



HOUSEPLANS

Media Kit 2013

**Houseplans brings your dream home within reach.
And we have been doing it for 18 years.**

We provide high-quality architectural resources and advice for anyone looking to build, remodel or renovate a home themselves. It's the smart alternative to designing a house from scratch.

Houseplans' plan sales result in an estimated annual sales of \$7 billion of construction materials, real estate, financial services and products.

An additional \$3 billion in remodels + discounts products will be purchased by non visitors who use houseplans.com for remodel + decorating ideas.

PRODUCT MARKET

- ▶ Real estate
- ▶ Mortgage services
- ▶ Insurance services
- ▶ Construction Products
- ▶ Interior design services
- ▶ Landscape design services

New Home
Consumer

Remodel
Consumer

Builders

Architects

Designers

WE ARE THE HUB FOR PEOPLE IN SEARCH OF A PLAN

330,000

Unique Visitors Per Month in the US

430,000

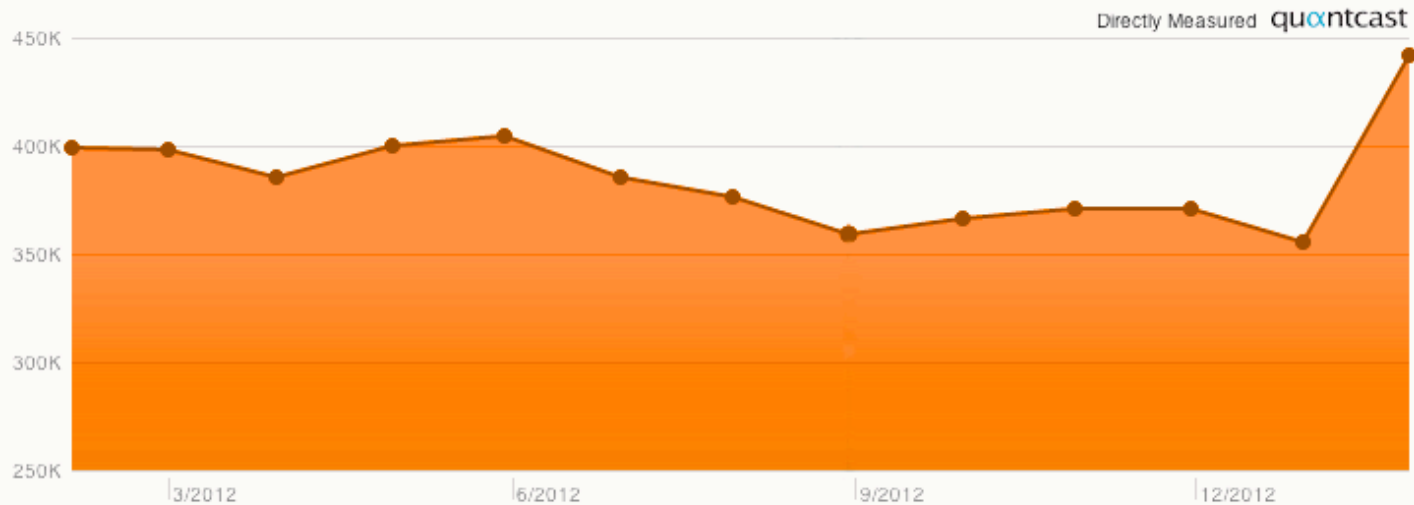
Unique Visitors Per Month Globally

540,000

Visits Per Month in the US

837,000

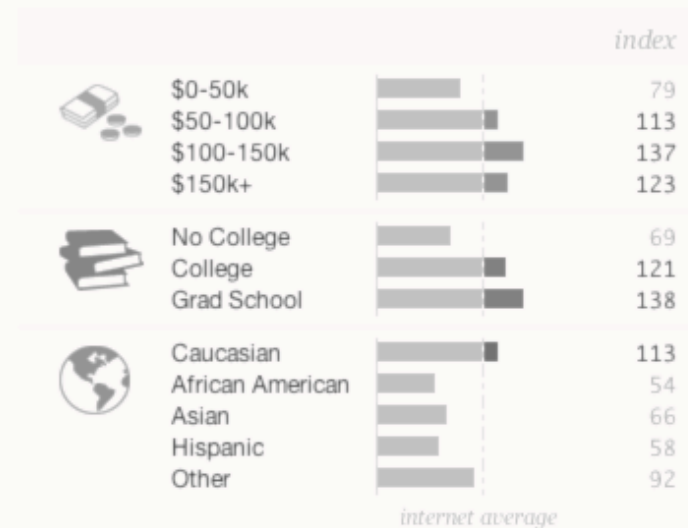
Visits Per Month Globally



6,357 quontcast rank

OUR BASE DEMOGRAPHIC IS THE YOUNG PROFESSIONAL

US DEMOGRAPHICS



OFF SITE ENGAGEMENT



Weekly e-mail reach of over 200,000 subscribers

Our active e-mail community engages at open rates of 38% people, with over 25,000 clicks driving traffic to our site and our partners each week.



Pinning strong with 1,600 followers

Our Pinterest following is up to 1,600 followers, having grown 54% in the last two months alone.



A community of 4,000 Facebook members

With 3,957 Facebook fans, we have the largest community in our industry.

WHY PEOPLE COME TO US

SEARCH

Search the largest inventory of purchasable home plans and floor plans on the Internet.

We've made it easy to navigate through a collection of almost 100,000 plans categorized by architectural style, room specifics, construction economy and other characteristics.

CUSTOMIZE

Customize a home plan to meet any budget and other criteria.

You can save elements from different homes – say a kitchen from one and a master bathroom from another – for easy reference. You can also enlist our Home Designer to modify a plan in a matter of days, so the final design reflects your needs and values.

LEARN

Learn from top architectural experts.

You can consult one-on-one with a design professional to help bring your vision to reality, and you can find insights and ideas in Eye on Design, the exclusive blog from HousePlans' Editor-in-Chief Dan Gregory, PhD, a leading authority on design and architecture.

ABOUT

Founded in 2003 and acquired in 2007 by Stephen Williams, Prior CEO of Odwalla, Houseplans is based in San Francisco Bay Area, California.

For media partnerships, contact Jamie Roche at Jamie@houseplans.com