

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

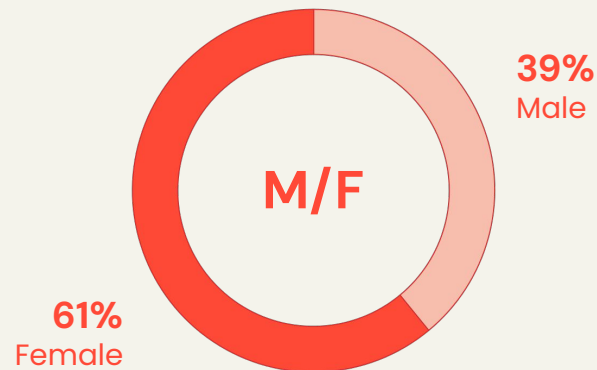
HHI Index

\$100-150K

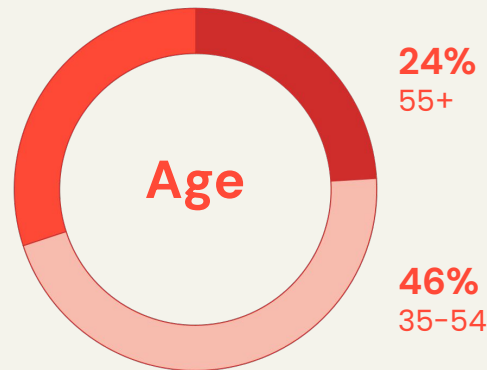
132

150K+

165



30%
18-34



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.

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.

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.'

Housekeeping

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

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"> Home Tours Design by Room Color & Paint Plants 	<ul style="list-style-type: none"> Before & Afters DIYS & How-Tos Hacks 	<ul style="list-style-type: none"> News & Trends Product Reviews Shopping Guides Features & Interviews 	<ul style="list-style-type: none"> Cleaning Organization Storage 	<ul style="list-style-type: none"> Entertaining Holidays Real Estate Travel Wellness
<p>Franchises: Cover Stories</p>	<p>Franchises: Renovator's Notebook</p>	<p>Franchises: Shopping Buddy Deals of the Week Hidden Gems Gift Guides</p>		<p>Franchises: 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.

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.

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.

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.

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

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

Scale Content Production

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

Grow Engagement + Loyalty

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

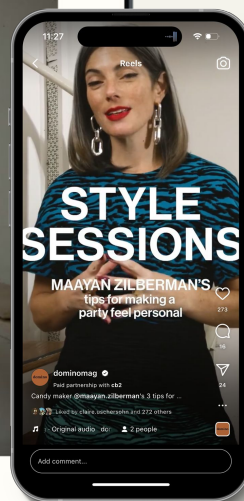
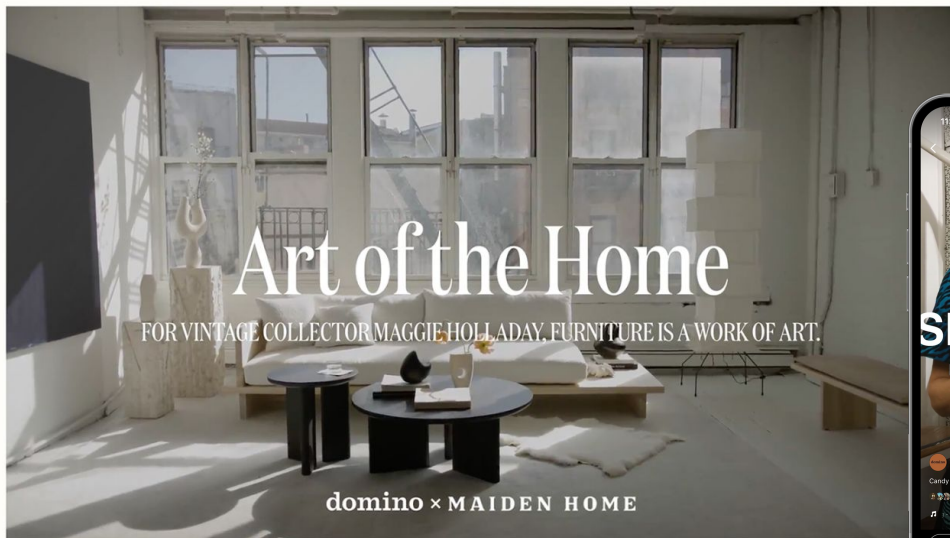
Custom Content
Custom Video
Experiential
Email
Social
Affiliate
Design Time Podcast
Shopping
Home Tours
Cover Stories
Research +
Homebodies



