



domino

Bring Your Style Home



At Domino, we celebrate the place that forms you first: home.



Spotlighting talented creatives, emerging designers, and industry pros, we share personal spaces and hands-on design projects with a story. Our curated shopping guides, creative living solutions, and hardworking renovation ideas inspire readers to make their home a true reflection of their world.

Over the past 16 years, we've grown from a print magazine to a digital-first destination with multiple social channels, a popular podcast, special-edition publications, a newly-launched Kids vertical, and exclusive product collections and partnerships with premier brands. Domino is the ultimate guide to bringing your personal style home.



# Content Pillars



## Discovery

We delight in sharing the hidden gems our team unearths—emerging designers, untold stories, innovative materials, and exciting new spaces.



## Being Hands On

We are doers. We provide the tips, tricks, and tools to create the home of your dreams on any budget and empower novices to try something new.



## Personal Style

There is no one right way to design a room—individuality makes a home special! We help you channel your unique POV and make a space feel truly your own.



## Elevating the Everyday

Whether we're talking about cleaning essentials or the perfect sofa, we believe everything in your home can be considered and curated. There is beauty in even the smallest details.



## Inclusivity

We aim to represent all types of homes and the people who bring them to life. We champion and celebrate a diverse community of creatives and industry experts.



# Our Expertise

In addition to our team of seasoned editors, we tap design industry pros and exciting new talent to guide our readers in creating a stylish life at home.

HOME DESIGN  
RENOVATION

REAL ESTATE  
ORGANIZATION

SHOPPING  
TRENDS

KIDS  
ENTERTAINING



# Our Audience

## DIGITAL + SOCIAL

Female, 25-44 Years Old | Top DMAs

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

MARRIED OR ENGAGED 76%



HAVE CHILDREN 57%



ARE HOMEOWNERS 62%



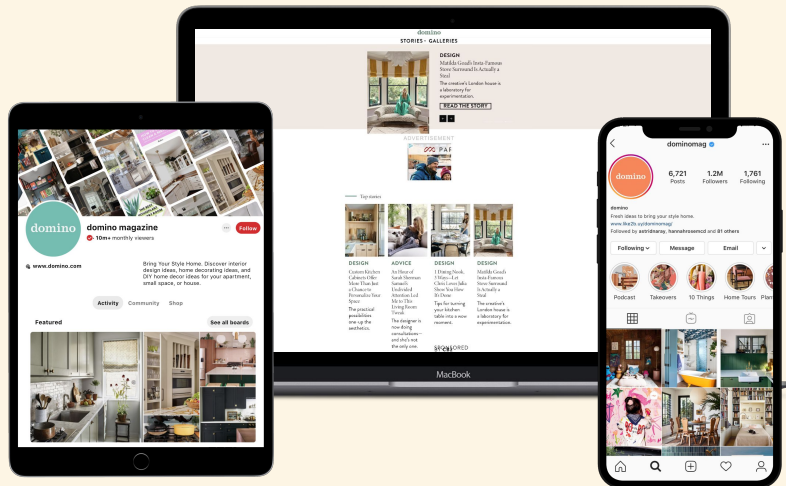
Sources: Domino Email Subscriber Survey, Quantcast 2020





# Domino Global Footprint

123M  
TOTAL REACH



4M DIGITAL UNIQUES

4M INSTAGRAM IMPRESSIONS

2.6M FACEBOOK IMPRESSIONS

51M MONTHLY PINTEREST VIEWS

500K PODCAST DOWNLOADS

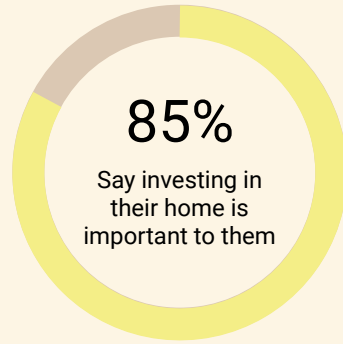
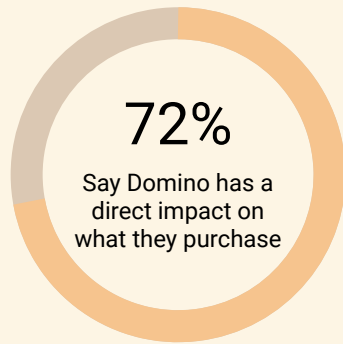
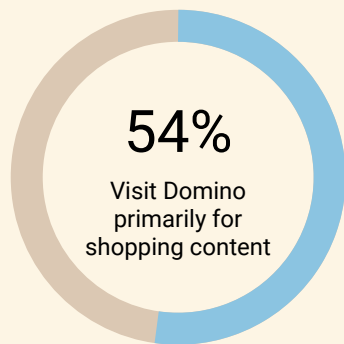
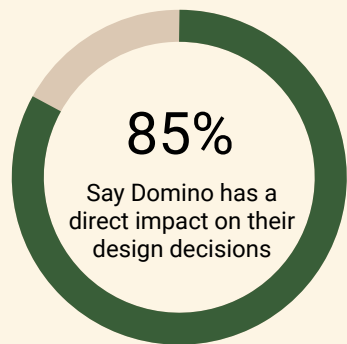
570k EMAIL SUBSCRIBERS

