



IDEAL HOUSE

MEDIA KIT

# Content Partnership Media Kit

Sponsored blog placements and editorial collaboration  
guidelines for home media, design bloggers, and brands.

**600K+**

monthly visits across Ideal House experiences and resources

**May 2026**

[ideal.house](https://ideal.house)

1. AUDIENCE SNAPSHOT

# A design-minded audience with real discovery intent

Ideal House is where people explore room ideas, renovation possibilities, AI design tools, practical resources, and community inspiration before making decisions for their homes.

600K+

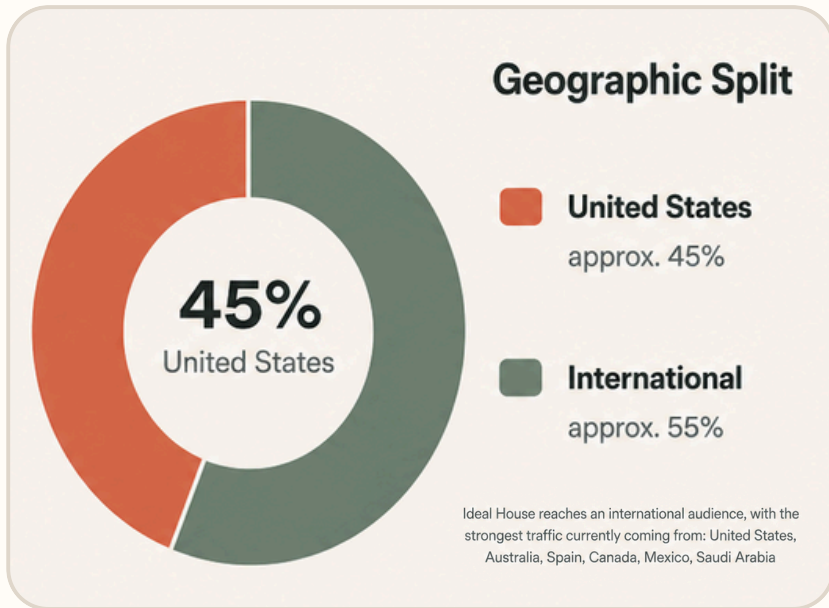
Monthly visits across Ideal House experiences and resources.

Home-first

Interiors, decor, renovation, furniture, landscaping, and architecture.

Design-led

A context built around inspiration, guidance, and visual decisions.



## Best-fit partners

- Home decor and furniture brands
- Interior design studios and architecture practices
- Renovation, remodeling, and landscaping businesses
- Home improvement publishers and bloggers
- Materials, lighting, textile, flooring, and fixture suppliers
- Smart home, organization, and lifestyle brands with clear home relevance

### Why partners work with Ideal House

Reach readers actively exploring home inspiration and practical design guidance; place content in a home-first context; support product education, category awareness, buying guidance, and design thought leadership.

2. SPONSORED BLOG PACKAGES & PRICING

# Reviewed paid placements for brand-provided articles

Sponsored Blog Placements are published through the Ideal House Resource Center. Pricing depends on article length, link count, image count, editorial scope, and placement requirements.

Package	Price	Length	Links	Images	Best for
Basic	\$299	800-1,200 words	1	Up to 3	Short educational posts, product introductions, simple design tips
Standard	\$499	1,200-1,800 words	Up to 2	Up to 6	Buying guides, trend articles, category education, brand-led explainers
Premium	\$799	1,800-2,500 words	Up to 3	Up to 10	In-depth guides, visual product stories, material comparisons, project-led content
Custom	\$1,200+	Custom	Custom	Custom	Multi-article campaigns, seasonal features, brand series, larger collaborations

## Package notes

- Pricing is quoted per article unless otherwise agreed.
- Additional links, images, heavy editing, custom formatting, or accelerated timelines may increase the final quote.
- Publication is subject to editorial approval.
- Ideal House may recommend a different package based on submitted materials and content goals.
- Payment is required before scheduling an approved sponsored article.

3. EDITORIAL GUIDELINES

# Content that earns its place in the home conversation

Ideal House accepts content that brings clear value to readers interested in home design, decor, renovation, products, and practical living.

Topics we prioritize	What strong content looks like
<ul style="list-style-type: none"> <li>• Interior design ideas and room styling guidance</li> <li>• Furniture, decor, lighting, textile, flooring, fixture, and material education</li> <li>• Renovation, remodeling, architecture, landscaping, and outdoor living</li> <li>• Product selection guides and comparison articles</li> <li>• Home organization, storage, and small-space solutions</li> <li>• Smart home and home technology with practical use cases</li> </ul>	<ul style="list-style-type: none"> <li>• Original, useful, and written for readers first</li> <li>• Clear structure with practical advice or a strong visual story</li> <li>• Natural brand or product references</li> <li>• Specific examples instead of generic claims</li> <li>• Accurate product, material, or service information</li> <li>• High-quality images with clear usage rights</li> </ul>

## What we do not accept

- Unrelated promotional content
- Duplicate, spun, or low-quality submissions
- Misleading claims or unsupported performance promises
- Content outside the home, design, renovation, decor, or lifestyle context
- Gambling, adult, payday loan, high-risk finance, medical claim, or other unsuitable categories
- Overloaded keyword anchors or unnatural link placement
- Images without proper rights or attribution

### Editorial rights

Ideal House reserves the right to approve or reject submissions, edit headlines and formatting, request revisions, decline unsuitable links, and determine the final publication date after approval and payment.

