Home Stratosphere

MEDIA KIT · ADVERTISE WITH HOME STRATOSPHERE

1.8M monthly pageviews from homeowners planning real home projects, every month

1.3M
sessions, last 30 complete days

1.8M
pageviews, last 30 complete days

49k
total email subscribers

Verified through 2026-09-08 · updates daily from first-party data

AUDIENCE

Who's reading

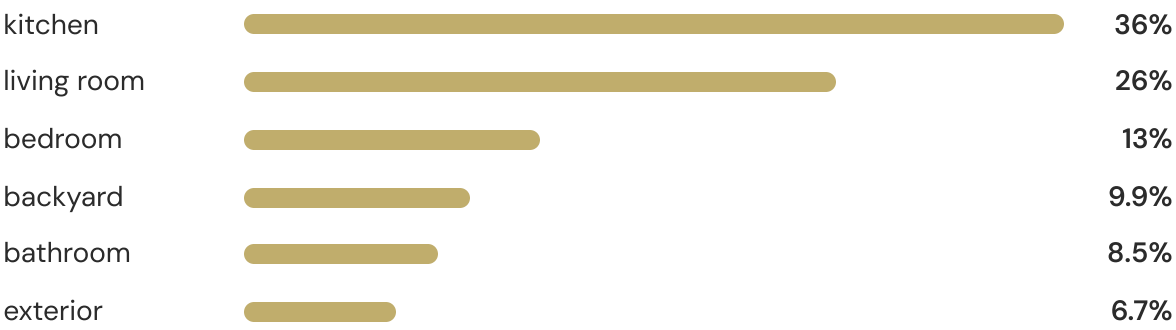
US homeowners arriving from Pinterest on their phones, mid-project: kitchens, baths, outdoor spaces and house plans. Finance placements are US-gated by design — US-only placements are available.

VISITORS

1.3M

sessions, last 30 days · **1.8M** pageviews

WHAT THEY READ



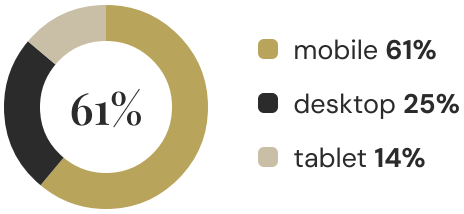
share of classified articles

WHERE THEY ARE

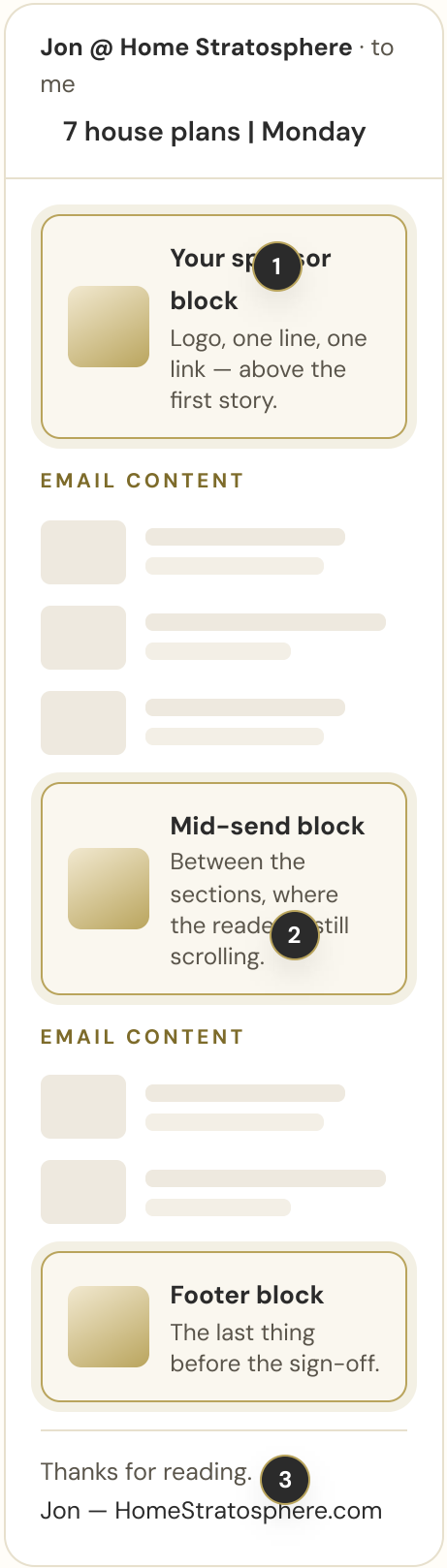


US-only placements available — the finance row is geo-gated already.