62k TWITTER FOLLOWERS

59M DIGITAL UNIQUES RECURRENT NETWORK

2M APPLE NEWS VIEWS

# A Purchase Authority

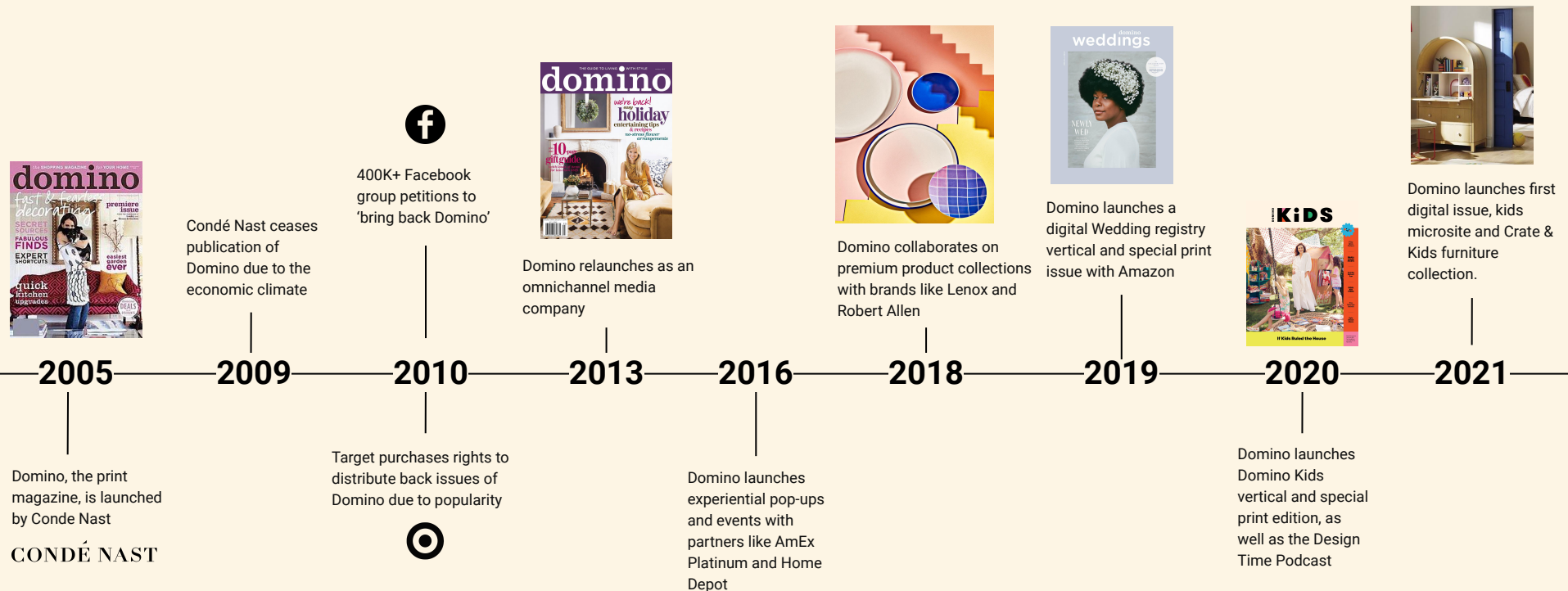


Domino is the go-to resource for designing a place you love, from what to buy to where to get it. We take our audience from the point of inspiration to the point of purchase.

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



# Brand Evolution



BRING YOUR STYLE HOME



# Talent Collective



# Talent Collaboration

Reach, engagement, expertise, authenticity

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.

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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**TIER ONE**

150K+ Followers

**TIER TWO**

50-150K Followers

**TIER THREE**

10-50K Followers

**TIER FOUR**

The Domino Team

## SAMPLE DOMINO EDITORS

**Kate Berry****CHIEF CONTENT OFFICER****Instagram: @kateberryberry**

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

**Julia Stevens****ASSOCIATE STYLE EDITOR****Instagram: @juliastevens\_**

Julia Stevens is Domino's stylist and market editor, practicing all things design. When she's not writing content for the site or behind the camera on a photo shoot, she's scouting New York's buzziest boutiques for the latest home gems, and flipping through vintage architecture books.

