

# domino



# A Multi-Channel Community Built Around Personal Style and Self-Expression

At Domino, we celebrate paint colors and cabinet finishes just as much as the trip (or coffee-table book or '70s movie) that inspired them.

Our home tours, renovation stories, and design projects introduce you to talented creatives, emerging designers, and industry pros—and the pieces they used to customize the spaces that reflect their worlds. Our curated marketplace lets you in on everything from the next big tile trends to the perfect curvy sofa (and where to get it on sale) so you can bring your style home.

# Our Reach



**270K**

Email Subscribers

Loyal Domino subscribers with high engagement



**1.5M**

Monthly Uniques

80% consumer / 20% design trade

**3.7M**

Social Followers

Engaged across Instagram, Facebook, Pinterest and Twitter



**\$4.3M**

Gross Sales since 2023

Domino Marketplace

# Our Audience

**75%** Homeowners

**47%** Have Children

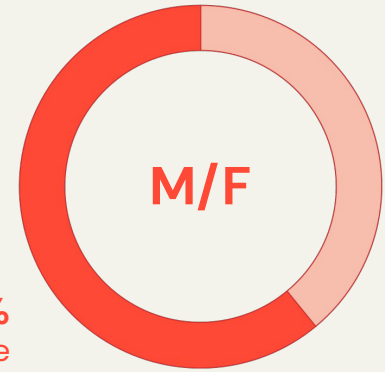
## HHI Index

\$100-150K

132

150K+

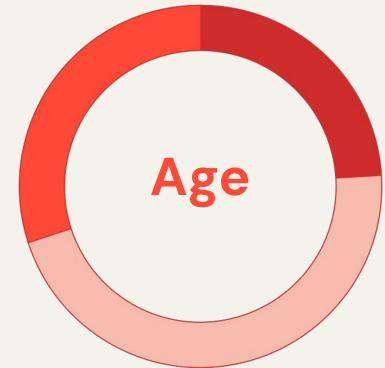
165



**61%**  
Female

**39%**  
Male

**30%**  
18-34



**24%**  
55+

**46%**  
35-54

# Audience Profile



Renovation-Minded

## 45%

Of readers plan to start a renovation, remodel or new construction project in the next 12 months

High Net Worth

## \$100K+

43% of readers have an estimated net worth of \$100K+

## 87%

Of readers agree that Domino recommends a curated selection of products they trust

## 43%

Have purchased something recommended by a Domino editor in the last year

## 80/20

Consumer / Design Trade Split



## Domino.com

Your daily inspiration for celebrating the place that forms you first—home.

## Domino Social

Our suite of social platforms reaches over 4M users.

## Domino Creative Services

Full-service custom integrated marketing development and content studio.

## Domino Brand Licensing

From premium product lines to media and content, we provide standout products.

# The Domino Network

# What We Cover



## Design Inspiration

Captivating homes—from small-space rentals to sleek mid-century gems to cozy country cottages—and the cool creatives who live there.

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## Renovation

Want to refresh a room but aren't sure where to start? Our before-and-afters and in-depth DIY projects have you covered, step by step.

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## Style & Shopping

Think of us as your own personal concierge; we do the deep-dive research, hands-on testing, and thoughtful curation, so all you have to do is hit 'add to cart.'

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## Housekeeping

Organization methods, storage solutions, and cleaning hacks that actually work—and that you'll use all year-round.

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## Lifestyle

Beyond interiors, our expert lens extends to travel, wellness, and entertaining, because we believe a home is a reflection of your whole world.

