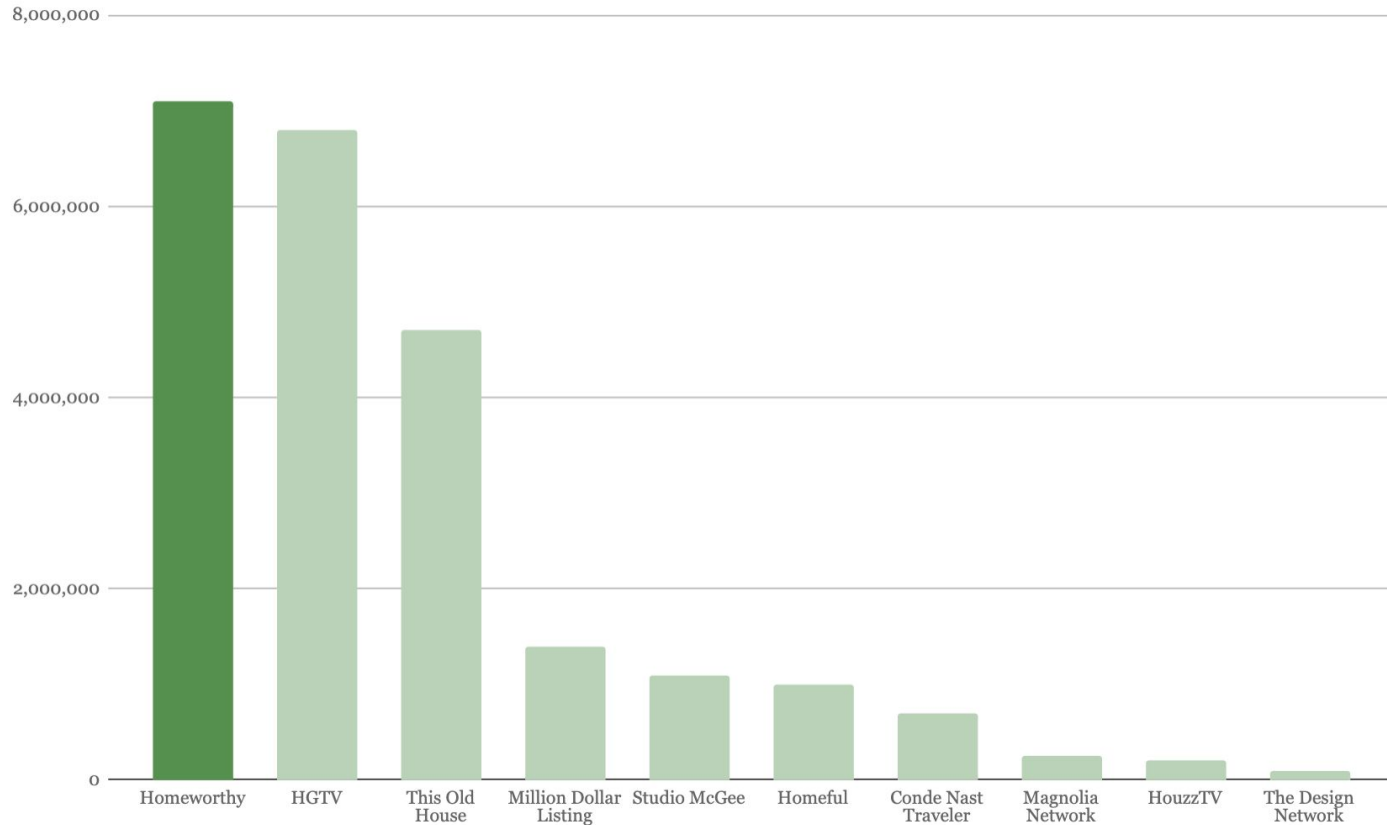
CHANNEL GROWTH

Minutes Watched per Year on YouTube



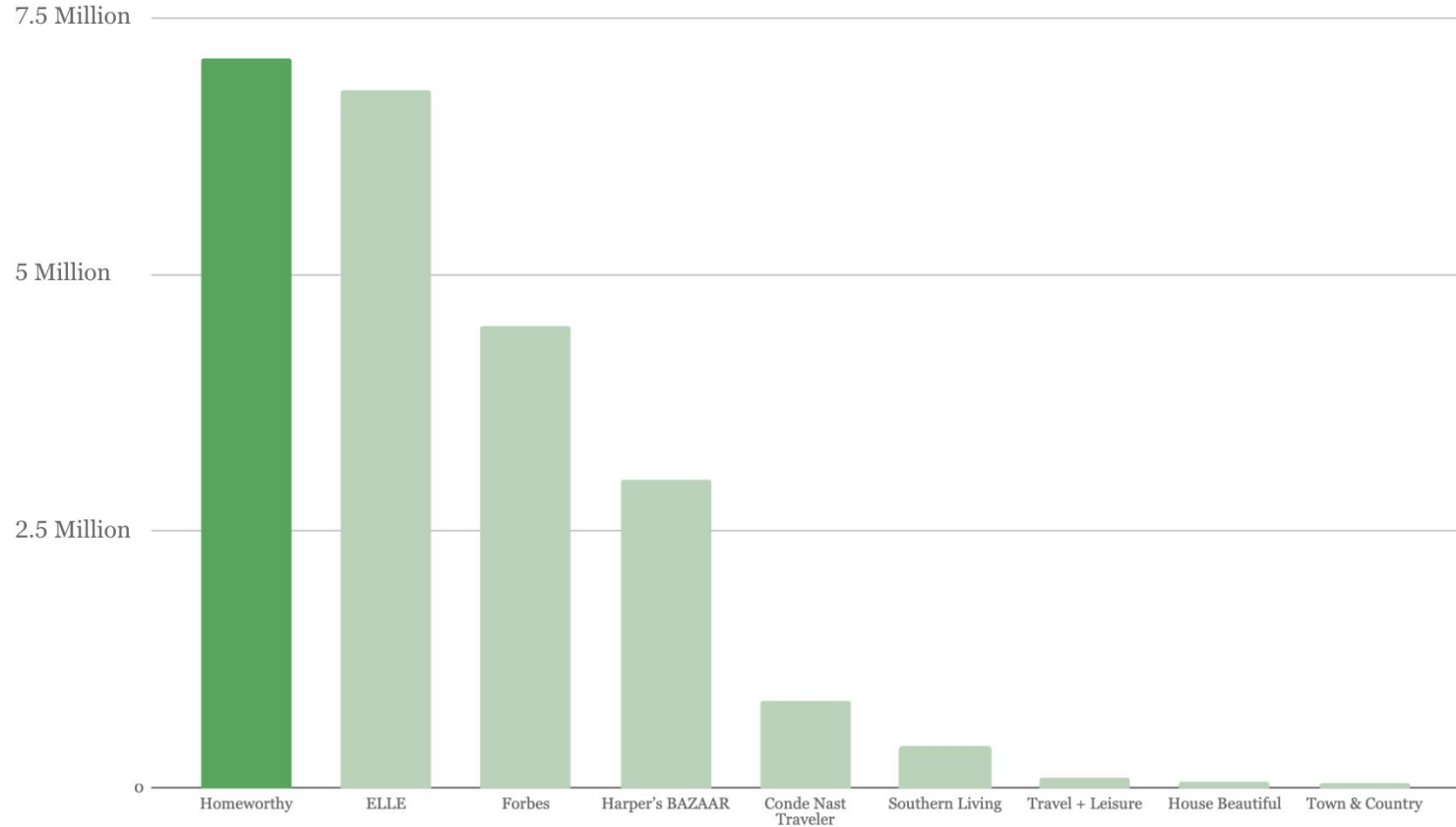
HOME MEDIA NETWORKS

Monthly Video Views on YouTube



LUXURY MEDIA

Monthly Video Views on YouTube



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)



Christina Hendricks
(Actor)



Joanna Gaines
(TV Personality)

ADVERTISING PARTNERS

Rizzoli

SERENA & LILY

HEARST

MACKENZIE-CHILDS



VERANDA

J. McLaughlin



VISUAL COMFORT & CO. FRAMEBRIDGE

wayfair

Chairish



THE THINKING
TRAVELLER

Thomasville™

AWAY

+Babbel

 SQUARESPACE

AG1

CASE STUDY: CHAIRISH X BERGDORF GOODMAN

CHAIRISH X BERGDORF GOODMAN

When timeless design meets modern storytelling, the result is unforgettable. Homeworthy partnered with Chairish and Bergdorf Goodman to bring this vision to life—filming a special feature on Bergdorf’s legendary 7th floor, where vintage charm and luxury style collide.