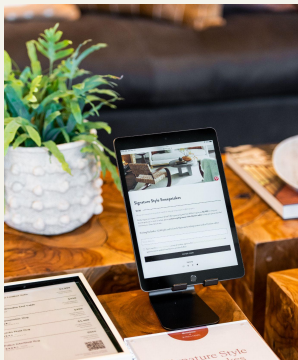
Our most premium content experience leverages interactive technology, custom-shot photography, engaging video, shoppable hotspots, animations, and more. Amplified by a robust social and email promotional package.

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.

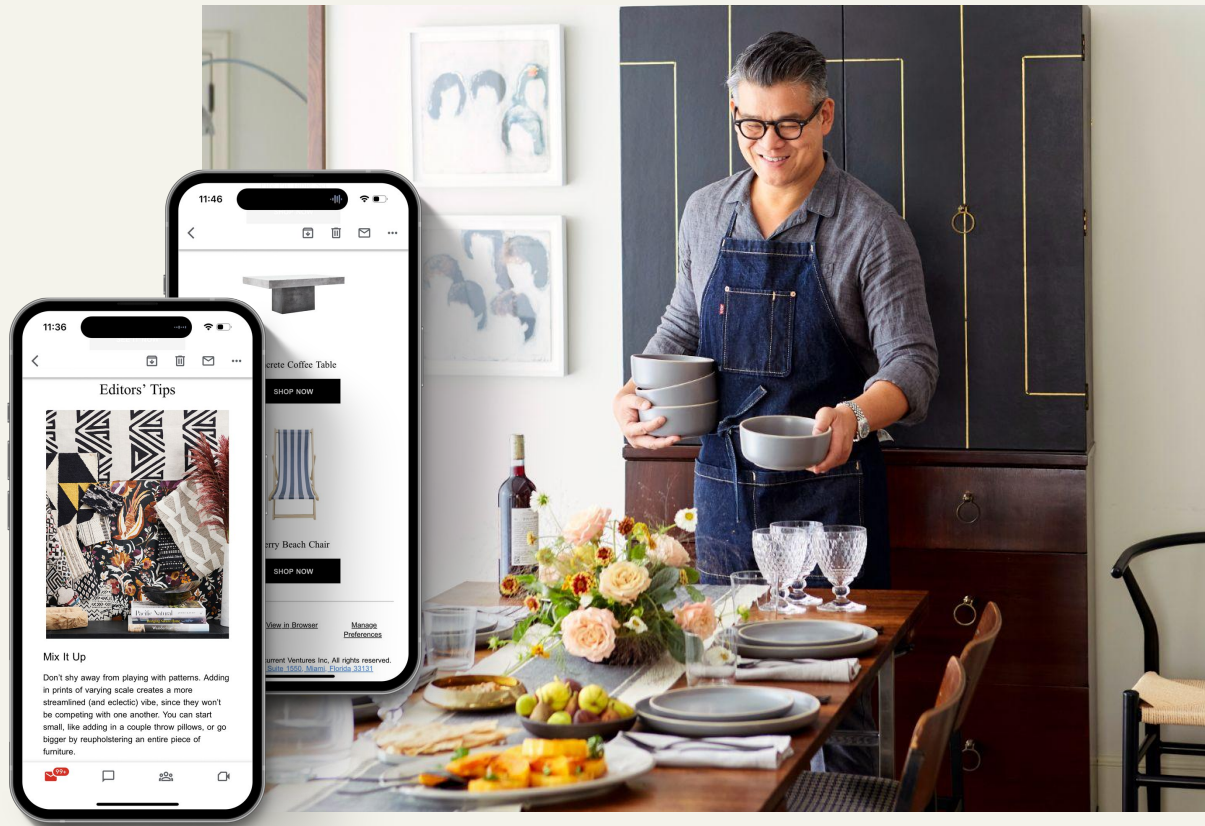
Virtual
In-Store
Pop-Up
Dinner
Panel
Instagram Live