ON WHAT



Traffic, country and device figures from the ad-platform traffic source of record; rounded to two significant figures. No modelled demographics.



1 TOP SPONSOR SLOT

The daily newsletter — three sponsor slots in every send

49k
subscribers · active list

46%
avg open · last 10 sends, 33–49%

970
clicks · top slot · estimate from 14 sends, last 7 full days

800
clicks · mid-send slot · estimate from 8 sends, last 7 full days

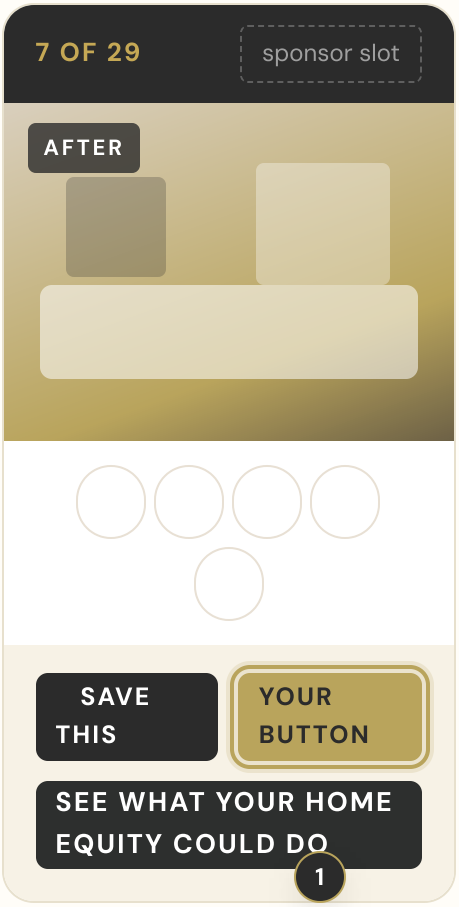
700
clicks · footer slot · estimate from 14 sends, last 7 full days

The newsletter goes to the list daily: a short edit of the day's articles and the new house plans. Three places in it are sellable — a block above the first story, a block between the sections, and a block under the last one. One sponsor per send, labelled, with your own link. **The slot figures are estimates**, not the slot's own history: they are the clicks on the article link that sits in that position today — the first link, the first house plan, the last link — averaged across

2 MID-SEND SLOT

3 FOOTER SLOT

every send of the last seven complete days (today's send is still collecting clicks, so it is left out) and rebuilt daily. Sold per send or per week, with a category exclusive.



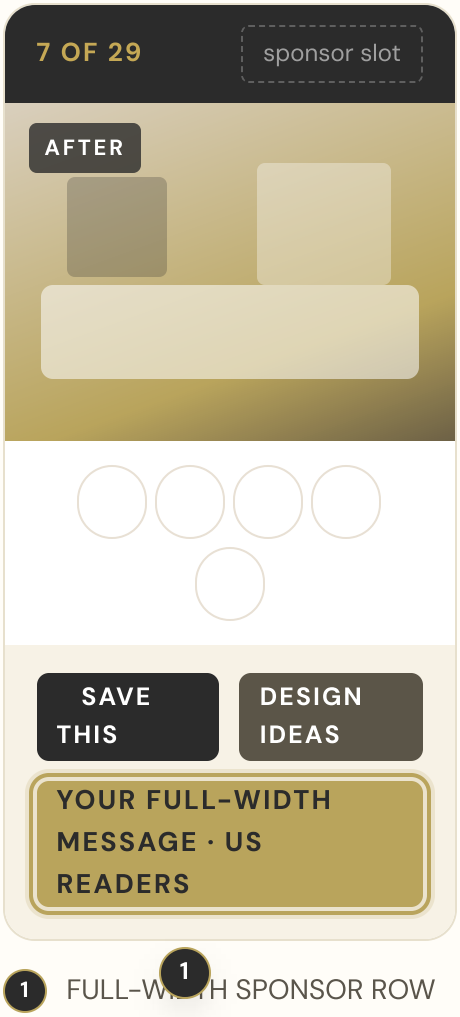
1 YOUR BUTTON HERE

The design button — beside Save This, under every image

Measured from 2026-08-27
longer windows render as they fill — nothing here is projected

