

domino



A Vibrant Destination for Design Discovery.

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

1M

Monthly Uniques

85% consumer
15% design trade



313K

Email Subscribers

Loyal Domino subscribers
with high engagement



4M

Social Followers

Engaged across Instagram,
Facebook, Pinterest and
Twitter



\$4.3M+

Gross Sales since 2023

Domino Marketplace

Our Audience

77% Homeowners

47% Have Children

High Net Worth

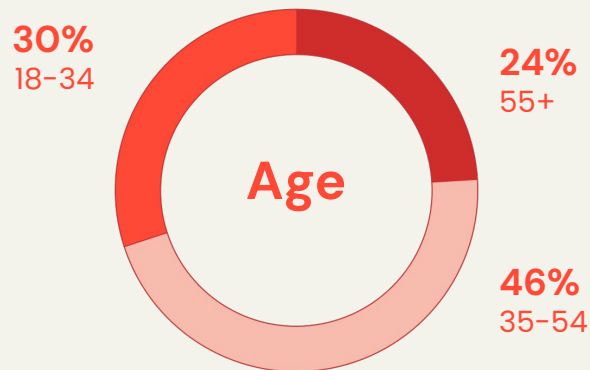
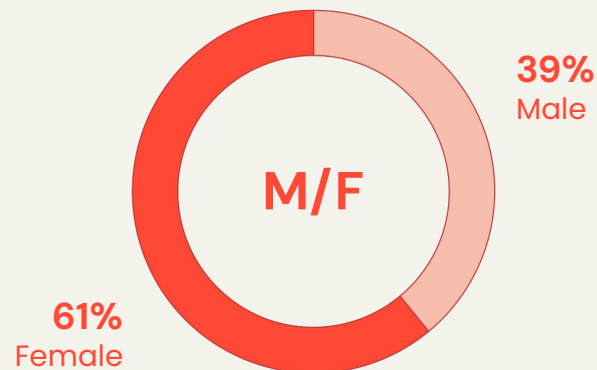
30%

\$200K+ HHI

\$161K Average HHI

19%

Own a 2nd
home



Audience Profile



Renovation-Minded

45%

Of readers plan to start a renovation, remodel, or new construction project in the next 12 months

High Intent

\$123K - \$423K Avg Reno Budget (**40%** w/ reno budget of **\$150K+**)

27%+ Refresh their space every month or few months—and are willing to spend **\$5-10K**

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

85/15

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
Home Tours Design by Room Color & Paint Plants	Before & Afters DIYS & How-Tos Hacks	News & Trends Product Reviews Shopping Guides Features & Interviews	Cleaning Organization Storage	Entertaining Holidays Real Estate Travel Wellness
Franchises: Cover Stories	Franchises: Renovator's Notebook	Franchises: Shopping Buddy Deals of the Week Hidden Gems Gift Guides		Franchises: Wish You Were Here My Life Abroad

Q1: Kitchens

Kitchen design and shopping intel straight from the pros who put their personal spaces to the test day in and day out.

Cover Story: Cookbook author [Dan Pelosi](#)'s Upstate New York home

Surrounding Content: Before + after of Dan's kitchen renovation; cabinet organization tricks from foodies' kitchens; cool cooks share their best Amazon kitchen finds.

PLUS! ORGANIZATION | HOME VALUE + REAL ESTATE

Q2: Small Spaces

Big ideas for not-so-big homes, from creative living solutions to the latest do-it-all products.

Cover Story: Product designer [Gustaf Westman](#)'s Stockholm apartment

Surrounding Content: We've featured 100s of tiny homes—here are the 10 small space lessons we've learned; space-optimizing tips from a longtime studio apartment renter; the ultimate space-saving storage solutions.

PLUS! OUTDOOR LIVING | CURB APPEAL | EXTERIOR RENOVATIONS

2025 Edit Calendar



Q3: Renovation

A before + after bonanza spanning kitchens, bathrooms, and other home transformations.