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

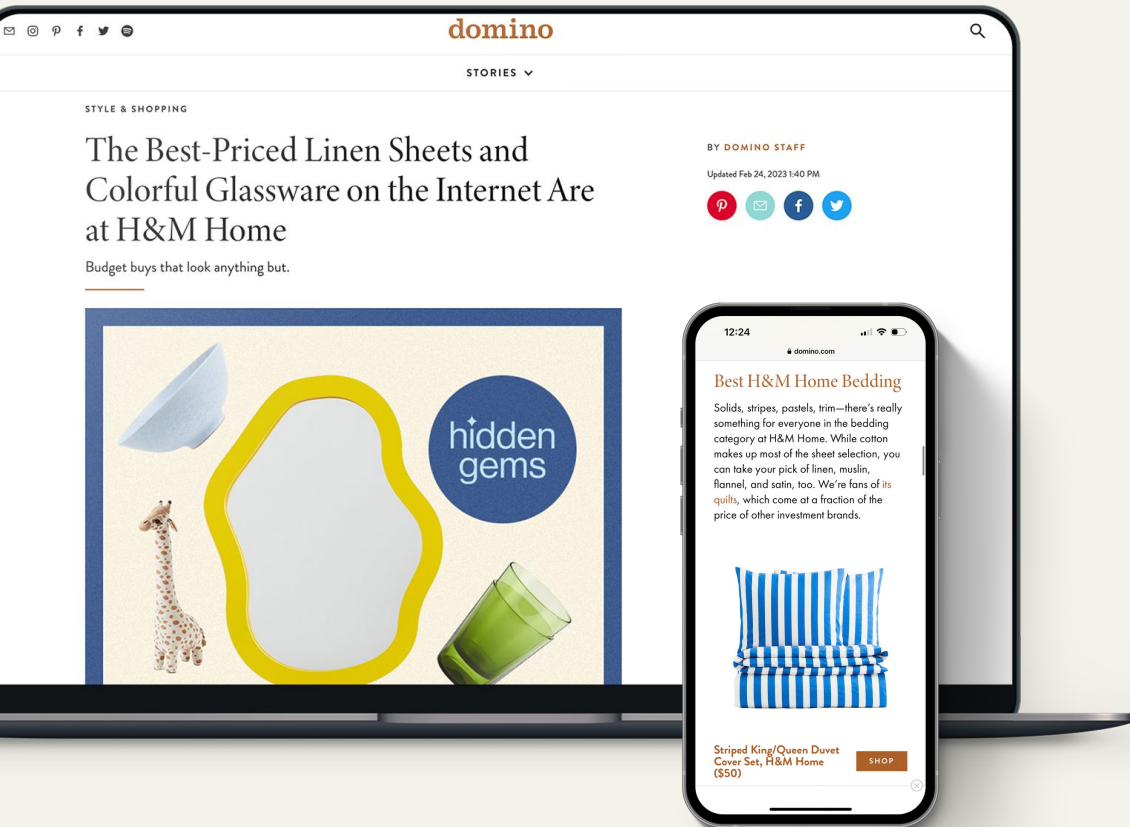
(:35-:55 sec) social cuts uploaded
to IG Reels

(: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



Tours

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.

