

A modern living room with a beige sofa, a blue armchair, a wooden coffee table, and a wicker hanging chair. The room is decorated with a white rug, a fireplace, and framed art. The text "domino" is centered in the middle of the image.

domino

Bring Your Style Home

For over 15 years, Domino has been the premier destination for building a stylish home—and life.



Why Domino?

Across print and digital, we help our readers bring their style home.

Through inspirational and service-driven home tours, DIYs, shopping guides, and more, we celebrate personal style and self-expression through the lens of emerging and expert tastemakers and enable our audience to discover their own design aesthetic.



Domino is



Colorful

We create vibrant, aspirational, and attainable content and experiences.



Creative

We inspire audiences across the globe to design spaces that reflect who they are.



Stylish

We work with influential tastemakers with highly engaged audiences.



Authentic

We don't follow trends—we provide the tools for readers to define their own style.



OUR EXPERTISE

Pairing site analytics with our design expertise, we hone in on the topics that resonate most with our audience.

HOME DECOR
RENOVATION

ENTERTAINING
KIDS

TRAVEL
WEDDINGS

WELLNESS
ORGANIZATION

Our Audience

DIGITAL + PRINT

Female, 25-44 Years Old | Top DMAs

Income: \$100 - 130k | Residence: Coastal

MARRIED OR ENGAGED 76%



HAVE CHILDREN 57%



ARE HOMEOWNERS 62%



Sources: Domino Email Subscriber Survey, Quantcast 2020



Our Global Footprint

48.8+M
TOTAL REACH



4M DIGITAL UNIQUES

1.1M INSTAGRAM FOLLOWERS

256k FACEBOOK FOLLOWERS

41.7M MONTHLY PINTEREST VIEWS

1.1M PRINT IMPRESSIONS

600k EMAIL SUBSCRIBERS

61k TWITTER FOLLOWERS



Domino Enthusiasts

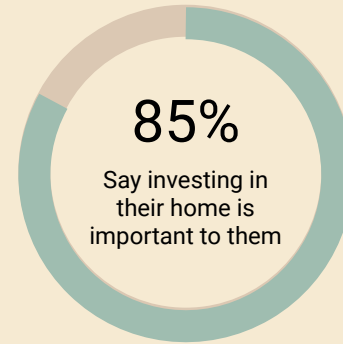
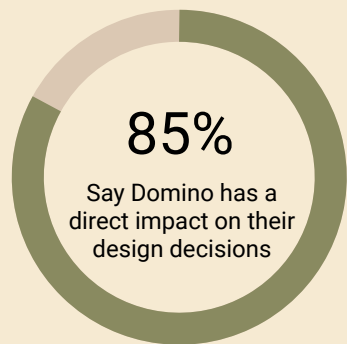
90%

OF DOMINO
ENTHUSIASTS ARE
EMAIL & PRINT
SUBSCRIBERS

72%

OF DOMINO
ENTHUSIASTS VISIT
DOMINO.COM
DAILY OR WEEKLY

A Purchase Authority



Domino is the go-to resource for designing a place you love, what to buy, and where to get it. We take our audience from the point of inspiration to the point of purchase.

Our always-on content model escalates the path to purchase. Our content doesn't just drive sales, it accelerates them.

The Evolution of Domino



2005

Domino, the print magazine, is launched by Conde Nast

CONDÉ NAST

Condé Nast ceases publication of Domino due to the economic climate

2009



400K+ Facebook group petitions to 'bring back Domino'

2010

Target purchases rights to distribute back issues of Domino due to popularity



Domino relaunches as an omnichannel media and commerce company

2013

Domino launches digital Entertaining, Travel, Wellness, and Weddings verticals

2017



Domino launches a digital Wedding registry vertical and special print issue with Amazon

2019



Domino launches digital Kids vertical and special print issue

2020



Talent Collective

Talent Collective

OUR EXPERTISE

Leveraging our credibility in the home space, Domino has built a diverse talent collective ranging from emerging tastemakers to established designers.

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



Talent Collaboration

Reach, engagement, expertise, authenticity

Working with us grants your brand access to talent that creates editorial and visual content for Domino, with the option of activating their voice on your own channels, from on-site to social.



TIER ONE

150K+ Followers

TIER TWO

50-150K Followers

TIER THREE

10-50K Followers

TIER FOUR

The Domino Team

THE DOMINO TEAM



Jessica Romm Perez

EDITOR IN CHIEF, DOMINO

Instagram: @jrommperez
Followers: 11.1K

Jessica Romm Perez is a style expert who identifies and drives trends in design, home decor, fashion and style.



Kate Berry

CREATIVE DIRECTOR, DOMINO

Instagram: @kateberryberry
Followers: 14.4K

Kate Berry began her career as a floral designer and currently oversees all of Domino's visuals, messaging and design.