Cover Story: To Be Confirmed

Surrounding Content: To Be Confirmed

PLUS! VACATION HOMES | GOOD DESIGN AWARDS | PAINT + COLOR TRENDS

Q4: Renewal

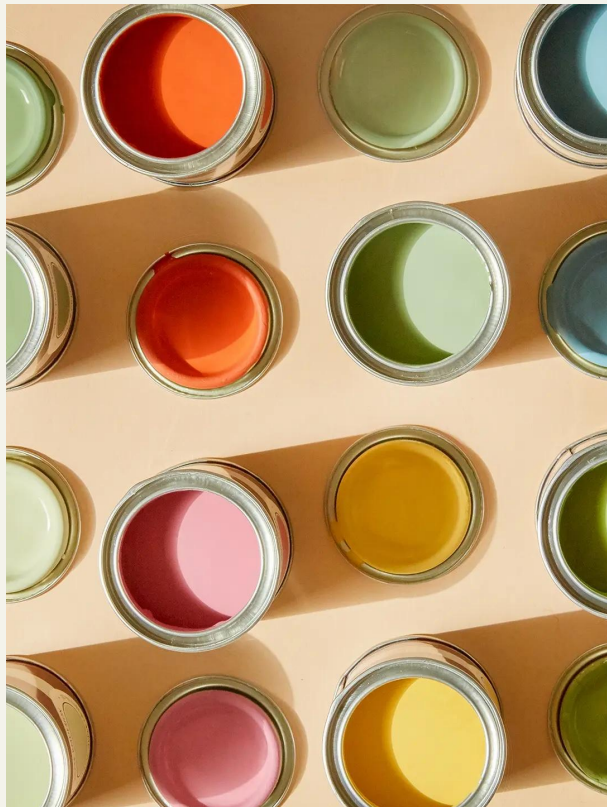
As our lives change, our homes need to evolve with us. We've got the real-life inspiration, latest trend predictions, and pro tips to refresh your space, no matter what era you're entering.

Cover Story: To Be Confirmed

Surrounding Content: To Be Confirmed

PLUS! BLACK FRIDAY SHOPPING | GIFT GUIDES | DESIGN PSYCHIC

2025 Edit Calendar





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.

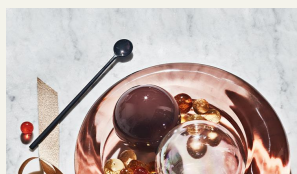


Partnership Opportunities



Partner with Domino on custom and editorial sponsorship programs tailored to your brand and marketing goals.

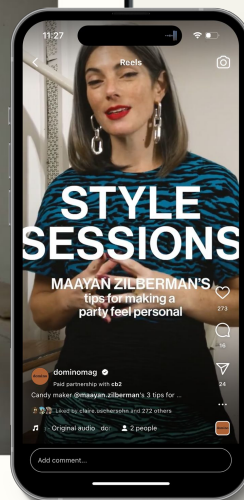
Custom Content
Custom Video
Experiential
Email
Social
Affiliate
Shopping
Home Tours
Cover Stories
Research +
Homebodies



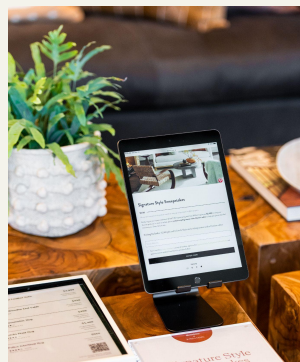
Our most premium content experience leverages interactive technology, custom-shot photography, engaging video, shoppable hotspots, animations, and more. Amplified by a robust social and email promotional package.

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.



