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

Sources: Domino Email Subscriber Survey 2020
A Purchase Authority

85% say Domino has a direct impact on their design decisions.
54% visit Domino primarily for shopping content.
72% say Domino has a direct impact on what they purchase.
85% say investing in their home is important to them.

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.

Source: Domino Email Subscriber Survey 2019, 2020
The Evolution of Domino

- **2005**: Domino, the print magazine, is launched by Conde Nast
- **2009**: Condé Nast ceases publication of Domino due to the economic climate
- **2010**: Target purchases rights to distribute back issues of Domino due to popularity
- **2013**: Domino relaunches as an omnichannel media and commerce company
- **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**: Domino launches digital Entertaining, Travel, Wellness, and Weddings verticals
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.

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<th>TIER ONE</th>
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<tr>
<td>150K+ Followers</td>
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<td>10-50K Followers</td>
<td>The Domino Team</td>
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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
Our recurring, cross-platform programming connects our audience the themes they’re most engaged with.
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.
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.
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.
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.
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.
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.
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
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Thank You

domino