290 clicks · 24h	**1,300** clicks · 7-day
1,300 clicks · 7-day (shown — no 30-day history yet)	
0.11% CTR · 7-day (shown)	

Every image on the site carries a button bar. Row one pairs the reader's Save This action with a single design-partner button: your brand, your link, on every image of every article. It is the highest-frequency click surface on the site and it is first-party measured — impressions count only after the button has been on screen for a full second.



The finance row — a full-width button under every image, US only

Measured from 2026-08-30
longer windows render as they fill — nothing here is projected

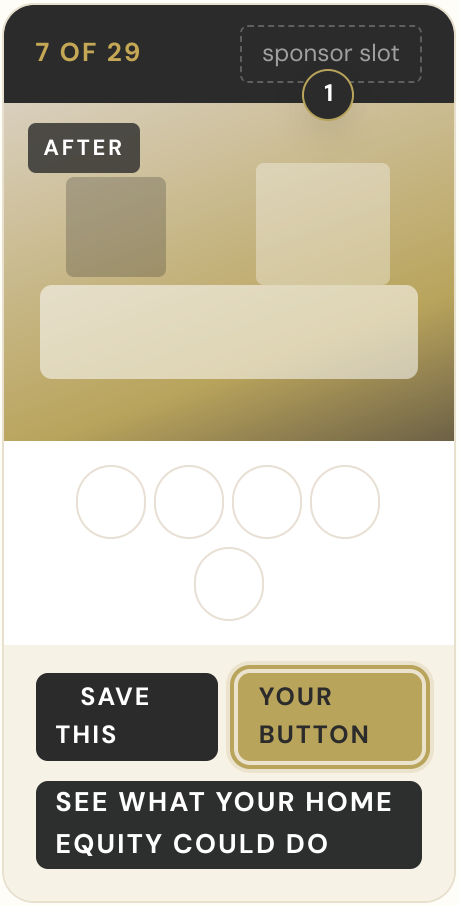
100
clicks · 24h

990
clicks · 7-day

990
clicks · 7-day (shown — no 30-day history yet)

0.082%
CTR · 7-day (shown)

Row two of the bar is a full-width call to action shown to US readers only. Today it carries home-finance offers; the slot takes any single-sponsor message with a category exclusive. Taps are counted as arrivals on your destination, not as button beacons — the more conservative number.



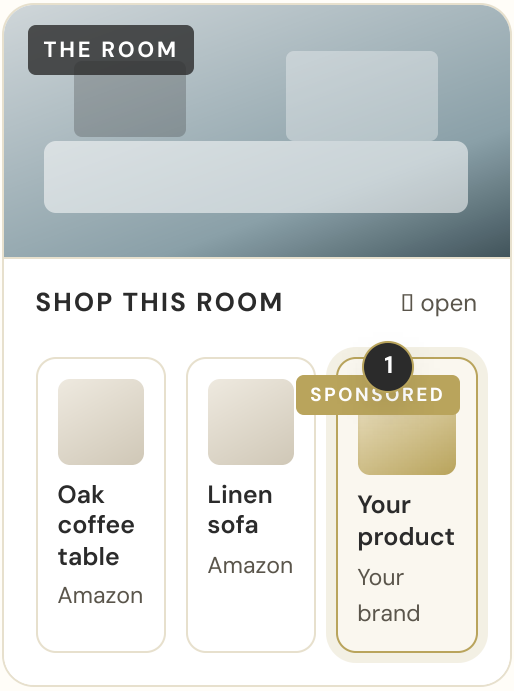
1 NEW PLACEMENT — YOUR LINK HERE

NEW PLACEMENT

New placement: the inline slot beside the image numbering

No numbers yet
we don't borrow another slot's data

The space beside the "1 of 29" counter above every image is unsold inventory with a reader's eyes already on it. We have no click data yet, and we will not borrow another slot's numbers to sell it. **The first campaign gets founding-rate pricing and full click reporting from day one** — the slot is instrumented before it launches.