# What We Cover

Design Inspiration	Renovation	Style & Shopping	Housekeeping	Lifestyle
<ul style="list-style-type: none"> <li>Home Tours</li> <li>Design by Room</li> <li>Color &amp; Paint</li> <li>Plants</li> </ul>	<ul style="list-style-type: none"> <li>Before &amp; Afters</li> <li>DIYS &amp; How-Tos</li> <li>Hacks</li> </ul>	<ul style="list-style-type: none"> <li>News &amp; Trends</li> <li>Product Reviews</li> <li>Shopping Guides</li> <li>Features &amp; Interviews</li> </ul>	<ul style="list-style-type: none"> <li>Cleaning</li> <li>Organization</li> <li>Storage</li> </ul>	<ul style="list-style-type: none"> <li>Entertaining</li> <li>Holidays</li> <li>Real Estate</li> <li>Travel</li> <li>Wellness</li> </ul>
<p><b>Franchises:</b> Cover Stories</p>	<p><b>Franchises:</b> Renovator's Notebook</p>	<p><b>Franchises:</b> Shopping Buddy Deals of the Week Hidden Gems Gift Guides</p>		<p><b>Franchises:</b> Wish You Were Here My Life Abroad</p>



## Q1: Reclaim Your Closet | Organization

Behind closed doors lies a whole lot of clutter. Whether it's your wardrobe, pantry, or front hall closet, we're going to share first-person recommendations and expert advice for calming the chaos that lives within some of our smallest spaces.

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## Q2: Front of House | Design

Sometimes, it's what's on the *outside* that counts. In this package, we'll share front yard tours, highlight the best new outdoor furniture, offer tips on boosting curb appeal, and serve up more ways to help your home make a big first impression.

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## Q3: No-Reno Kitchens | Renovation

Who says you have to completely demo your space (not to mention your budget) to make it yours? In this package, we share total kitchen transformations that highlight the power of paint, fixtures, and a little elbow grease.

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## Q4: The Good Design Awards | Shopping

An annual interactive digital destination that highlights our favorite furniture launches, the cookware we couldn't take off our stovetops, and more of the year's top products across six key categories: furniture, kitchen + dining, lighting + appliances, soft goods, and decor. A panel of esteemed guest editors helps us narrow down the winners.

Quarterly Tentpoles





# Creative Services

# Why Domino for Creative Services?

Domino's Creative Studio understands the power of beautiful imagery, personal style, and engaging storytelling—for decades, that's been at the core of our DNA.

Our never-ending commitment to aesthetics, market curation, and thoughtful style execution has the ability to shift **purchasing power, consumer behavior, and brand perception** beyond standard production houses.



# Design-Minded, Data-Driven

Domino's Creative Studio ideates, produces, and optimizes always-on white label campaigns for your brand—think: big ideas, captivating imagery, and personalized storytelling across different disciplines.

We're industry experts with access to audience data and insight that is essential to your brand's needs. As partners, we'll create a blueprint for your campaign, execute on it, and compile quarterly business reviews that help you evaluate your goals—and create future ones.

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PRODUCT CURATION

VIDEOGRAPHY

STYLING

CASTING

PHOTOGRAPHY

SOCIAL STRATEGY

ART DIRECTION

GRAPHIC DESIGN

RESEARCH + TREND REPORTS



# Talent Collective





# Domino Talent Collective

Leveraging our credibility in home and style, Domino has built a diverse talent collective ranging from emerging tastemakers to established designers. These people aren't just influential—they are experts in their craft. Our collective connects with readers through authentic and serviceable content centered around their areas of expertise.

Together, we'll promote their voice and point of view to create, distribute, and amplify immersive content and connect brands with their loyal audience.

# Why Creator Marketing?

## Expand Reach + Relevance

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Tap into the vast audiences and loyal communities built by influential creators to connect with a broader customer base

## Scale Content Production

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Ensure a steady flow of engaging and high-quality content that resonates with creator's audiences

## Grow Engagement + Loyalty

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Leverage the genuine relationships creators have established with their followers, fostering a sense of trust and affinity with customers

## Drive Revenue + Increase ROAS

Authentic endorsements and targeted reach lead to higher conversion rates, increased sales, and improved ROI





# Ways to Work With Talent

## The Domino Collective

Leverage our Talent Collective to create, distribute, and amplify premium digital and social content that connects your brand with the loyal audiences of both Domino and our creators. Receive full access to our Creative Studio, plus sourcing and management of Talent.

## White Label Partnerships

Partnering with us as a white label agency unlocks full sourcing and management of Talent for your projects, plus co-promotion across Domino's digital, social, and email properties.