**Lindsey Mather****EDITORIAL DIRECTOR, HOME****Instagram: @lmmather**

Lindsey Mather oversees home content at Domino, from the scrappy reno projects to the pin-worthy house tours. Previously, she was an editor at Architectural Digest, where she helped launch its Clever vertical.

**Alex Redgrave****EXECUTIVE EDITOR****Instagram: @redgravey**

Alex Redgrave is the brains behind Domino Kids, Domino's first-ever vertical dedicated to life at home with little ones. A mom herself, Alex is an expert in small space solutions, staying organized, and the notion that family-friendly doesn't mean it can't be stylish.



## SAMPLE DOMINO CONTENT CREATORS

**Mat Sanders**

INTERIOR DESIGNER, CONTENT CREATOR

**Instagram:** @thematfinish

Mat Sanders is an interior designer and market editor with more than 10 years of experience in the realm of home decor. He has been featured in Domino's Style Sessions and frequently creates content on behalf of Domino.

**Kellie Brown**

CONTENT CREATOR

**Instagram:** @itsmekellieb

Kellie Brown is an LA-based content creator, lifestyle influencer, and founder of style community And I Get Dressed. Known for her style and advice, she has been featured in Domino's Style Sessions and The Wind Down.

**Shanika Hillocks**

WRITER

**Instagram:** @shanikahillocks

Shanika Hillocks is a storyteller, digital strategist, and writer for wine & spirits, food, and travel. She is also the Season 2 **host** of the Pineapple Radio podcast, and enjoys a well-balanced cocktail, paperback books,, fostering community, and snapping photos on her Fujifilm X100T.

**Jordan Ferney**

FOUNDER, OH HAPPY DAY AND COLOR FACTORY

**Instagram:** @ohhappyday

Jordan Ferney is an event planner and the founder of Oh Happy Day, a design + lifestyle site that produces & celebrates fun through original design, projects, and party ideas. She is an expert at practical party guides, accessible DIY projects, interior design inspiration, trend-making photography, and the practical means to make it all happen.



# Verticals

SPECIAL CHANNELS

Beyond our core design content, these verticals provide our audience with stylish inspiration for all facets of their lives.

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KIDS

OUTDOOR LIVING

COLOR

WEDDINGS







# DOMINO **KiDS**

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

## Welcome to the new, way-cool home of [Domino Kids](#)!

Domino Kids shares inspiring, serviceable, and personalized content dedicated to this next generation of style enthusiasts. This cross-platform, trusted source is for design-savvy parents who want both practical and inspirational advice. Expanding our influence, Domino partnered with Crate & Kids in 2021 on a fun and design-forward [furniture collection](#), bringing artful inspiration, colorful self-expression, and West Coast vibes into kids rooms.

Sign up for our weekly Kids newsletter [here](#).

# Kids Microsite Sponsorship

Opportunity to be the exclusive presenting sponsor of our first-to-market, dedicated Kids microsite. Align your brand with editorial content written by Domino editors, surrounding media and “presented by” designations.

## INCLUDES

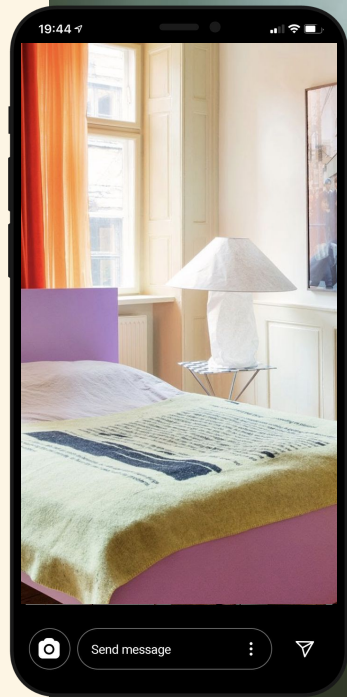
“Presented by” designation on microsite homepage with navigation bar discovery on domino.com

100% SOV of minimum five (5x) features within microsite

Minimum two (2x) product inclusion within Editor’s Picks section

One (1x) email and one (1x) Instagram story extension on @dominomag





# Color

Color inspiration is the top reason over **60%** of our audience visits Domino.

We all see color differently, and that's what makes it so personal—from how we dress, travel, and live to the feel-good hues we want to surround ourselves with every day. For Team Domino, color is powerful, transformative, and expressive. Our color palette and brand logo changes seasonally and our readers come to us for trending content—from paint shades to color of the season—that celebrates just that.