**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.

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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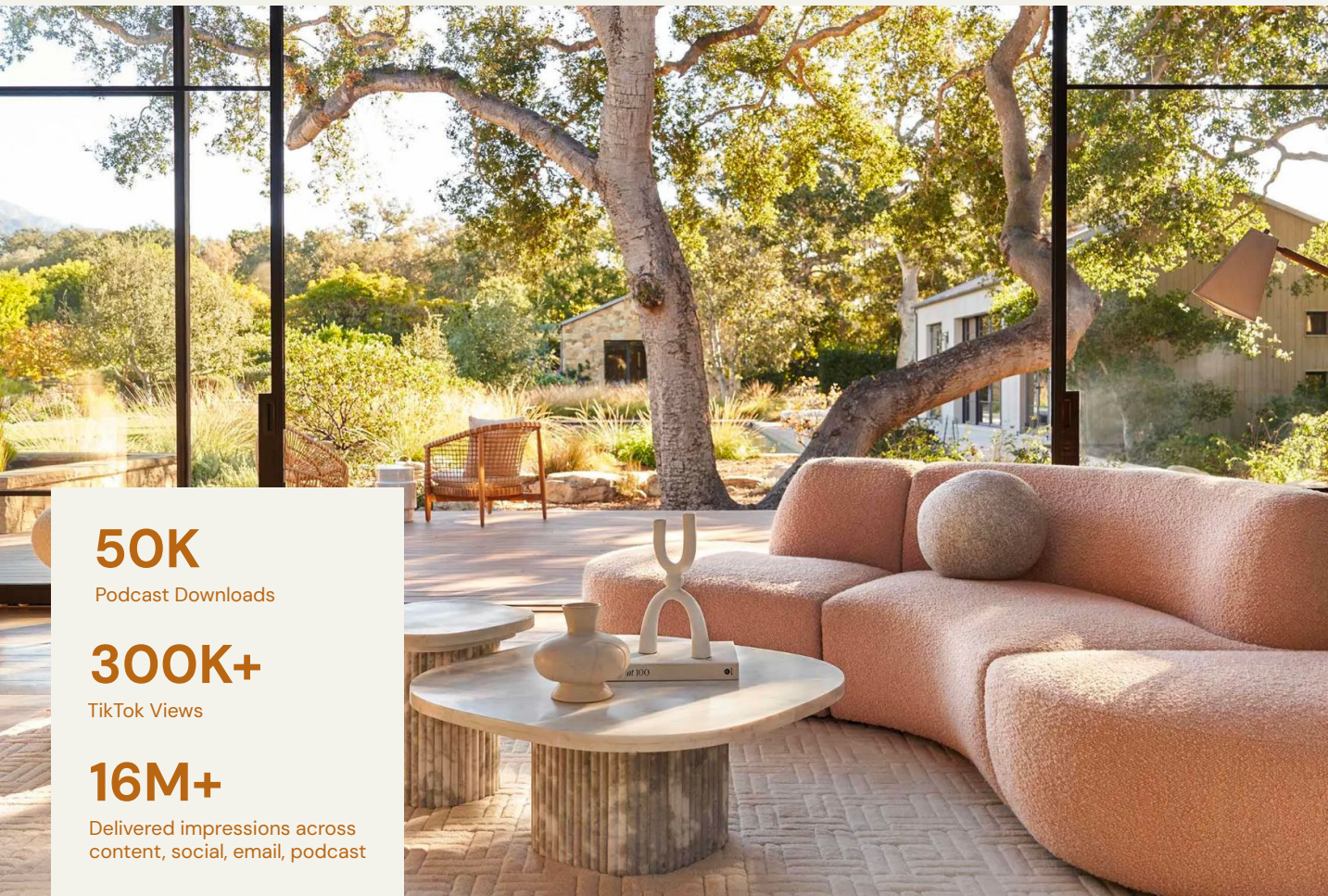
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Càse Studies