# Partnership Opportunities



Partner with Domino on custom and editorial sponsorship programs tailored to your brand and marketing goals

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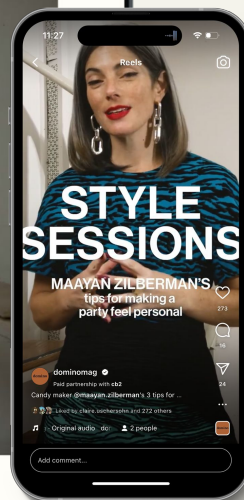
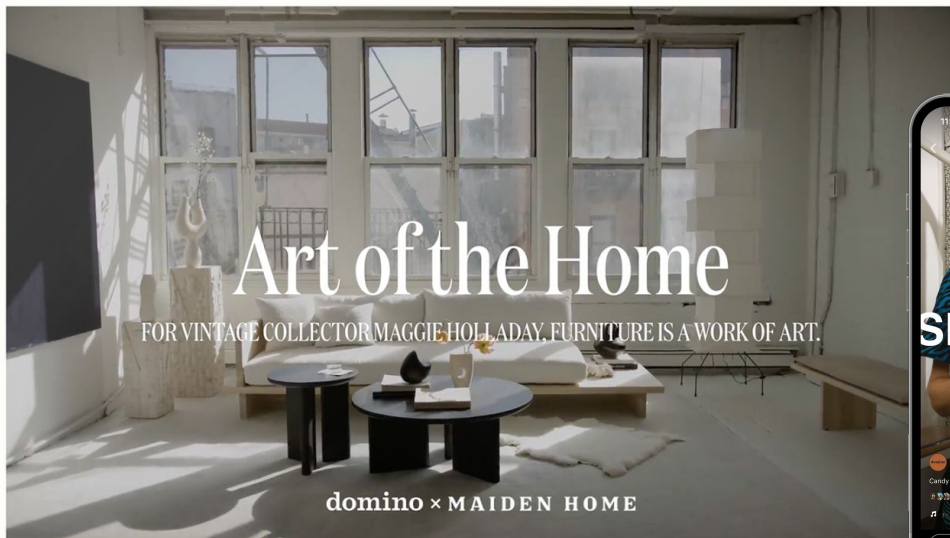
**Custom Content**  
**Custom Video**  
**Experiential**  
**Email**  
**Social**  
**Affiliate**  
*Design Time* Podcast  
**Shopping**  
**Home Tours**  
**Cover Stories**  
**Research +**  
**Homebodies**



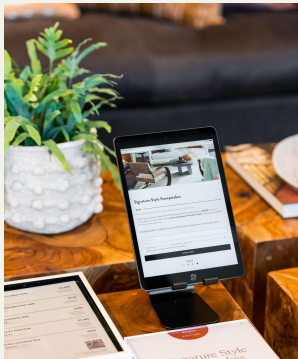
Our most premium content experience leverages interactive technology, custom-shot photography, engaging video, shoppable hotspots, animations, and more. Amplified by a robust social and email promotional package.

# Custom Content

# Video



Domino's engaging custom video content makes a decor idea come alive. Through step-by-step tutorials, home tour highlights, and more inspiration-filled vignettes, each video offers intimate, service-driven storytelling through the lens of a dynamic design pro (whether a Domino editor or an influencer) who authentically connects with our audience.



We create stylish, immersive, and fully-shoppable experiences that bring your brand to life. From month-long pop-up stores to intimate virtual discussions, we conceptualize and produce events that consumers want to attend, shop, and share.