1 SPONSORED CARD SLOT

Sponsored card in the Shop This Room panel

Measured from 2026-08-29
longer windows render as they fill — nothing here is projected

1,400
panel opens · 7-day (shown — 24h below floor)

1,400
panel opens · 7-day

1,400
panel opens · 7-day (shown — no 30-day history yet)

1.6M
impressions · 30-day

0.19%
CTR · 7-day (shown)

2,000
product clicks · 30d

Readers open Shop This Room to buy what they see in the photo. Your product renders as a card inside that panel, labelled Sponsored, in the position of your choosing. The panel opening is the tap we count — a reader has asked to shop the image.

Home Stratosphere

Here's the article you saved! Click below to pick up where you left off.

You Saved This:

The article this reader saved

www.homestratosphere.com/...

PRESENTED BY

Your brand
One line, one link — under the article they just saved, in every send.

1

1 YOUR SPONSOR BLOCK

Save This email — a list built one saved image at a time

Saves counted from 2026-08-30
longer windows render as they fill

49k
subscribers · active list

310
saves · 24h

3,600
saves · 7-day

Every time a reader saves an image, this email goes out: the article they were reading, sent straight back to them, and nothing else competing for the page. It arrives because the reader asked for it, which is why it is opened — and the list it builds is people mid-project who wanted to be reminded. **Your block sits under the saved article in every one of those sends**, or take a dedicated send to the whole list. Saves are counted first-party and refreshed daily.



A dedicated before/after gallery — your product in all 30 afters

The before/after gallery is the format this site is known for: thirty pairs in one article, and readers scroll every one of them. A sponsored edition is that same article built around you — **every "after" features your product**, credited and linked, shot and written by us to sit beside the rest of the library rather than read like an ad. It publishes on the site, stays up, and gets promoted like any other post. **Thirty pairs is also thirty reels**: the same set can be cut one reel per pair and published over the following weeks, so a single shoot runs as an article and then as a video drip, all of it carrying your product. Sold as guaranteed traffic: we commit to a pageview number for the article and promote it until it gets there — you buy an outcome, not a slot.

… 28 more pairs in the same article — every “after” yours, credited and linked.

 Optional: one reel per pair — thirty reels, published over the following weeks.

1. YOUR PRODUCT IN EVERY AFTER
2. 30 PAIRS · 30 REELS

Before and After: 29 Kitchens That Found Their Light

The biggest change isn't the cabinets — it's the light. Swapping the heavy valance for a simple roman shade over the sink opened the whole galley kitchen layout up.

From there the updates compound: under-cabinet strips, a lighter counter, and new brass cabinet hardware that catches the afternoon sun instead of absorbing it.

1

...continues through the article — links placed where the keyword naturally appears, never a link block.

1 YOUR LINK, YOUR KEYWORD

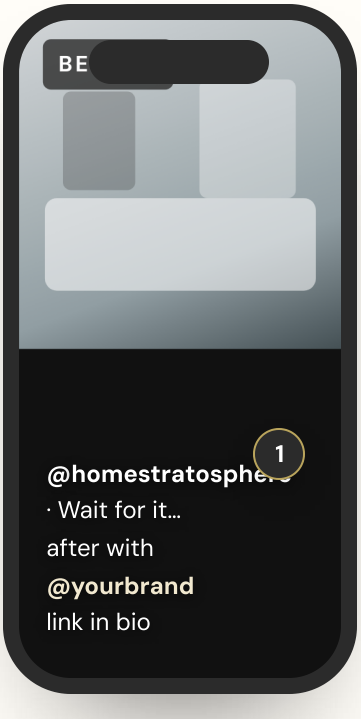
In-content links — your page, linked from relevant keywords

0.61
per 1k views · link 1 of the article · avg over 8,600 articles, last 7 full days

0.3
per 1k views · link 2 of the article · avg over 7,800 articles, last 7 full days

0.18
per 1k views · link 3 of the article · avg over 7,000 articles, last 7 full days

Your page linked from the exact keywords readers are scanning for, inside the articles themselves — not a banner beside the content, a link in it. Placed editorially where the keyword naturally appears, across the posts that fit your category, on a site read by people mid-project. **The figures are per link position** — what the first, second and third in-content link in an article earn, averaged over the last seven full days. Position one is the one readers reach first. Your volume follows how many posts fit your category. Sold per keyword set and per month.