Set against the backdrop of New York City’s most iconic shopping destination, this collaboration spotlighted curated treasures from Chairish’s premier dealers, including design luminaries like Nate Berkus, Meg Braff Designs, Show Pony, Eerdmans, Tom Preston, Tori Jones Studio, and Modern Antiquarian.

Homeworthy brought the experience to millions of design enthusiasts, delivering aspirational interiors and impeccable taste directly to viewers’ screens.

PROGRAM ELEMENTS:

- Custom 30-Minute Episode featuring the Chairish x Bergdorf Goodman collaboration
- 30-Second Sponsored Spot integrated into Homeworthy programming
- QR Code Integration for seamless viewer engagement
- Direct Sales Link to shop featured pieces instantly
- Whitelisting Access for extended reach and retargeting opportunities



Branded Content

CUSTOM EPISODES

With Homeworthy's Top Designers, Celebrities & Influencers





CUSTOM EPISODES AT SCALE

Our most premium content experience leverages custom video, shoppable moments, and product integration to create highly engaging storytelling.

The episode can showcase your brand in a relatable and engaging manner while leveraging Homeworthy's expertise in design. Reach a dedicated audience passionate about an elevated lifestyle with a turnkey custom 30-minute episode.

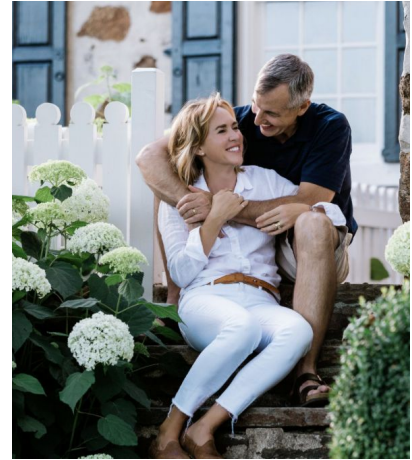
PROGRAM ELEMENTS:

- 30-second brand ad integrated into HW programming
- Vertical social videos (Instagram, TikTok, Facebook, YouTube Shorts) to promote episode
- Product integration and mention
- Brand logo and QR code featured

CONTENT OVERVIEW

PREMIUM SERIES SPONSORSHIPS

Homeworthy Hosted Shows



LIVE LOVE DECORATE

Exploring the World with Martyn Lawrence Bullard

SUMMARY

You don't truly know a city until you step inside the homes of the people who live there. In Live Love Decorate, Hollywood's top designer takes global viewers beyond the public squares and into the private spaces at the heart of his favorite cities from Los Angeles to London, Paris to Istanbul, and even beyond. This show isn't about facades, it's about what's inside the doors of the world's greatest cities.

HOST

Martyn Lawrence Bullard is an award-winning interior designer based in Los Angeles, celebrated for his eclectic and luxurious style. Known for his work with high-profile clients and hospitality projects worldwide, he's also a television personality, author, and product designer with numerous successful design collaborations



HOME AWAY FROM HOME

Exploring the World's Most Extraordinary Vacation Villas and Hotels

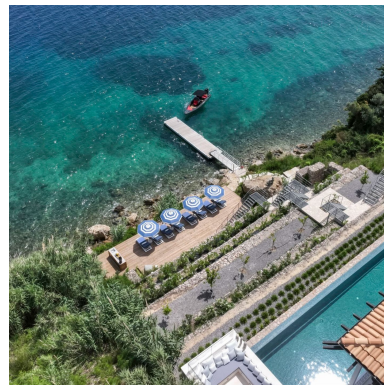
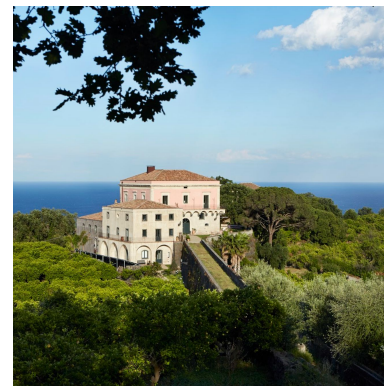
SUMMARY

In our newest series, our founder Alison Kenworthy and her family explore the world's most extraordinary vacation villas and hotels, highlighting the design, architecture, and cultural elements of each location.