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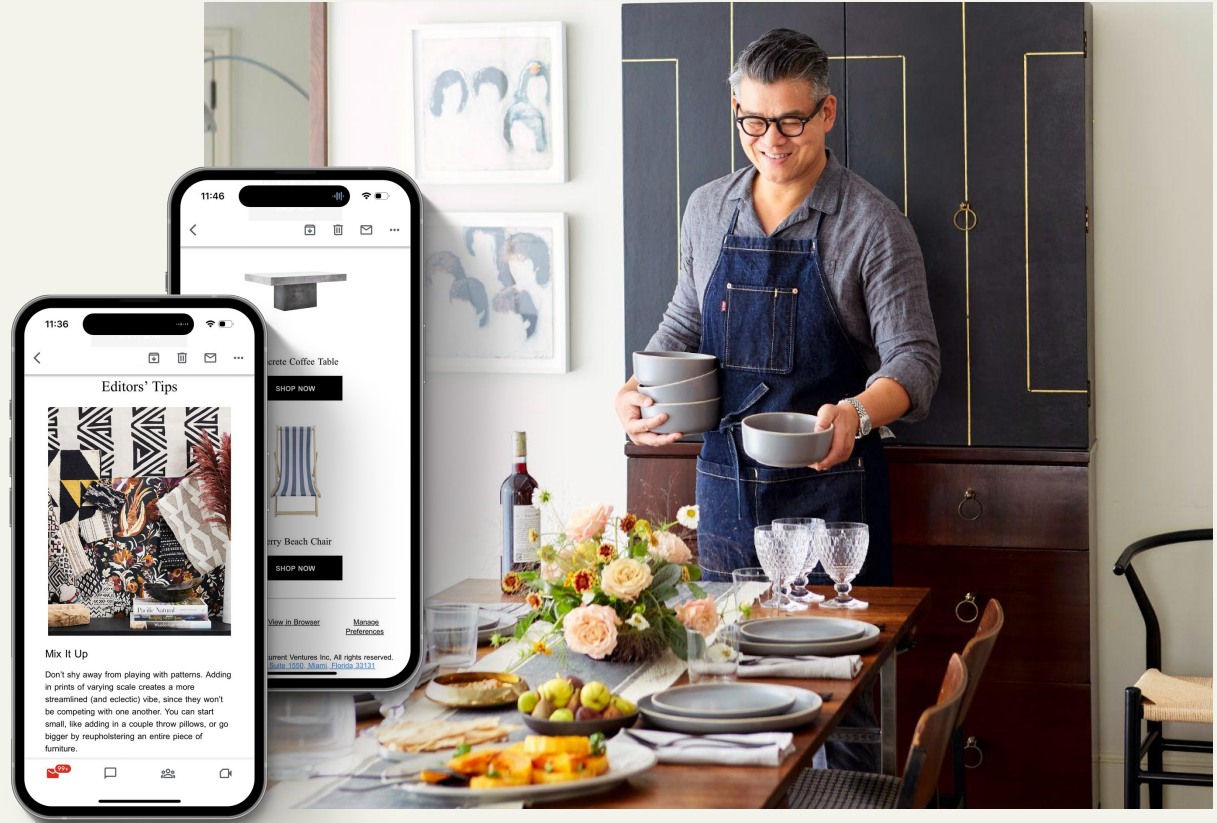
Virtual  
In-Store  
Pop-Up  
Dinner  
Panel  
Instagram Live

# Experiential

# Email

Our most engaged Email templates are sent to 550K+ loyal Domino subscribers, putting your brand front and center with 100% Ownership, Shoppable Product Links, and more.

Domino Daily  
Reno  
Kids  
Shopping  
Home Front (NEW)





# Social

Branded stories, in-feed posts, custom reels, sponsored Pins, and Domino-designed ads to reach users right where they are looking for inspiration.



Content Distribution by Platform

# Stop and Stay a While

## Dwell.com

**Full-Length Video** (3 min)  
embedded in **Custom Native Story**  
with custom photography and  
programmed to Dwell.com  
homepage during campaign flight

### Promotion

Native story promo tiles

## Dwell Dedicated Newsletter

### Promotion

Native story & video promotion

## Dwell Newsletter

### Promotion

Native story promotion

## Dwell Magazine

### Print

Custom advertorial rewrite from  
digital article story.

