



PHOTO: (INSET) CARL TREMBLAY

Major investments in our digital platforms give us a competitive edge with consumers seeking anytime, anywhere home-improvement help—and with advertisers seeking to reach them.

OTT STREAMING

- This Old House is now running on live-TV streaming channels and OTT video-on-demand services reaching millions of connected TV viewers.
- Available on iOS, Android, Roku, Apple TV, Fire TV and the third-party platforms (Samsung TV Plus, Pluto TV, Xumo, Tubi, Roku Channel)

TOH PODCASTS

- Launching Q4 2019
- Season one features 10 episodes with :15 pre-roll and :30 mid-roll and host-read ads—available on all major podcast platforms and thisoldhouse.com

PRO2PRO TARGETING

- TOH can target just the pros you want with custom digital content, advertising, social campaigns, and livestreams to leverage the credibility of the TOH brand for your B2B messaging.

PMP & AUDIENCE TARGETING

- Ability to purchase media with programmatic efficiency while accessing premium TOH placements

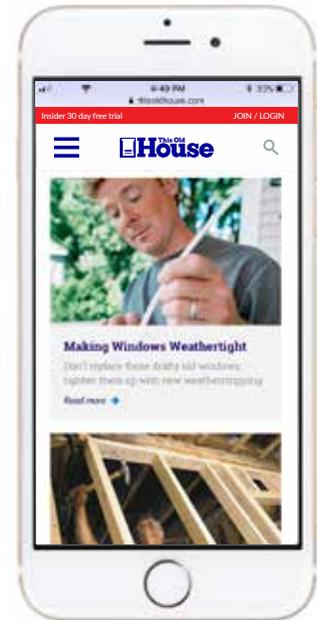
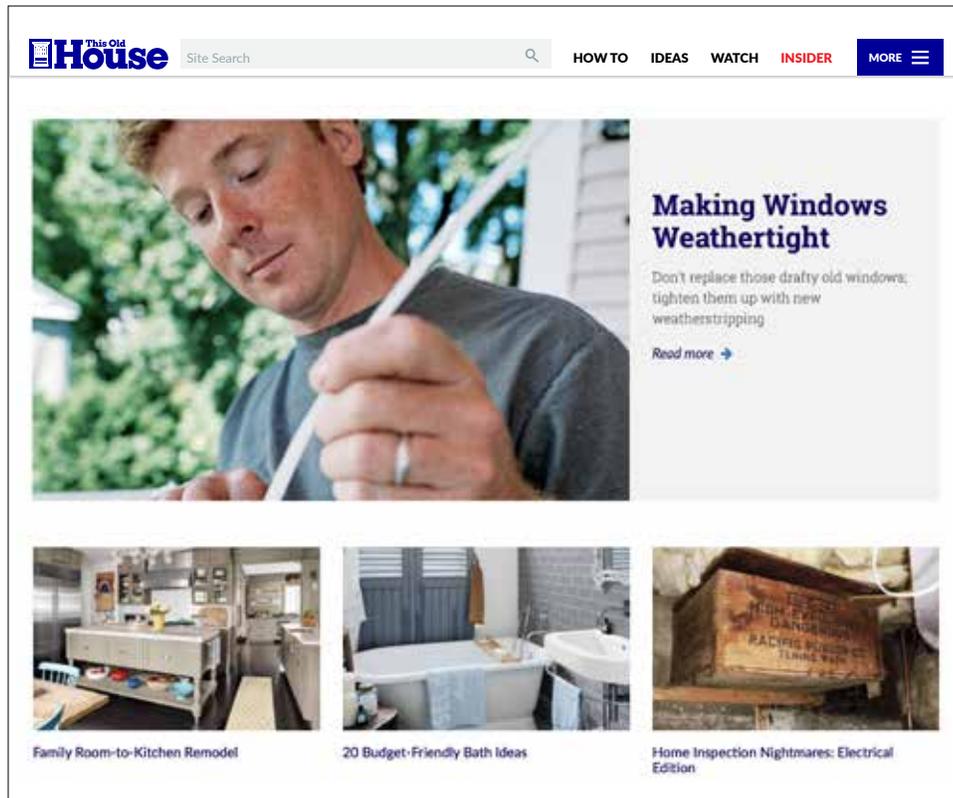
TOH INSIDER

- Membership club with exclusive benefits for our most loyal fans

THIS OLD HOUSE DMP

- Precise and rich audience targeting throughout our network

Build Your Dream. Do It Right.®



Thisoldhouse.com is the go-to source for passionate home improvers of all skill levels seeking 24/7 help for every imaginable project—and at every stage of the transformation process.