From the serene beaches of Jamaica to the majestic Alps of Switzerland, Alison highlights the meaning of “make yourself at home” and captures the highest heights of hospitality.

HOST

Alison Kenworthy and Michael Koenigs (4x combined Emmy Awards, 1M+ social followers) grew up in New York City and Washington, DC. She worked for ABC News and Good Morning America before hosting on Homeworthy.



DESIGNING OUR WAY BACK

Rebuilding From the Ground Up with Alexandra Azat

SUMMARY

When the 2025 Eaton Fire tore through Los Angeles, interior designer Alexandra Azat lost more than just her family home—she lost the place where her story began. Now, alongside her husband Issa and their two young children, Alexandra is embarking on the deeply personal journey of rebuilding one of the very first homes in her devastated neighborhood.

Blending her professional expertise with her intimate understanding of what it means to create a true sanctuary, Alexandra transforms heartbreak into hope—showcasing not only the architectural and design challenges of starting from the ground up, but also the emotional process of reclaiming a sense of home after loss.

Through each phase—navigating insurance setbacks, designing fire-resilient spaces, and balancing beauty with practicality—Alexandra invites viewers inside her world. What emerges is more than just a house; it's a story of resilience, family, and the power of design to heal.



A SUMMER IN FRANCE

Enjoy the French Countryside with Kathryn Ireland

SUMMARY

Step inside the enchanting world of celebrated designer Kathryn Ireland (from Netflix's Million Dollar Decorators) as she opens the doors to her beloved French countryside farmhouse. In this intimate new series, Kathryn shares the art of summer living—where design, entertaining, and joie de vivre come together.

From sun-dappled gardens and flower-filled tables to the bustling local markets and vineyards that spark her creativity, viewers are invited to experience the beauty and ease of French country life through Kathryn's eyes. Along the way, she reveals her timeless secrets to creating a home layered with fabric, history, and heart—spaces meant for laughter, family, and long dinners that stretch into the night.

It's more than a design series. It's a celebration of living well, Kathryn-style. [Trailer](#)



HOME AT HILLSIDE FARM

Celebrating Family Traditions with Ruth McKeaney

SUMMARY

Ruth McKeaney invites Homeworthy to join her family for all their annual highlights at Hillside Farm, a 350 year-old farmhouse steeped in history and love.

Follow along as Ruth shares her best tips and tricks as she prepares for family gatherings, the upcoming wedding of her daughter and more in the year ahead.

HOST

As a former Assistant Attorney General and Commonwealth's Attorney in Virginia, Ruth and her husband, Bob, now raise their five children on their historic farm in Berwyn, PA. Over the past two decades, they've lovingly restored and lived in multiple historic homes, often hosting guests throughout the year.





30-60 AD INTEGRATION

We celebrate the beauty and personalities of all spaces. Whether it's a small studio apartment or a sprawling country estate, we feature thoughtfully curated spaces and the fascinating people who live in them through our video content. Align your brand with this premium content and include 30 or 60 second brand messaging in Homeworthy programming.

PROGRAM ELEMENTS:

- 30-second or 60 second brand ad or voiceover messaging integrated into HW programming
- Brand logo and QR code featured



SOCIAL POST INTEGRATION

Branded stories, in-feed posts, and custom reels connect with the Homeworthy audience through our robust social channels on Instagram, Facebook, TikTok & YouTube Shorts.

Through “Cartworthy” stories, we feature specific products on Homeworthy’s social platforms with promos.

OPPORTUNITIES INCLUDE:

- Sponsored social post brought to you by brand
- Custom social post featuring product and brand mention



ARTICLE & NEWSLETTER SPONSORSHIP

Explore Homeworthy.com to seamlessly incorporate your brand into our curated shopping experiences. Our e-newsletters are sent to loyal and engaged Homeworthy subscribers, putting your brand front and center with 100% Ownership, Shoppable Product Links and more.

Our articles and newsletter will feature top products, driving sales during this essential time.

PROGRAM ELEMENTS

- Article will feature 10+ affiliated linked products
- Article will be promoted on 2-2 story frames on Instagram
- Brand logo and QR code featured

ADDITIONAL PARTNERSHIP *opportunities*

WHITELISTING

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

EVENT HOSTING

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

SALES-BOOSTING INTEGRATIONS

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





HOMEWORTHY

THANK YOU