# Outdoor Living

We talk a lot about bringing the outdoors in—and feature a lot of beautiful, plant-filled homes—but the ultimate dream is to have a space that seamlessly blends the outside world and your interiors. From plant styling and landscaping to multi-functional spaces made for entertaining and relaxing to pieces that let you enjoy the outdoors way well into not-so-warm weather, we know that true indoor-outdoor living is about more than just crafting a perfect patio or porch; it's about blurring the lines between your home and nature in a way that lets you experience the best of both realities at the same time.

# Weddings

From the millennial who is gearing up for an epic wedding season to the newlyweds seeking ways to combine two different styles, creating spaces that reflect your personal aesthetic is what fuels our audience every single day. Domino's wedding channel is filled with real-life love stories, "I do" destinations, artful tablescapes, and more ideas to inspire your big day.



BRING YOUR STYLE HOME



Franchises



FRANCHISES

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

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RENOVATOR'S  
NOTEBOOK

KIDS RULE THE HOUSE

STYLE SESSIONS

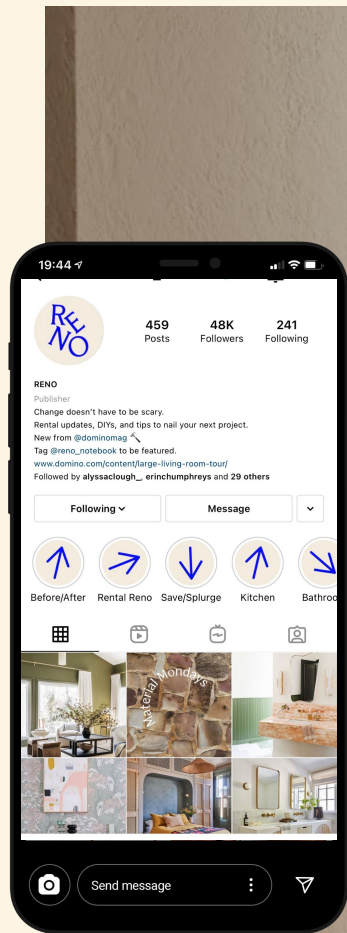
WHERE I WORK

PLANT PARENTS

FRIDAY FAVES

DEALS, DEALS, DEALS





- RENOVATOR'S NOTEBOOK -

RENO

**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 digital 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.

**Digital, podcast and social partnership opportunities available**

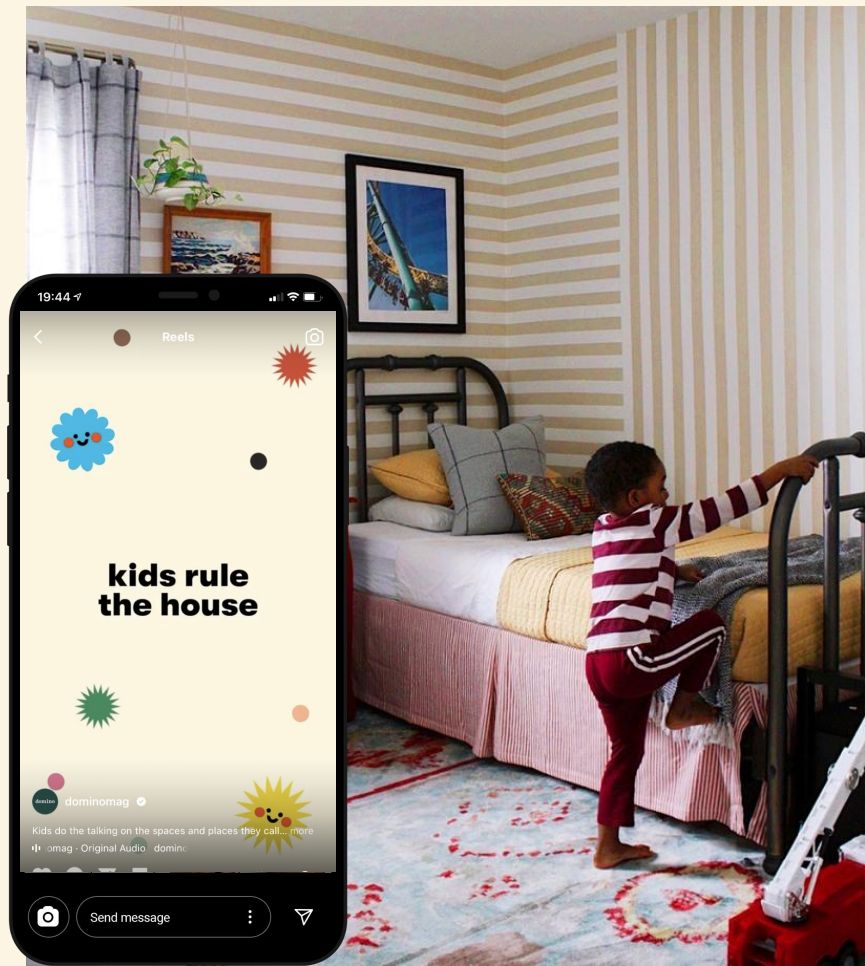
# Kids Rule the House

Domino's **Kids Rule The House** is the first IGTV-led, kid-hosted design home tour. In this series, kids show off their must-have items, their creative spaces and places, parts of their routines, and the things in their home that make them feel awesome.

