FROM THE START, DOMINO DEFINED AN AUDIENCE, A DESIGN AESTHETIC, A CREATIVE MOVEMENT. TODAY, DOMINO BRINGS CONTENT, COMMUNITY AND COMMERCE TOGETHER FOR A TRULY INTEGRATED CONSUMER EXPERIENCE.
T H E  D O M I N O  M O D E L

D I G I T A L  +  S O C I A L

BELOVED BRAND DNA COMES ALIVE ACROSS DIGITAL, MOBILE AND SOCIAL MEDIA

PRINT

INSPIRATION THROUGH WORLD-CLASS LIFESTYLE EDITORIAL

E-COMMERCE

EFFORTLESS, CURATED SHOPPING EXPERIENCE

“Domino is inspiring the next generation of tech and design-obsessed consumers to shop for their lives in a whole new way. We take them from the point of inspiration to the point of purchase — so they act on their ideas and create spaces that they love.”
domino

GROWING FAN BASE

WEB
3.9MM UV’S

SOCIAL
1.3MM+ FOLLOWERS ACROSS FOUR KEY CHANNELS

PRINT
200,000 DISTRIBUTION
1MM READERSHIP

EMAIL
450K HIGHLY ENGAGED DAILY SUBSCRIBERS
1.2MM+ OPT-INS

AN OBSESSED COMMUNITY

1 BILLION+
MEDIA IMPRESSIONS

DOUBLED
AD REVENUE IN 2017

TRIPLED
MONTHLY UV’S IN PAST YEAR

OVER 65% OF DOMINO’S SOCIAL FOLLOWING IS ON INSTAGRAM
“DESIGN FANS REJOICE, DOMINO IS BACK – FOR REAL...!”
- HUFFINGTON POST

She’s so domino

You know her. She’s your most creative friend — the one who can effortlessly translate her personal style to her inspired spaces. She’s the highly-coveted next-generation design enthusiast that savvy marketers need to reach — the ultimate brand influencer.

88% female
36 median age
60% married/living with partner
$110,632 median household income
68% owns her home
67% graduated college+
84% live in A/B counties

Source: MRI DB 2017
In 2018, Domino’s celebrated print magazine will be published quarterly on luxurious 70# coated paper with 146# cover stock.

CIRCULATION: 200,000

Domino is sold at newsstands nationwide. Single copies and subscriptions are also available through domino.com.

PRINT ADVERTISING RATES
- Full page four-color national rate: $29,500
- Fractional rates available upon request; no regional breaks available

COVER PREMIUMS APPLY
- 4th cover: $36,875 net
- 2nd cover/page 1 spread: $64,900 net

DIGITAL SUBSCRIPTIONS
Single copies and subscriptions are available on the following tablet platforms:
Apple, Amazon, Zinio, Barnes & Noble and Texture

Domino’s tablet edition is a pdf replica; all ads in the print issue will be converted by Conde Nast’s production team for our tablet editions.

PRODUCTION CONTACTS
For information on print production and material extensions, please contact Sharon Harvey (sharon.harvey@pubworx.com) or Erin Truzman (erin.truzman@pubworx.com)

2018 PRINT EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>ON-SALE</th>
<th>CLOSING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>THE COLOR ISSUE</td>
<td>2.27.18</td>
<td>12.15.17</td>
</tr>
<tr>
<td>SUMMER</td>
<td>YOUR BEST SUMMER EVER</td>
<td>5.29.18</td>
<td>3.16.18</td>
</tr>
<tr>
<td>FALL</td>
<td>THE STYLE ISSUE</td>
<td>9.4.18</td>
<td>6.22.18</td>
</tr>
<tr>
<td>WINTER</td>
<td>HOLIDAY GIFTING &amp; HOSTING/ COZY WINTER DECORATING</td>
<td>12.4.18</td>
<td>9.21.18</td>
</tr>
</tbody>
</table>

Material extensions available upon request. Please contact your sales representative or Beth Brenner, Chief Revenue Officer, at bbrenner@domino.com.
In Domino’s Content Studio, we craft innovative multi-platform programs for advertisers that drive results!

**CLIENT: DUNN EDWARDS | CUSTOM SWEEPSTAKES**

**CLIENT: SHUTTERFLY | CUSTOM NATIVE CONTENT**

**CLIENT: CAESARSTONE | E-NEWSLETTER TAKEOVER**

**CLIENT: ALL-CLAD | INFLUENCER VIDEO & DIGITAL CONTENT**

**CLIENT: WOLF GOURMET | INFLUENCER VIDEO & DIGITAL CONTENT**

**CLIENT: ILLY | INFLUENCER SOCIAL PROMOTION**
THE DOMINO COLLECTIVE
Domino offers our advertising partners expanded reach via our curated audience extension program. We’ve joined forces with four of the most prestigious design sites to create a one-stop shop for advertisers to align with the best of online design. With the Domino Collective, your brand will reach millions of additional design-minded consumers with every campaign, aligned with coveted editorial from these industry leaders.

Our current partner list includes:
• Design Sponge
• A Beautiful Mess
• The Every Girl
• Dering Hall

TOTAL MONTHLY UNIQUES: 3MM
TOTAL SOCIAL FOOTPRINT: 3.9MM
* Source: Comscore

INFLUENCER MARKETING
Domino’s influencer network is an exclusive group of high-reach content creators with category expertise in everything from design and style to entertaining and parenthood. We invite our partners to leverage Domino’s relationship with these tastemakers, designers and visionaries through engaging influencer collaborations that drive awareness and impact brand perception.

SOCIAL ACCELERATOR
Domino provides a data-driven social distribution program to reach key demographic targets across social media. Our Social Accelerator allows content posts to contain advertiser branding, drive back to the owned features on domino.com, and target new brand enthusiasts. Social Accelerator is available for Facebook, Pinterest and Instagram.
YOUR DOMINO SALES TEAM

FOR ADVERTISING INFORMATION, CONTACT:
Beth Brenner, Chief Revenue Officer, bbrenner@domino.com
Aisling McDonagh, Director of Digital Sales & Strategy, amcdonagh@domino.com

FOR ADDITIONAL INFORMATION, CONTACT:
Elana Delasos, Brand Partnerships Director, edelasos@domino.com
Patricia Brunner, Senior Account Manager, pbrunner@domino.com

REGIONAL SALES OFFICES:
New York - Elinore Carmody, ecarmody@domino.com
   New York - Julia Kelly, jkelly@domino.com
Midwest - Erin Humphreys, ehumphreys@domino.com
Southeast - Suzanne Cooper, suzanne@cooperadv.com
New England - Cynthia Donaher, cynthia@donahermedia.com
Michigan - Colleen Lafferty, colleenm@maiorana-partners.com
Texas - Carol Contestabile, carol@lewisstafford.com
Southern California - Janet Suber, janet@insightmediapartners.net
San Francisco & Pacific Northwest - Meghan Tuohey, meghan@poppymedia.net
Paris & London - Sylvie Durlach, srmedia@club-internet.fr