4. CONTENT EXAMPLES

# Strong directions for home-first stories

<p><b>Buying Guides</b></p> <ul style="list-style-type: none"> <li>How to Choose the Right Sofa for a Small Living Room</li> <li>A Homeowner's Guide to Selecting Outdoor Furniture Materials</li> <li>The Best Lighting Choices for a Modern Kitchen</li> </ul>	<p><b>Design Education</b></p> <ul style="list-style-type: none"> <li>How Texture Changes the Mood of a Room</li> <li>Five Ways to Make a Rental Apartment Feel More Designed</li> <li>Color Pairings That Work Well in Calm, Modern Interiors</li> </ul>
<p><b>Product-Led Articles</b></p> <ul style="list-style-type: none"> <li>How Performance Fabrics Support Family-Friendly Living Rooms</li> <li>Why Modular Furniture Works for Flexible Homes</li> <li>A Practical Guide to Choosing Washable Rugs</li> </ul>	<p><b>Renovation and Materials</b></p> <ul style="list-style-type: none"> <li>What to Consider Before Renovating a Bathroom</li> <li>Kitchen Countertop Materials Compared</li> <li>Flooring Options for High-Traffic Homes</li> </ul>
<p><b>Visual Stories</b></p> <ul style="list-style-type: none"> <li>Before and After: A Warm Minimalist Bedroom Refresh</li> <li>A Designer's Guide to Styling a Compact Entryway</li> <li>Project Showcase: Turning an Unused Corner Into a Reading Nook</li> </ul>	

5. SUBMISSION REQUIREMENTS

# Send complete materials for a faster review

A complete request helps the Ideal House team evaluate fit quickly and reduces unnecessary back-and-forth.

<p><b>Required information</b></p> <ul style="list-style-type: none"> <li>• Brand or company name</li> <li>• Website URL</li> <li>• Contact name and email</li> <li>• Partnership type requested</li> <li>• Article title or proposed topic</li> <li>• Final article draft or detailed outline</li> <li>• Target URL or reference URL</li> <li>• Preferred anchor text, if applicable</li> <li>• Image files or image source links</li> <li>• Confirmation of image rights</li> <li>• Preferred publication timeline</li> </ul>	<p><b>Sponsored Blog Placement</b></p> <ul style="list-style-type: none"> <li>• Desired package, if known</li> <li>• Word count</li> <li>• Number of requested links</li> <li>• Number of submitted images</li> <li>• Any formatting or attribution requirements</li> <li>• Whether the content has been published elsewhere</li> </ul> <p><b>Content Partnership Review</b></p> <ul style="list-style-type: none"> <li>• Website or publication category</li> <li>• Examples of previously published articles</li> <li>• Proposed collaboration goal</li> <li>• Suggested topic or content angle</li> <li>• Why it is relevant to the Ideal House audience</li> </ul>
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## Review timeline

<b>Community Posts</b>	Self-published after account login
<b>Sponsored Blog Placement</b>	Typically reviewed within 3-5 business days
<b>Content Partnership Review</b>	Typically reviewed within 5-7 business days
<b>Publication timing</b>	Confirmed after content approval and payment

6. FAQ / TERMS

# Common questions before publication

<b>Is publication guaranteed?</b>	No. Sponsored Blog Placements and Content Partnership Review requests are subject to editorial approval. Payment is only requested after an article or collaboration request has been approved for publication.
<b>Can Ideal House write the article for us?</b>	This media kit is designed for brand-provided articles. If you need writing, editing, or content development support, mention it in your request and we can review whether custom support is available.
<b>Can we include links?</b>	Yes, links may be included when they are relevant, natural, and useful to readers. Link quantity depends on the selected package and editorial review.
<b>Can we choose anchor text?</b>	You may submit preferred anchor text, but Ideal House may adjust anchor text if it feels unnatural, overly promotional, misleading, or inconsistent with the reader experience.
<b>Are sponsored articles labeled?</b>	Yes. Sponsored or partner-supported content will be indicated in the author area according to Ideal House editorial standards.
<b>Can we edit the article after publication?</b>	Minor corrections may be requested after publication. Substantial changes, additional links, image swaps, or repositioning may require additional review and may incur an extra fee.
<b>How long will the article stay live?</b>	Approved articles are intended to remain live, but Ideal House reserves the right to update, archive, redirect, or remove content if it becomes inaccurate, harmful, irrelevant, or inconsistent with editorial standards.
<b>Can we submit multiple articles?</b>	Yes. Multi-article campaigns, seasonal content programs, and brand series can be reviewed as Custom packages.
<b>What happens if our content is rejected?</b>	If a submission is not a fit, Ideal House may provide a short reason or suggest a better route, such as a Community Post or revised topic direction. Rejection before payment does not create any charge.
<b>What payment methods are accepted?</b>	Payment details are confirmed after approval. Once both parties agree on the final price, Ideal House will send an Airwallex payment link for payment. Publication is scheduled after payment is completed.

## Contact

For Sponsored Blog Placement, Content Partnership Review, or other collaboration requests, contact [support@ideal.house](mailto:support@ideal.house).