**712K+ Total Series Impressions**

**77K+ average views | 143K average impressions per episode**

**IGTV partnership opportunities available**





# Style Sessions

**Home shouldn't just have a certain look—it needs to have a certain feel.**

In our new video series, Style Sessions, design experts share their \*secrets\* to shopping for and arranging everyday objects into Instagrammable works of art. From minimalist built-in shelves that need styling to maximalist rug layering techniques, each episode will feature three clear tips for each styling subject in a 30-second Reel social-first video format.

**Instagram Reel partnership opportunities available**

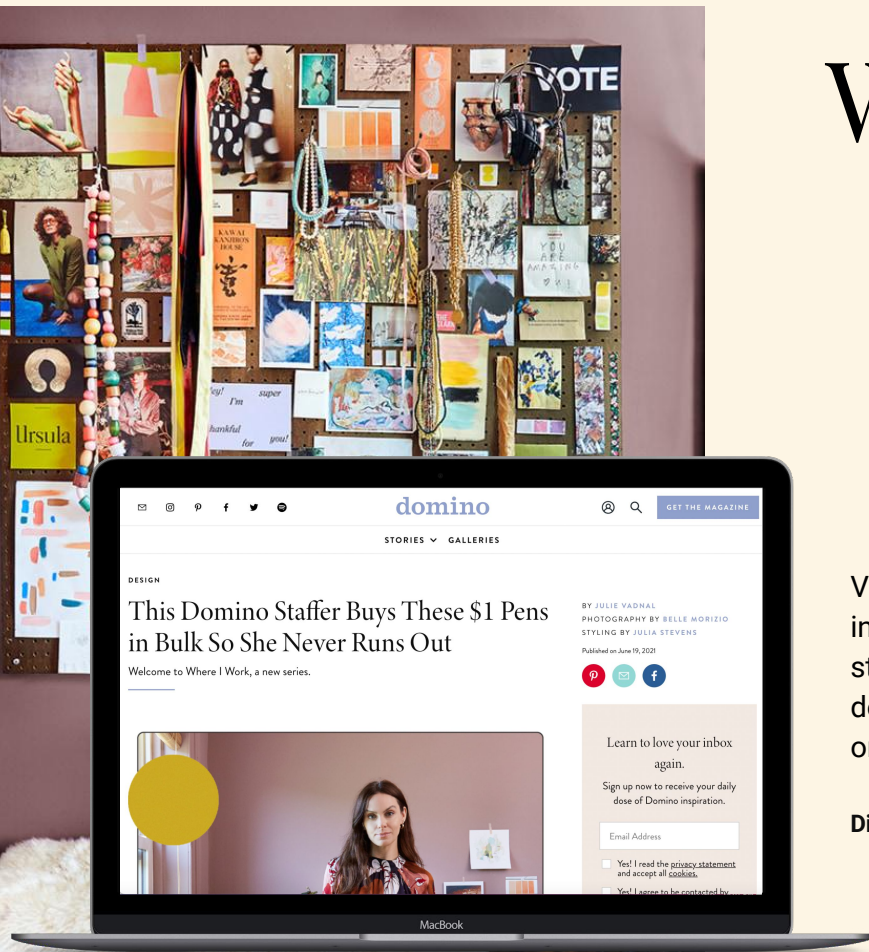




# Where I Work

Visiting a person's workspace is like taking a peek inside their brain. Whether it's at home or in an art studio, [Where I Work](#) explores where creative people do all of their, well, creating—so that you can steal their on-the-clock style.