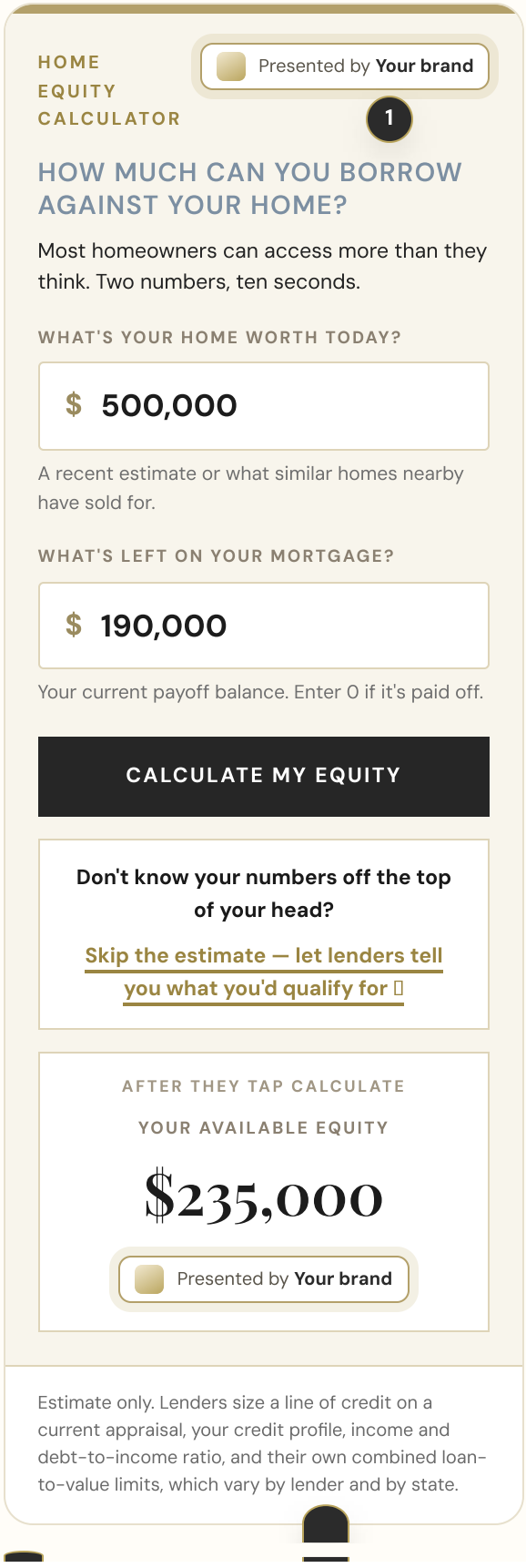
1 YOUR PRODUCT RENDERED HERE

2 BRAND + LINK IN CAPTION

Your product, rendered inside the before/after reels

YouTube Shorts	46 views a day	per reel · 122 reels in the last 30 days · 490 views each so far
TikTok	59 views a day	per reel · 123 reels in the last 30 days · 500 views each so far
IG Reels	42 views a day	per reel · 124 reels in the last 30 days · 670 views each so far

Your cabinets, paint or furniture in the "after" — produced into finished short videos and published to Instagram Reels, YouTube Shorts and TikTok at a cadence agencies can't match. **What you get is the library**: on-brand video featuring your product, with usage rights available for your own channels. Typical organic distribution is shown below and included; the value is the production.