**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.

Digital Content

Email

Podcast

Social

Talent

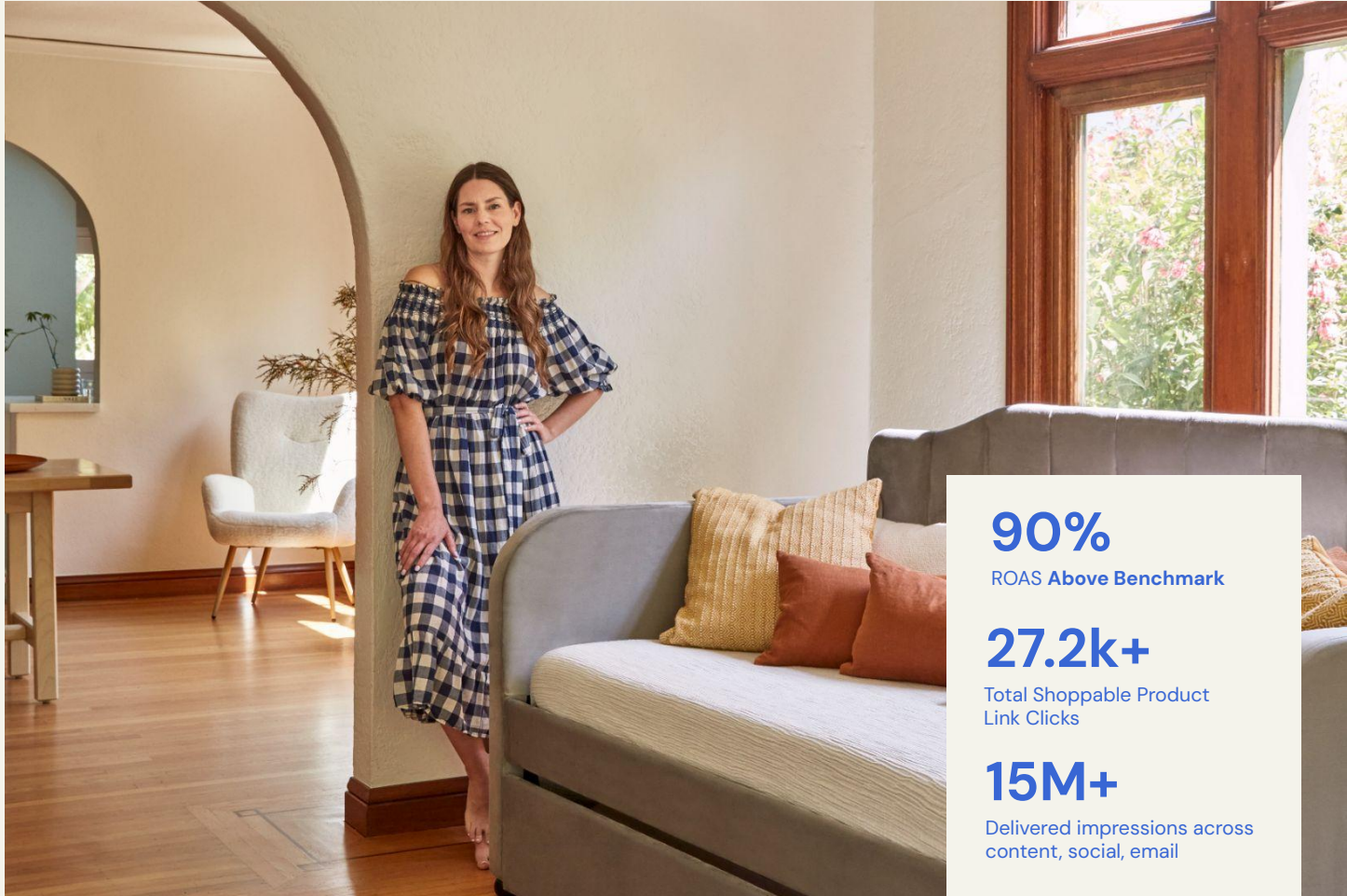
TikTok

**Domino +
Anthropologie**

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

Interactive Content
Custom Photography