**Digital and social partnership opportunities available**

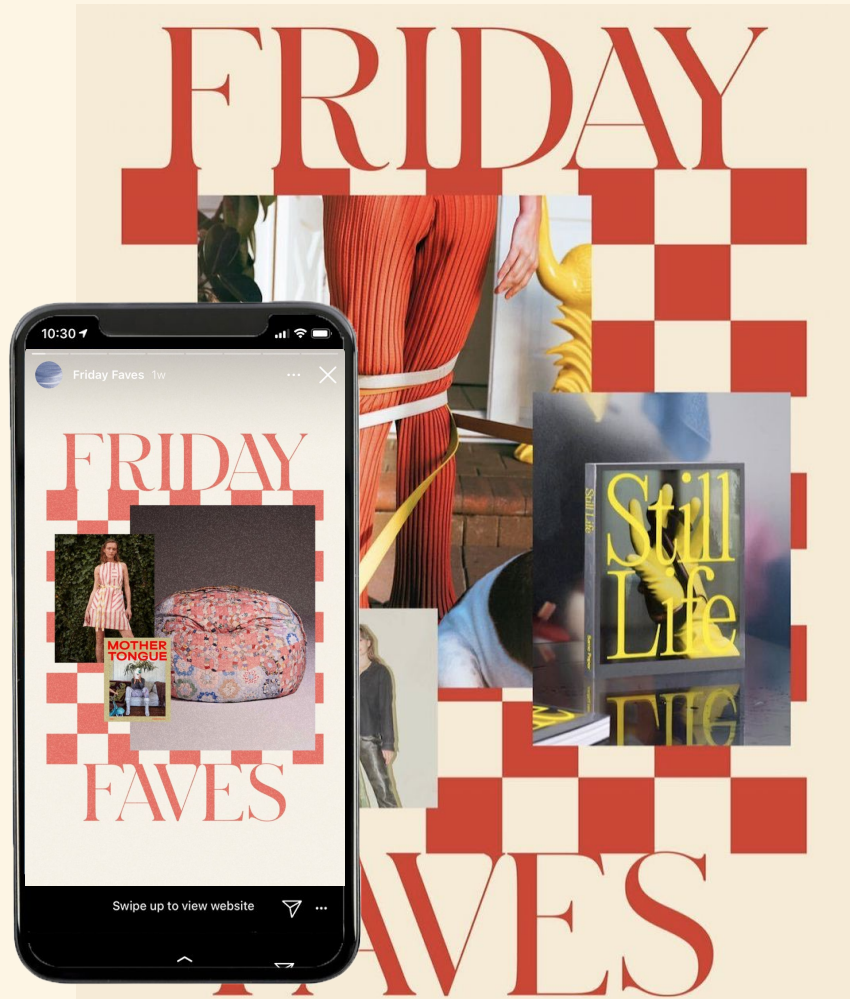


# Plant Parents

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.

**Digital and social partnership opportunities available**





# Friday Faves

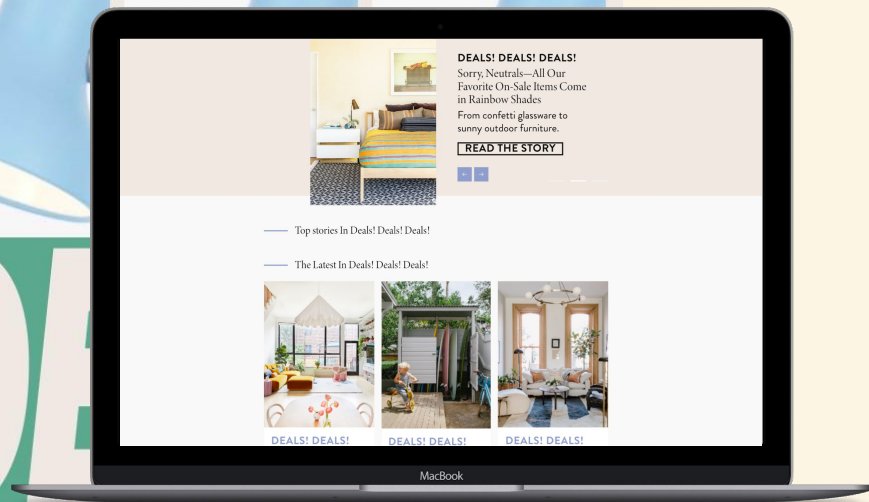
Team Domino's days are punctuated by scouting new talent, attending market appointments, and scrolling Instagram in an effort to unearth the products, people, and news our readers actually need to know. In our weekly editorial, Instagram Stories and email column **Friday Faves**, our editors share the design world favorites they're currently excited about.