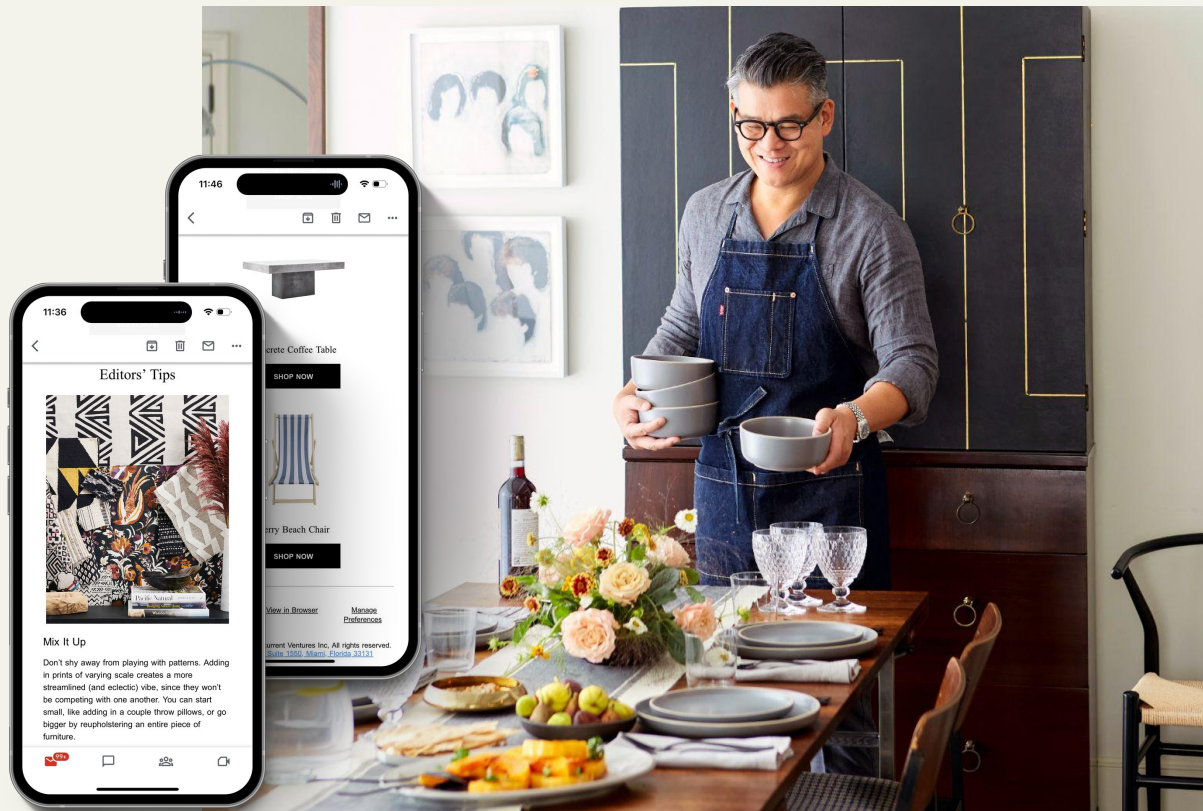
We create stylish, immersive, and fully-shoppable experiences that bring your brand to life. From month-long pop-up stores to intimate virtual discussions, we conceptualize and produce events that consumers want to attend, shop, and share.

Virtual
In-Store
Pop-Up
Dinner
Panel
Instagram Live

Experiential

Email

Our most engaged Email templates are sent to 313K+ loyal Domino subscribers, putting your brand front and center with 100% Ownership, Shoppable Product Links, and more.



STAY

domino

Home Front

A destination for the design curious. •

Home Front is a weekly deep dive into the rising—and returning—trends, decor, and teeniest of design details fresh on our radar. Today, [Julie](#), Domino's deputy editor, gets in bed—and stays there.

Not to be a total downer, but lately I've been sick. As in, curled up in bed with tissues and a thermometer sick. And though I'm finally starting to feel better, this time of rest has taught me that not leaving your mattress for extended periods of time can be healing for your body—and your mind. The practice is so legit that it even has a not-so-sexy name: bed-rotting.

IN BED

Where is design going next? In *Home Front*, our new premium weekly newsletter on Substack, a members-only audience can see the world through our editors' eyes as we open up our hyper-curated sourcebooks and deep dive into the buzzy trends, decor ideas, and notable designs that are fresh on our radar.

Featuring a rotating roster of editors and guest experts in each installment, we share our inspirations in a fun, conversational voice that speaks directly to our audience.