## Dwell Facebook

**Full-Length Video** (3 min)  
uploaded to Facebook Watch

### Social Cuts

(:35-:55 sec) social cuts uploaded  
to Facebook Reels

### Promotion

Organic & paid social posts  
promoting native story to Dwell  
proprietary like-minded audience  
segments

## Dwell Pinterest

### Social Cuts

(:35-:55 sec) social cuts uploaded  
to Pinterest Video Pins

(:15-:30 sec) social cuts uploaded  
to Pinterest Video Pins

Organic & paid social posts  
promoting native story to Dwell  
proprietary like-minded audience  
segments

## Dwell YouTube

**Full-Length Video** (3 min)  
uploaded to Home Tour playlist  
and programmed to Dwell's  
YouTube channel as featured video  
during campaign flight

### Social Cuts

(:35-:55 sec) social cuts uploaded  
to YouTube Shorts

Organic & paid promotion of video  
content to Dwell proprietary  
like-minded audience segments

## Dwell Instagram

### Social Cuts

(:35-:55 sec) social cuts uploaded  
to IG Reels

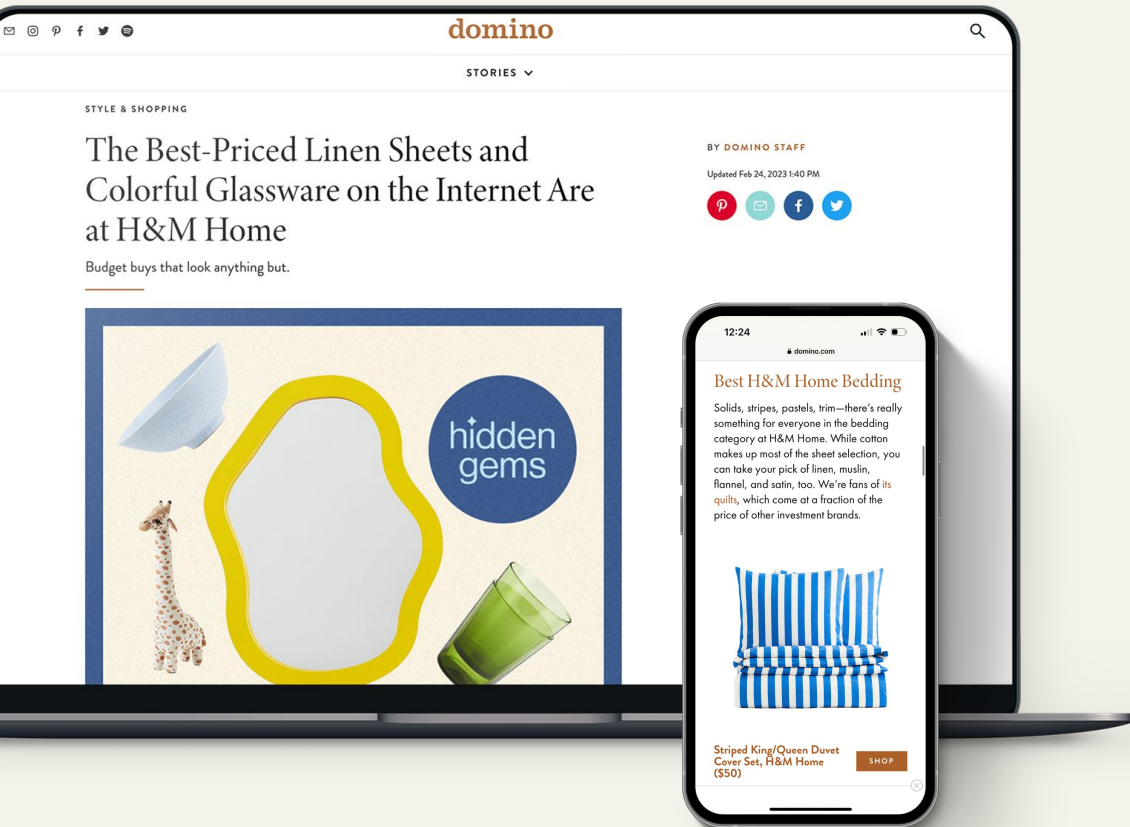
(:15-:30 sec) social cuts uploaded  
to IG Stories

### Promotion

Organic & paid social posts  
promoting native story and video  
content to Dwell proprietary  
like-minded audience segments

*Note: promotional synergy packages with our sister brands when applicable.*





# Shopping + Affiliate

Domino's Shopping Articles put your brand and products front and center in a shoppable format with clickable product widgets linking directly to your O&O.