Digital and social partnership opportunities available



# DEALS! DEALS!

# Deals! Deals! Deals!



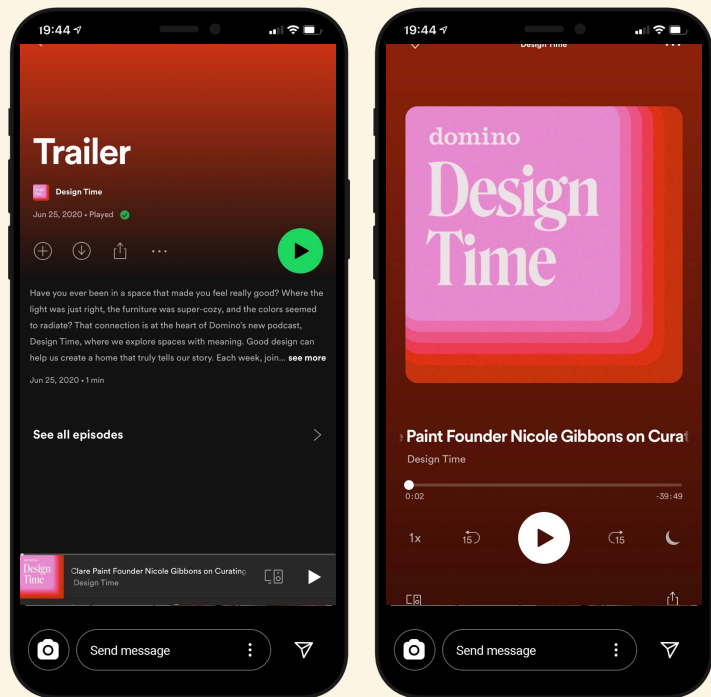
There's nothing more thrilling than landing on the perfect dresser, sofa, planter, or silverware and finding out that—score!—it's on sale. But that chase takes work. In ***DEALS! DEALS! DEALS!***, Domino editors scour the Internet to unearth the best discounts of the week.

Digital and social partnership opportunities available





# Products + Services



# Design Time Podcast

Domino hosts this weekly podcast, **Design Time**, which spotlights creative strategies for making your home (and every day) feel more special, personal, and fun—from insider tricks on how to tackle your next renovation project to easy updates that instantly refresh a space—through candid conversations with Domino’s editors, contributors and community of experts.

**550K+ Downloads**

**Subscribe on Spotify** or your favorite podcast platform to be the first to hear each episode.

**Presenting sponsorship opportunities available**

EXPANDING OUR INFLUENCE

# 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





EXPANDING OUR INFLUENCE

# Domino Homebodies

Created in 2020, **Domino Homebodies** is a new premier network of **7,500+** of our most loyal readers. We tap them seasonally through email, a private Facebook page, and focus groups to uncover real-time proprietary and behavioral insights and gather information that will help shape the future of Domino. With brand specific Homebodies insights, we'll optimize your brand's partnership and measure perception change throughout the year.

MARKET RESEARCH STUDIES

CUSTOM SURVEYS

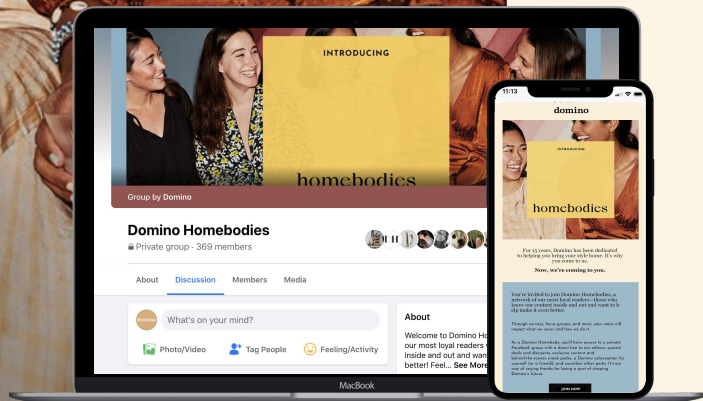
FOCUS GROUPS

PRODUCT TESTIMONIALS

TREND REPORTS

AD CREATIVE MESSAGING AND  
A/B TESTING

Subscriber List: 7,500 members from coast to coast | Private Facebook Page: 600+ members