ENCYCLOPEDIC—AND ACTIONABLE—CONTENT

- Thousands of how-to videos, articles, galleries, and guides
- Current season episodes of TOH and Ask TOH
- Expert Q&A's
- Tool demos and skill-builders
- Weekend projects
- Seasonal checklists

Build Your Dream. Do It Right.®



By popular demand, we're taking our **House One** brand to the next level with integration across our television and This Old House digital platforms. Through social-first content produced by host Jenn Largesse, we'll continue to empower millennial makers, homeowners, and DIYers under the trusted TOH umbrella.

HOUSE ONE
EASY DIY PROJECTS + INSPIRATION

EXPANDED CONTENT + REACH

- House One-branded segments featuring Jenn Largesse on Ask This Old House, reaching millions across TV, digital, and OTT
- House One editorial integration into thisoldhouse.com with audience targeting to reach millennials throughout the site
- Social distribution of House One content across TOH platforms

PARTNERSHIP OPPORTUNITIES

- Custom projects, videos, and tutorials created by House One host Jenn Largesse; opportunity to feature content across sponsor's platforms
- Sponsorship of House One content via ad roadblocks, pre-roll, and rich media units
- Pre-roll on House One-branded TV segments with OTT distribution
- Dedicated social media campaigns with targeted amplification



[CUSTOM SERIES WITH PRODUCT INTEGRATION](#)



[SPONSORED MINI DOCS](#)



[INFLUENCER TESTIMONIALS](#)



[BEFORE & AFTER TIME-LAPSE VIDEOS](#)



[DESIGNER WALK-THROUGHS](#)



[MOBILE-FRIENDLY TIPS WITH PRODUCT INTEGRATION](#)



[ANIMATED COMMERCIAL SPOTS](#)



[AS SEEN ON TOH/ASK TOH TV SEGMENTS](#)



[INTERACTIVE VIDEOS WITH POP-UP TIPS](#)

Harness our Emmy Award-winning production team and **Branded Content Studio** to create a compelling story for your brand; we'll scale the distribution and guarantee targeted views.

NATIVE

- Custom video
 - Short-, mid-, and long-form
 - On location, animation, stop motion, Facebook Live events, etc.
- May feature TOH TV talent, expert editors, influencers*
- Rights to use and promote through your own platforms
- Widely promoted in editorial placements and social media

* Pending budget, PBS guidelines, and talent approval

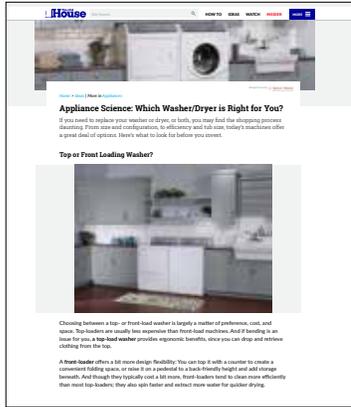
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2019 MEDIA KIT

BRANDED CONTENT STUDIO: GALLERIES/ARTICLES



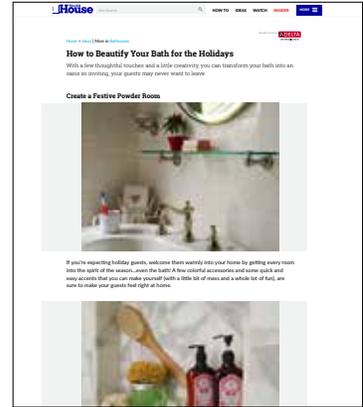
DIGITAL



INFO-DRIVEN ARTICLES



GALLERY WITH YOUR ASSETS



GALLERY WITH CUSTOM PHOTO SHOOT

PRINT



NATIVE SPREADS



CUSTOM ARTICLE

Our audience is in the market, looking for advice, and ready to buy. On our website and in our magazine, we'll tell your story in the TOH voice and style, and make your brand a part of their solution.

NATIVE

- Digital galleries and articles, downloadable guides, and custom print stories created by the TOH Content Studio in collaboration with your team
- Promoted in editorial placements and social media
- Rights to use and promote through your own platforms

Build Your Dream. Do It Right.®



PHOTO: OFFSET; (INSET) KEVIN O'CONNOR

Inspired ideas, expert advice, and how-to instruction empower TOH homeowners and keep them investing in their dreams.