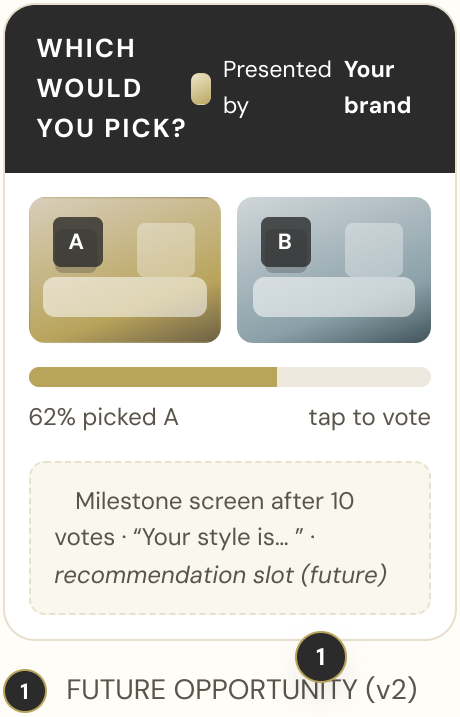
Sponsor the home equity and affordability calculators

Clean usage data from 2026-08-30

tracking re-instrumented — earlier counts excluded

"Presented by <you>" — logo and one line in the calculator header and on the result screen, everywhere the calculators render: the two standalone pages and the inline versions that open under images. A calculator user is mid-decision, typing in her own figures. Category exclusive: one lender or one home-services brand.

1. YOUR BRAND HERE
2. AND ON THE RESULT



NEW PLACEMENT

"Which Would You Pick?" — presented by you

New placement — first data 2026-08-30

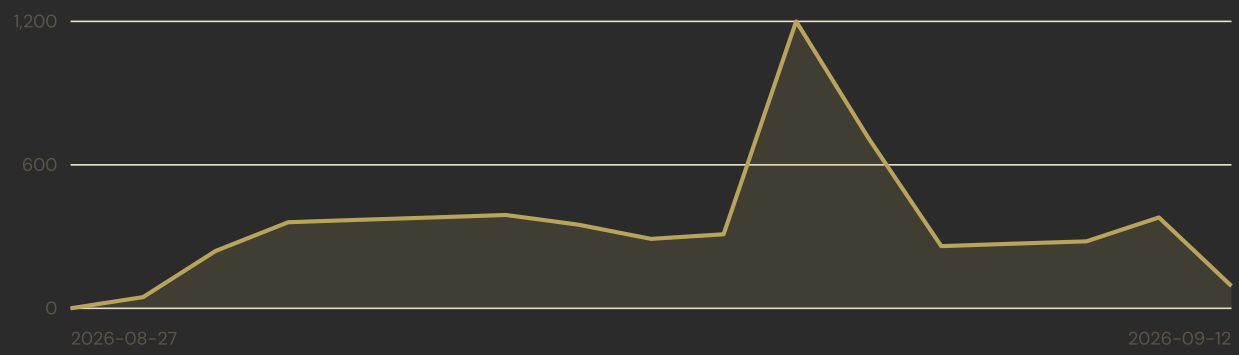
chips appear after 14 days of data

A this-or-that voting panel on the frame of every gallery: two rooms, one tap. It is live on the site now. Your brand presents the panel. **The sponsor brands the frame and never supplies, selects or influences the pairs** — they come from the site's own matching system, which is what keeps readers trusting the game and the rankings built on it. Founding-sponsor pricing for the first campaign; every vote is counted from day one.

WHY THESE NUMBERS ARE REAL

First-party, per-placement, refreshed nightly

Every placement on this page is instrumented individually — an impression counts only after a full second on screen, and taps are counted as arrivals where the click beacon is unreliable. The build rounds to two figures, refuses any window under its sample floor, and stamps the date. If a nightly build fails, the last good snapshot serves with its own date. Nothing here is projected.



Daily taps across live placements, last 30 days.

CONTACT

Tell us what you're launching

Placements are sold with category exclusivity, and any one of them can be run against a single topic instead of the whole site. Pricing is sized to the placement and what you're trying to do with it. Email us with the category you're in and what you're launching, and we'll come back within a business day.

Methodology: first-party event tables, nightly snapshot, 2 significant figures, 5,000-impression floor per window, verified through 2026-09-08. Every figure on this page is measured and rebuilt daily — nothing here is projected.