The Domino Affiliate program leverages affiliate linking to deliver measurable engagement with brand products across our channels. Domino will integrate your brand into a prominent product round-up article, providing unprecedented, top-of-mind status with the Domino editorial team and guaranteed editorial integration.

# Home



From a light-filled bungalow nestled in the California redwoods to a sleek, 600-square-foot Paris pied-à-terre, Domino's home tours invite you inside the stylish spaces of cool creatives and design devotees, offering a glimpse into their everyday lives at home (as well as where they sourced that chic coffee table!).

These exclusive features are a celebration of personal style, where compelling storytelling, inspiring visuals, and plenty of shopping intel come together. Because behind every design decision—paint color, sofa style, kitchen cabinet brand—is a story that reveals not only how a home looks but also feels. We share the relatable moments, along with all the practical details, to help our highly engaged readers make their own space an authentic reflection of their world.

# Tours

**Editorial Sponsorships + Custom  
Integrated Programs Available**

# Cover Stories

Each month, we take our home tour format to the next level with an exclusive cover story reveal, featuring a notable tastemaker in their one-of-a-kind space.

Designed in a custom interactive format—which includes dynamic imagery, original photography, and shoppable hotspots throughout—and amplified by a dedicated social campaign, these premium stories are some of our top performing content.

**Editorial Sponsorships and Custom Integrated Programs Available**



# Design Time



# Podcast

This season of Domino's *Design Time* podcast goes deep with design rebels—people who aren't necessarily in the interiors world, but have a specific point of view on how a space should look and feel.

Through her candid and upbeat interviews, Domino deputy editor Julie Vadnal invites her guests, from designer Ellen van Dusen to actor and homegoods entrepreneur Seth Rogen, to explain how they see the world a little bit differently, and why listeners should adopt a rebel attitude, too.

**Full or Mini Season Sponsorships Available**

# Research



We're devoted to understanding our audience. From brand perception studies to trend reports and editorial focus groups, we help brands uncover proprietary and behavioral insights to optimize their programs.

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**Brand Perception Studies**  
**Brand Lift Studies**  
**Subscriber Surveys**  
**Editorial Focus Groups**  
**Trend Reports**  
**Market Research Studies**  
**A/B Testing**

# and Homebodies

# Let's Work Together!

## Contact Us

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### General

[sales@domino.com](mailto:sales@domino.com)

### Nicole Murphy Wolfgram

Chief Revenue Officer

[nicole.wolfgram@recurrent.io](mailto:nicole.wolfgram@recurrent.io)

### Tara Smith

VP of Sales

[tara.smith@recurrent.io](mailto:tara.smith@recurrent.io)

