

Authentically Italian,  
authentically original



PTIONS    ADVERTISING    EDIT CALENDAR    ABOUT US    

Future Of Home Event Explores Changing Consumer Landscape  
SEPTEMBER 12, 2019

RH Raises Fiscal Year Guidance After Strong Q2  
SEPTEMBER 11, 2019

HomeWorld's On Point With NPD: Develop New Solutions For Busy Moms  
SEPTEMBER 10, 2019

NRF: Concerns Over Tariffs Boost August Import Levels  
SEPTEMBER 10, 2019



Names

gs has named Jeremy  
's new evp/chief  
ces Doug Martin and  
the company's



r key health metrics.

More Appliance News

o Pastry

stry Wonderbox,  
from its kitchenware  
nth.

HOMEWORLD presents  
**ON Point**  
with npd  
Develop New Solutions For Busy Moms  
Brought to you by  
**IHA**  
THE HOME AUTHORITY

HOMEWORLD HIGHLIGHTS



HomeWorld Highlights: September 9, 2019  
Presented by  
**CraftKitchen.**  
CLASSIC COLLECTION

HOMEWORLD'S  
**PEOPLE TO WATCH**  
2020

Arthur Zambelli, Bradshaw Home  
SEPTEMBER 12, 2019

RESEARCH

HOMEWORLD BUSINESS  
**2019 TOP 100**  
HOUSEWARES RETAILERS

# 2020 Digital Advertising

## EMAIL OPPORTUNITIES & SPONSORSHIPS

### DAILY E-NEWSLETTER BANNERS & BUTTONS

Horizontal ads top our exclusive Daily E-Newsletter with buttons placed within the body. Campaigns are sold one-per-day and connect to supplied link. **Max (5) advertisers per week, per position, exclusive days.**

**Cost per 468x60 Banner: \$2,500/month**  
**Cost per 150x150 Button: \$2,000/month**

### TARGETED CUSTOM EBLAST

Deliver your custom message to our daily newsletter audience.  
**\$3,500 per Eblast**

### DIGITAL EDITION EMAIL NOTIFICATION

Reach your customers with an exclusive ad on our digital edition email notifications, now featuring a video preview of each edition.  
**Call for sponsorship details**

HOMEWORLD BUSINESS  
Thursday, September 12, 2019

Future of Home    The Future of Retail

**Future Of Home Event Explores Changing Consumer Landscape**  
The inaugural Future of Home event, with the High Point Market Authority among its sponsors, was aimed primarily at interior designers but was sufficiently broad in scope to include Walmart executives and information valuable to anyone in the housewares and home furnishings industry.  
Tom Conroy, HFMA president and CEO, told HomeWorld Business that HFMA backed making the program broad. In that way, it provided information comprehensive enough to give participants a more expansive view of the marketplace. While home furnishings were a critical focus, the event included speakers who are movers and shakers in everything from retail to real estate.  
[Read More](#)

**PEOPLE TO WATCH**  
Arthur Zambelli, Bradshaw Home  
With industry expertise in both the food and housewares industries, Arthur Zambelli was named CEO of Bradshaw Home in June 2019.  
[Read More](#)

**Kroger Q2 Gains Traction**  
Kroger gained some traction in the second quarter with its expansion efforts, with constant store sales helping to drive adjusted earnings higher.  
[Read More](#)

**Walmart Expanding Delivery Unlimited Service**  
Walmart has plans to expand the reach of Delivery Unlimited—a grocery delivery membership option for customers—to 1,400 stores later this fall.  
[Read More](#)

**Macy's Advances Diversity Initiative**

**TOP 100 RETAILERS**  
[Subscribe Today](#)

## HOMEWORLD HIGHLIGHTS

This exclusive video preview of each HomeWorld Business edition is the lead post on HomeWorld Business.com and in the HomeWorld daily e-newsletter the day of the edition's release... plus, the current video preview is featured on the HomeWorld Business home page.

**Call for sponsorship details**



## HOMEWORLD DIGITAL EDITIONS

Each issue of HomeWorld Business—including the Housewares Census and Forecast—is available in a convenient digital format with turning pages. Display ads can highlight links to advertiser websites. Go to [homeworldbusiness.com](http://homeworldbusiness.com) for digital edition subscription details.