Social
Talent
Email

**Domino +
Walmart**



90%

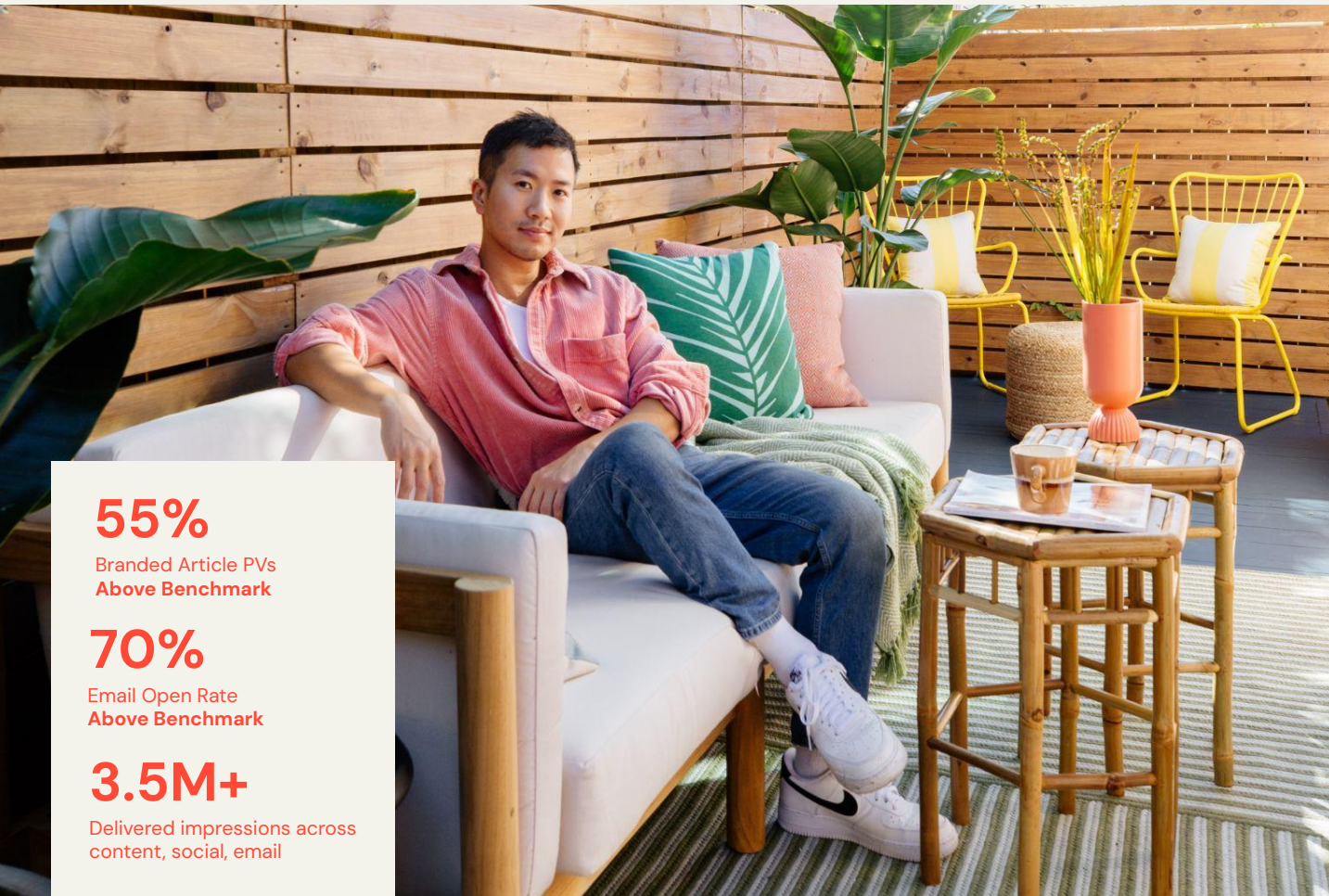
ROAS Above Benchmark

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.

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.

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