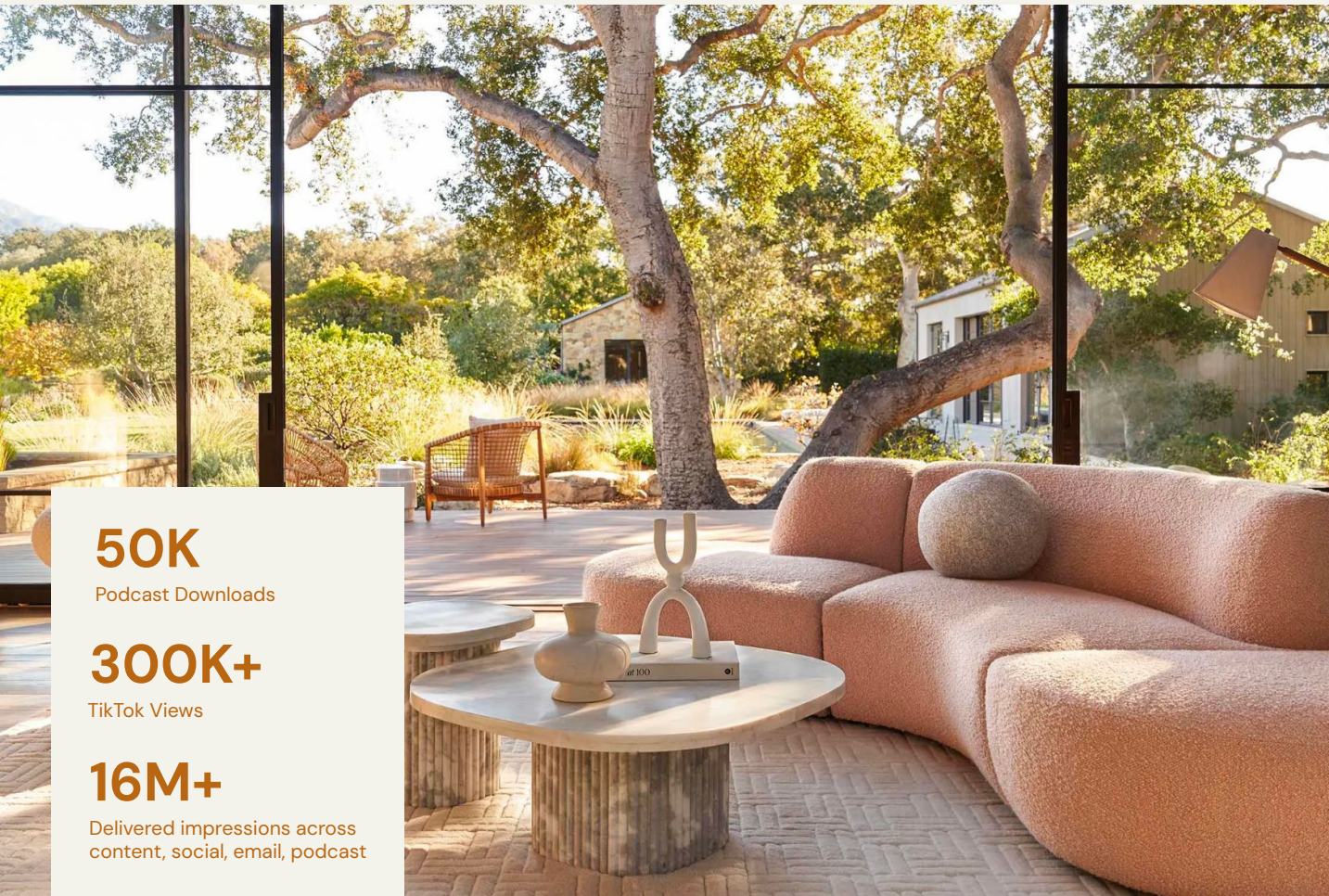
### Maris Newbury

Client Partner

[maris.newbury@recurrent.io](mailto:maris.newbury@recurrent.io)



# Càse Studies

**50K**

Podcast Downloads

**300K+**

TikTok Views

**16M+**Delivered impressions across  
content, social, email, podcast

An immersive 360 program that created conversation and consideration around Anthropologie's spring, fall and winter Home collections, driving engagement and traffic to O&O.

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**Digital Content****Email****Podcast****Social****Talent****TikTok****Domino +  
Anthropologie**