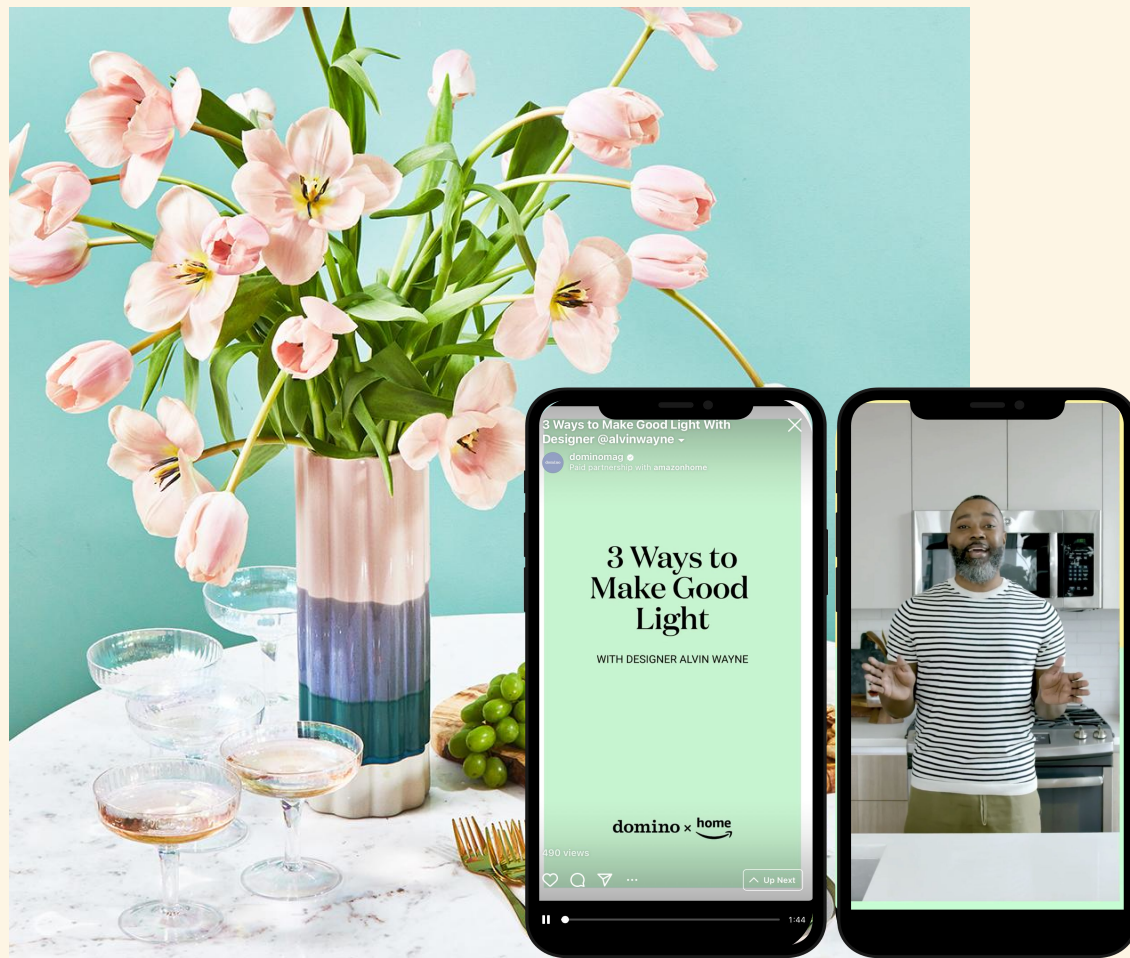


EXPANDING OUR INFLUENCE

# Creative Services

Tap Domino's Creative Studio to ideate, produce, and optimize an always-on white label campaign for your brand.

As partners, we'll create a blueprint for your campaign, execute all white label and co-branded production, and compile quarterly business reviews that help you evaluate your goals—and create future ones.



# Why Domino for production?

*We're design-minded and data-driven.*

Innovative styling tips, ahead-of-the-curve trend predictions, thoughtfully-curated shopping picks, up-and-coming real talent—good taste is in our DNA. As industry experts, we introduce our audience to new and exciting people, places, and products that make everything look and feel better. Big ideas, beautiful imagery, personalized storytelling—the daily dose of inspiration we provide readers is unrivaled.

MARKET CURATION

STUDIO ACCESS

ART DIRECTION

STYLING

PHOTOGRAPHY

CASE STUDIES



EXPANDING OUR INFLUENCE

# Experiences

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 consumers want to attend, shop, and share.

VIRTUAL

POP-UP

PANEL

IN-STORE

DINNER

INSTAGRAM LIVE







# Editorial Calendar



## EDITORIAL CALENDAR

# 2021 Programming

JANUARY	Renovation + Planning	JULY	Travel + Family Entertainment (Indoor + Out)
FEBRUARY	Creative Organization	AUGUST	Kids + Back to School
MARCH	Plants Parents + Spring Cleaning	SEPTEMBER	Style + Decorating
APRIL	Color + Sustainability	OCTOBER	Budget + Reno Notebook
MAY	Outdoor Living	NOVEMBER	Entertaining + Holidays + Gift Guide
JUNE	Travel + Weddings	DECEMBER	Predictions + Gift Guide



# Thank You

PLEASE CONTACT [TCHO@DOMINO.COM](mailto:TCHO@DOMINO.COM) FOR ADDITIONAL INFORMATION

**domino**

# Amplifying Diverse Voices

Domino is committed to having 50% of all person-led content we produce across platforms to reflect diversity across: race, ethnicity, gender, age, ability, sexual orientation, and socioeconomic status.

Domino's success is measured by our ability to be a platform that amplifies diverse voices in the design community and industry. We track and report against this goal monthly.