Benjamin Reynaert

STYLE DIRECTOR, DOMINO

Instagram: @aspoonfulofbenjamin
Followers: 66.5K

Ben Reynaert draws on a decade of editorial content creation to generate impactful visuals for publications, brands, and social platforms.



Channels and Franchises

FRANCHISES

Our recurring, cross-platform programming connects our audience the the themes they're most engaged with.

DOMINO KIDS

THE WIND DOWN

RENOVATOR'S
NOTEBOOK

PLANT PARENTS

FIELD GUIDES

10 THINGS

DESIGN TIME
PODCAST





Domino Kids

Over **56%** of our audience has kids, and **20%** come to Domino.com specifically for kids content.

We launched the *Domino Kids* vertical to share inspiring, serviceable, and personalized content dedicated to this next generation of style enthusiasts. *Domino Kids* is a cross-platform, trusted source for design-savvy parents who want both practical and inspirational advice.

The Wind Down

Over **60%** of our audience likes to see Domino cover wellness products and recommendations.

Every Sunday on Domino.com and Instagram Stories, *The Wind Down* does just that. We explore the different nighttime routines of people we admire and offer readers advice for making the moments just before bed feel their best.





Renovator's Notebook

81% of our audience has a need for renovation resources and guidance.

What originated as a recurring series in our print book has now transformed into a dedicated issue and an always-on Instagram handle (@reno_notbook) as before-and-afters continue to be our most engaged content.

In *Renovator's Notebook*, homeowners open up about the nitty-gritty of their remodels, from how long it really took to how much it actually cost to what went wonderfully, it's-all-worth-it-in-the-end right.

Plant Parents

Is there anything more gratifying than helping a leafy, living thing thrive? Inspired by our audience's affinity for all things green, *Plant Parents* is a cross-platform franchise that spotlights flora lovers and their tips and tools for raising happy, healthy buds and blooms.





Field Guides

70% of Domino users seek expert destination guides.

When you only have days (or hours) to explore a new city, Domino's *Field Guide* is a digital, cross-platform need-to-know edit of the coolest bars, hotels, restaurants, galleries, and boutiques in the top design cities.

10 Things

We all have that one friend we go to for great recommendations. In Domino's digital and print franchise *10 Things*, our favorite creatives share the discoveries that make them happy so readers can track down fantastic daily essentials, too.





Design Time

In Domino's new weekly podcast, *Design Time*, editor-in-chief Jessica Romm Perez explores design—from the practical to the beautiful to the absurd—through the eyes of our favorite experts and contributors. Available to stream on all major platforms.



Beyond Digital

EXPANDING OUR INFLUENCE

Experiences

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



EXPANDING OUR INFLUENCE

Research

We're devoted to understanding our audience. From subscriber surveys to editorial focus groups, we help brands uncover proprietary and behavioral insights to optimize their programs.





EXPANDING OUR INFLUENCE

Creative Services

Leverage Domino's style expertise and design authority by partnering with our in-house creative services team to create custom campaign assets to live on your brand's O&O channels.



Editorial Calendar

PRINT EDITORIAL CALENDAR

2020 Programming

**SPRING: COLOR**

Paint & wallpaper trends
Gardens & greenery
Vibrant interiors
Corresponding print issue

CLOSING DATE: 1.27.20
ON SALE: 3.10.20

**SUMMER: TRAVEL**

Expert packing tips
New design destinations
Outdoor living essentials
Hotel design spotlight
Corresponding print issue

CLOSING DATE: 4.28.20
ON SALE: 6.16.20

**FALL: STYLE**

Fashion creatives and tastemakers
Closet spotlights
Bold decorating ideas
Tabletop trends
Corresponding print issue

CLOSING DATE: 7.31.20
ON SALE: 9.29.20

**KIDS: SIP**

Family-focused home tours
Nurseries & kids spaces
Crafts & DIYs
Back-to-school must-haves
Corresponding print issue

CLOSING DATE: 7.29 .20
ON SALE: 10.13.20

**WINTER: RENO**

Renovation deep dives
Expert designers
Gift guides
Holiday hosting
Corresponding print issue

CLOSING DATE: 10.29.20
ON SALE: 12.22.20

DIGITAL EDITORIAL CALENDAR

2020 Programming

JANUARY	Renovator's Notebook	JULY	Back-to-School, Office
FEBRUARY	Organization & Wellness	AUGUST	Kids
MARCH	Color	SEPTEMBER	Style
APRIL	Plant Parents & Wellness	OCTOBER	Halloween, DIY
MAY	Celebrations	NOVEMBER	Entertaining, Holidays
JUNE	Travel & Wellness	DECEMBER	Renovations, Gift Guides



Thank You

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