DEMOS

- 3 million unique visitors
- Median age: 52
- Median HHI: \$107,500
- 50% male / 50% female
- DIYERS: 161 index

ENGAGEMENT

- Time spent per viewer: 14.8
- Page views: 15 million

AUDIENCE INSIGHTS

- Expect to make major home renovations in next 12 months: Index 325
- Expect to buy a major home appliance in next 12 months: Index 213
- Plan to purchase home improvement products in next 12 months: Index 212
- Plan to purchase garden & outdoor products in next 12 months: Index 208
- Gardening as a hobby: Index 190
- Plan to purchase home goods/furnishings in next 12 months: Index 167
- Refinance mortgage: Index 163
- Plan to build a home: Index 154

Sources: comScore April 2019 (demos), Google Analytics (engagement); Resonate (insights)

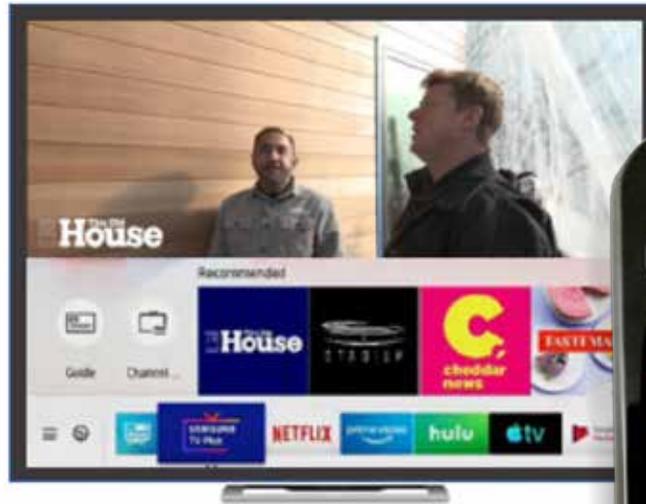
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OTT STREAMING

This Old House is now reaching millions of viewers with its free, ad-supported app across mobile and OTT, and via third-party OTT streaming platforms.



TOH OTT CHANNEL CONTENT SPONSORSHIP

- Each OTT platform carries two to three seasons of TOH and ASK TOH television shows with millions of available impressions
- All commercial spots run on dedicated This Old House channels within our full episode trusted content
- :15, :30, and :60 pre-roll and mid-roll spots with 100% viewability
- Post-campaign reporting includes impression delivery and completion rates (averaging 96%!)



FOR MORE INFORMATION, PLEASE CONTACT YOUR THIS OLD HOUSE ACCOUNT REPRESENTATIVE

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TORONTO
416.618.6154

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2019 MEDIA KIT

THE TOH PODCAST



This Old House brings the voices of our respected talent and authentic storytelling to engage home enthusiasts in the popular new medium.



In our inaugural **podcast series**, TOH TV host Kevin O'Connor, fellow crew members, and industry experts explore everyday building materials, diving deep into their history with surprising stories—and the sometimes unexpected consequences of their evolution—with takeaways for home enthusiasts' own projects.

DETAILS

- **Season 1 Launch Date:** Early October
- **Episodes:** 10 (weekly rollout)
- **Available:** Apple Podcasts/iTunes, Google Podcasts, Spotify, Stitcher and wherever podcasts are available

Q4 2019 LAUNCH SPONSORSHIP OPPORTUNITY

- Audio :15 pre-roll or :30 mid-roll spot per episode, per partner
- Sponsor reference in marketing posts promoting episodes across This Old House Facebook (763k) and Twitter (200k); inclusion in Podcast Episode Notes; inclusion in Press Release announcing launch
- Offered on a first come, first served basis; up to four sponsors of first season of podcast
- MG: 200,000 downloads for 200,000 impressions

2019 MEDIA KIT



WE TARGET PROS

TOH can target just the pros you want with custom digital content, advertising, social campaigns, and livestreams to leverage the credibility of the TOH brand for your B2B messaging.



PHOTO: KEVIN O'CONNOR

TOH PRO AUDIENCE	TV (000)	MAGAZINE (000)	WEBSITE INDEX	NET
Contractors	284	362	260	923
Architects & Engineers	266	89	146	266
NET: Contractor Architects & Engineers	311	444	390	1,159

ASK US ABOUT THESE PRO-TARGETED MEDIA OPTIONS!

- **Custom video** with the TOH crew and outside experts
- **Interactive rich media units** with high viewability and engagement that can include:
- **:15 & :30 custom spots** for social, pre- and mid-roll
- **Native digital articles and galleries** written in the TOH voice and style
- **Pro2Pro Livestream events**
- **Targeted Facebook and Instagram** campaigns
- **IBS/KBIS talent booth visits** from the TOH crew
- **Audience-targeted advertising:** pre- and mid-roll spots and display reaching just pros
- **TOH Podcast sponsorship** featuring Kevin O'Connor and guest contractors

Sources: MRI Doublebase 2018

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2019 MEDIA KIT

ONLINE TERMS & CONDITIONS



THIS OLD HOUSE VENTURES, LLC TERMS AND CONDITIONS FOR INTERNET ADVERTISING FOR MEDIA BUYS ONE YEAR OR LESS

This Insertion Order incorporates by reference and is subject to the IAB/AAA Standard Terms and Conditions For Interactive Advertising-For Media Buys One Year or Less Version 3.0, which may be found at http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf (the "IAB Terms"), subject to the terms set forth below. Capitalized terms not otherwise defined below shall have the respective meanings set forth in the IAB Terms. To the extent any of the terms included herein conflict with the IAB Terms, these terms shall govern.