## SPONSORED CONTENT

HomeWorld Business' sponsored digital content program lets advertisers align with topical industry content that informs and engages the digital reader. HomeWorld Business provides high-profile sponsored digital content positions, including placement in the Front Page and Category sections of homeworldbusiness.com and the HomeWorld Business Daily E-Newsletter.

**Exclusivity: Max (3) advertiser. \$2,000/week**

## HOME PAGE TAKEOVER

This dynamic opportunity includes bookends, a home page intercept, a leaderboard and the multimedia position. Upon login, all four positions will be displayed simultaneously. Campaigns connect to a supplied link.

**Exclusivity: (1) advertiser per month. \$8,000/month**

## BOOKENDS

High-profile position, displayed on the right and left sides of the homeworldbusiness.com home page. Campaigns connect to a supplied link.

**Exclusivity: Max (4) advertisers.**

**160x600 (x2) Bookends: \$5,000/month**

## HIGH-PROFILE MULTIMEDIA POSITION

Animated ads and/or video. This placement is visible on ALL pages throughout the website.

**Exclusivity: Max (5) advertisers, sequentially drawn.**

**300x250 Multimedia Position: \$3,500/month**

## CATEGORY SPONSORSHIP

This is your opportunity to sponsor industry news category on homeworldbusiness.com. Campaigns are randomly drawn and connect to supplied links.

**Product Exclusivity: Max (5) advertisers, randomly drawn.**

**Cost per 468x60 Ad: \$2,000/month**

## LEADERBOARD BANNER

This eye-catching ad placement sits atop each page of homeworldbusiness.com. Campaigns are randomly drawn and connect to supplied links.

**Product Exclusivity: Max (5) advertisers, randomly drawn.**

**Cost per 728x90 Leaderboard Banner: \$2,500/month**

## STANDARD BANNER

These ads top the 'main content' regions of each page within homeworldbusiness.com. Campaigns are randomly drawn and connect to supplied link.

**Product Exclusivity: Advertisers randomly drawn.**

**Cost per 468x60 Banner: \$500/month**

## WORDLINK

Unique links (URLs) are assigned to each reserved WordLink. Reserved words are available on a first-come, first-serve basis.

**Product Exclusivity: Max (1) advertiser per word.**

**Cost per WordLink: \$375/month**

## CATEGORY INTERCEPTS

Unique advertisements, with individual Links, assigned to each Ad Intercept campaign. Ad Intercepts are assigned to specific story content categories.

**Product Exclusivity: Max (5) advertisers per category, sequentially drawn.**

**Cost per Ad Intercept: \$2,000/month**

## HOMEWORLD BUSINESS MOBILE

The streamlined, responsive design of the redeveloped homeworldbusiness.com website enhances your mobile experience. Access everything our website has to offer from your smartphone or tablet quickly and easily.



LOG IN SIGN UP

HOMEWORLD BUSINESS

HOME NEWS VIDEOS EVENTS RESEARCH SUBSCRIBER

FINANCIALS

SEPTEMBER 12, 2019

Kroger Q2 Gains Traction

Sign Up For Daily E-Newsletter Subscription

Storage

APPLIANCES

Spectrum Brands Smeltser CFO

SEPTEMBER 11, 2019

Spectrum Brands Holding Company names Smeltser as the company's new financial officer. He reports to David Maura, chairman and CEO.

Work Sharp Expands Electric Knife Sharpener Line

SEPTEMBER 3, 2019

Work Sharp Culinary continues to add to its assortment of electric knife sharpeners with the availability of two items in its E2

Fitbit Launches Bluetooth Scale

AUGUST 28, 2019

Fitbit has expanded its Aria Air collection with the launch of a Bluetooth scale that tracks weight and syncs with its app to calculate one's body mass index (BMI) and other

Betty Bossi To Ship Wonderbox

SEPTEMBER 12, 2019

Betty Bossi will ship its new and additional selections assortment, later this mo

Cooks Innovations Launches Countertop Glide Mats

Progressive Unveils New SnapLock Entertaining Carrier