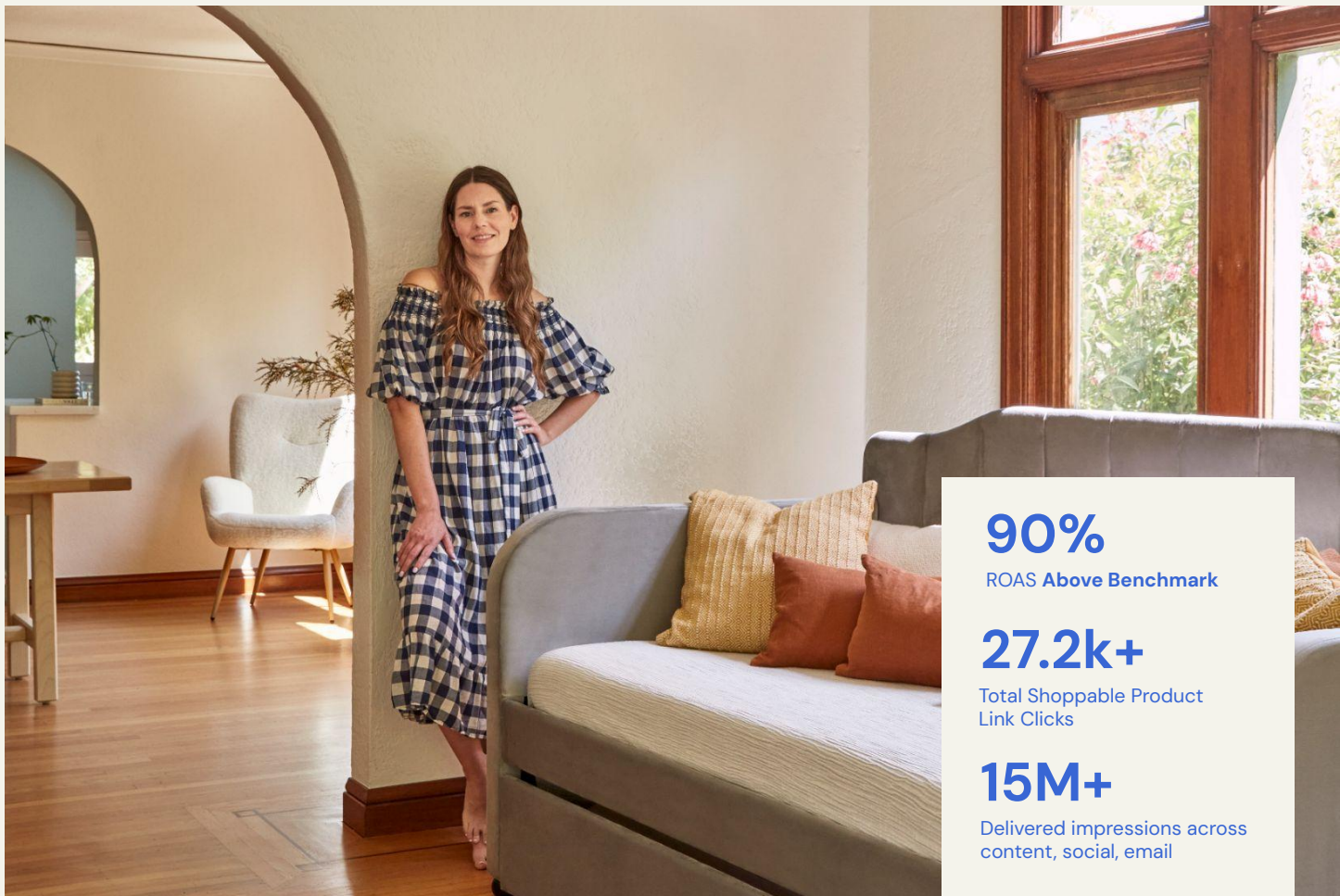


A fully custom-shot program with talent-led interactive content that elevated the Home Decor offerings of Walmart's Spring Style campaign.

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Interactive Content  
Custom Photography  
Social  
Talent  
Email

**Domino +  
Walmart**



**90%**

ROAS Above Benchmark

**27.2k+**

Total Shoppable Product  
Link Clicks

**15M+**

Delivered impressions across  
content, social, email



# 55%

Branded Article PVs  
Above Benchmark

# 70%

Email Open Rate  
Above Benchmark

# 3.5M+

Delivered impressions across  
content, social, email

A multi-channel program tied into Domino's Material Mondays franchise. Shoppable links on this editorialized program drove high clicks to O&O.

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**Branded Content**  
**Instagram**  
**Story Series**  
**Shoppable Emails**

# Domino + Sunbrella

A multi-channel program spanning custom interactive content, social, Domino Editor and design-industry Talent, and an experiential event celebrating the opening of the first Joss & Main flagship store in Massachusetts.

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Interactive Content  
Experiential  
Custom Photography  
Social  
Talent  
Email  
Display

**Domino +  
Joss & Main**



**300+**

Event Attendees

**263K+**

Interactive Custom Content PVs

**11.2M+**

Delivered impressions across  
content, social, email, display