Payment and Invoicing: Advertiser and Agency are jointly and severally liable for payment of all invoices. Agency will make payment 20 days from receipt of invoice. Invoices will not be accompanied by proof of performance for the invoice period and failure by Media Company to send invoices within 180 days of delivery of all Deliverables will not waive its right to payment of Ads for which no invoice was sent during such period.

Ad Placement and Positioning: Media Company's obligation to create a reasonably balanced delivery schedule shall not apply with respect to sponsorships (e.g., site specials, roadblocks, etc.).

Ad Materials/Site Standards: Media Company shall retain complete editorial control over all elements of the Site. The Ads and Advertising Materials shall not be contrary to the public interest, shall conform to Media Company's then existing program and operating policy and quality standards, and are subject to Media Company's prior approval and continuing right to reject, suspend the access of, or require editing of such materials. Advertiser and Agency represent that (i) all Advertising Materials shall comply with any industry codes or rules by which Advertiser may be bound and all applicable laws, rules, regulations and governmental or administrative order (including, without limitation, OBA self-regulatory principles and the Children's Online Privacy Protection Act in connection with any information collected by Advertiser); (ii) the Advertising Materials shall not contain spyware, adware, or any other software designed to covertly gather user information or behavior or which collects or uses data, content or information from Media Company's systems; (iii) the Advertising Materials shall not contain unauthorized embedded interactive triggers or other software that automatically diverts users from any Media Company site/syndication location or service; (iv) all Ad Materials are accurate and that all claims contained therein have been substantiated; (v) any personally identifiable information ("PII") that Advertiser obtains, provides, uses or otherwise comes to possess under an IO shall be collected, stored, maintained, transferred, and discarded via adequate security protections, procedures and protocols, and will not be disclosed to the public or any unauthorized third parties; (vi) Advertiser shall comply with all applicable notification laws and requirements in the event PII in its pos-

session is improperly disclosed to the public, or is otherwise affected by a security failure; and (vii) all e-mail communications Advertiser creates or sends pursuant to or as a result of this IO shall comply with all state and federal privacy and other applicable laws and regulations.

Contribution to, creation or approval of the Advertising Materials by Media Company shall not limit Advertiser's indemnification.

Indemnification: Advertiser will defend, indemnify, and hold harmless Media Company and each of its Affiliates and Representatives from Losses resulting from any Claims brought by a Third Party resulting from (i) Advertiser's alleged breach of Section XII of the IAB Terms, of Advertiser's representations and warranties in XIV(a) of the IAB Terms or of the Ad Materials/Site Standards set forth above, (ii) Advertiser's violation of Policies (to the extent the terms of such Policies have been provided [e.g., by making such Policies available by providing a URL] via e-mail or other affirmative means, to Agency or Advertiser at least 14 days prior to the violation giving rise to the Claim), (iii) the content or subject matter of any Ad or Advertising Materials to the extent used by Media Company in accordance with these Terms or an IO, or (iv) the pages and sites to which the Ads link.

Data Usage/Agency Use of Data: Agency will not (i) use Collected Data unless Advertiser is permitted to use such Collected Data, nor (ii) use Collected Data in ways that Advertiser is not allowed to use such Collected Data. Notwithstanding the foregoing or anything to the contrary herein (except as set forth in the ultimate sentence of this Section XII(h)), the restrictions on Advertiser in Section XII(d) (i) shall not prohibit Agency from (A) using Collected Data on an Aggregated basis for internal media planning purposes only (but not for Repurposing), or (B) disclosing qualitative evaluations of Aggregated Collected Data to its clients and potential clients, and Media Companies on behalf of such clients or potential clients, for the purpose of media planning. Notwithstanding the foregoing, Agency may only use data identifying users as users of a Site in a form in which such user data is combined with data relating to users from numerous campaigns of numerous sites.

Miscellaneous Terms: For purposes of this Insertion Order, "force majeure" shall also mean major news events. The laws of the State of New York shall govern this Insertion Order and Media Company and Agency (on behalf of itself and Advertiser) agree that any claims, legal proceeding or litigation arising in connection with this Insertion Order will be brought solely in the state or federal courts sitting in New York, New York, and the parties consent to the jurisdiction of such courts.

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