Product integrations

Shoppable links

Brand Partner mentions

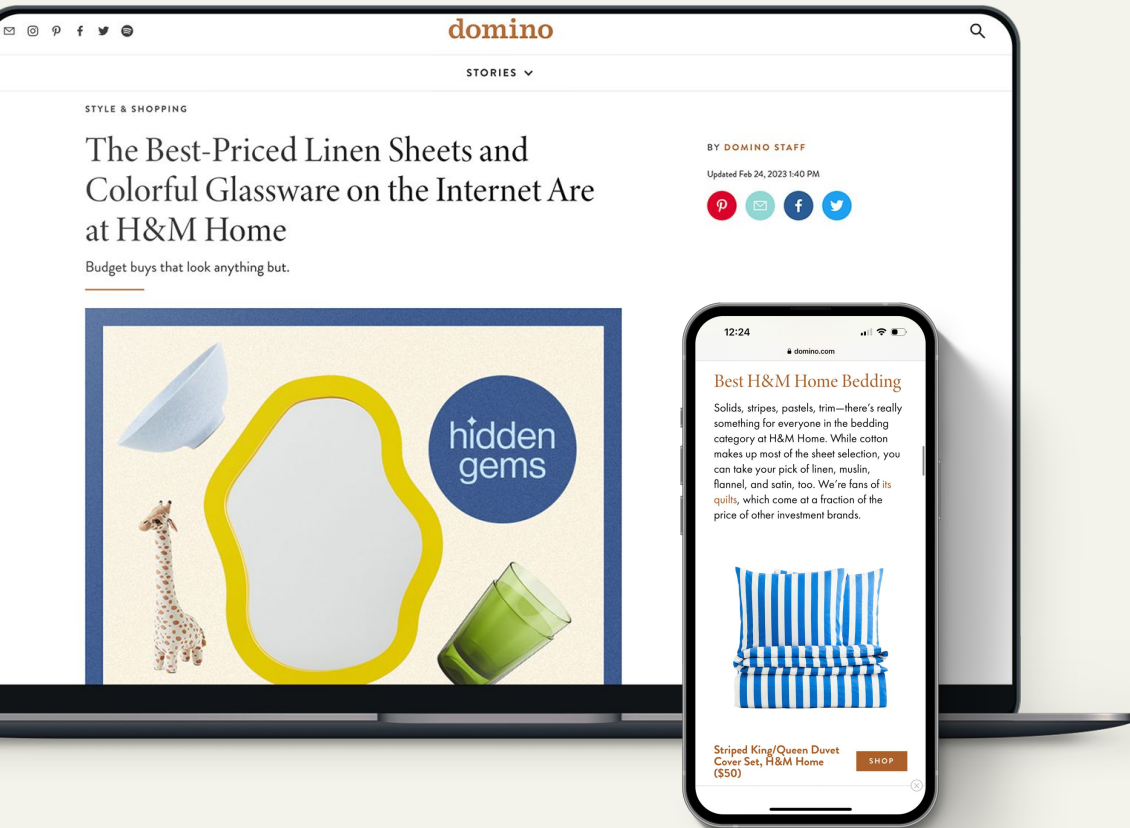
'Supported by' banners

Home Front



Social

Branded stories, in-feed posts, custom reels, sponsored Pins, and Domino-designed ads to reach 4M+ users right where they are looking for inspiration.



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



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



Digital Ad Specs

	Sizes			Specs
Banner Ads	Mobile 320 x 50 300 x 250	Desktop 970 x 250 970 x 90 728 x 90 300 x 250 300 x 600	Tablet 728 x 90 300 x 250	File Format: JPG, PNG, GIF Min File Size: 40 KB Max File Size: 200KB Max Roll Over: 100% Frame Rate: 24 Looping: 3x Max Client provides click through URL

Digital Ad Assets Overview			
Assets due 2 weeks prior to launch	Can you accept expandable units? No	The max animation is 15 seconds	Third party tags are also accepted
Are you rich media capable? Yes	The backup GIF or JPG size is 40kb	No preference on close button placement	

Client-Supplied Asset Requirements

Client Assets Needed For Domino Branded Content
Key messaging – about the brand / product / specific collection(s)
10+ high res environmental / lifestyle images – all images should be 72+ DPI & saved as .jpeg or .tiff
Logo file – .eps or .ai
UTM link(s) for click-through
Social handles – Instagram + Facebook + Pinterest

Let's Work Together

Contact Us

Tara Smith

Director of Sales

tara.smith@recurrent.io

Maris Newbury

Client Partner

maris.newbury@recurrent.io

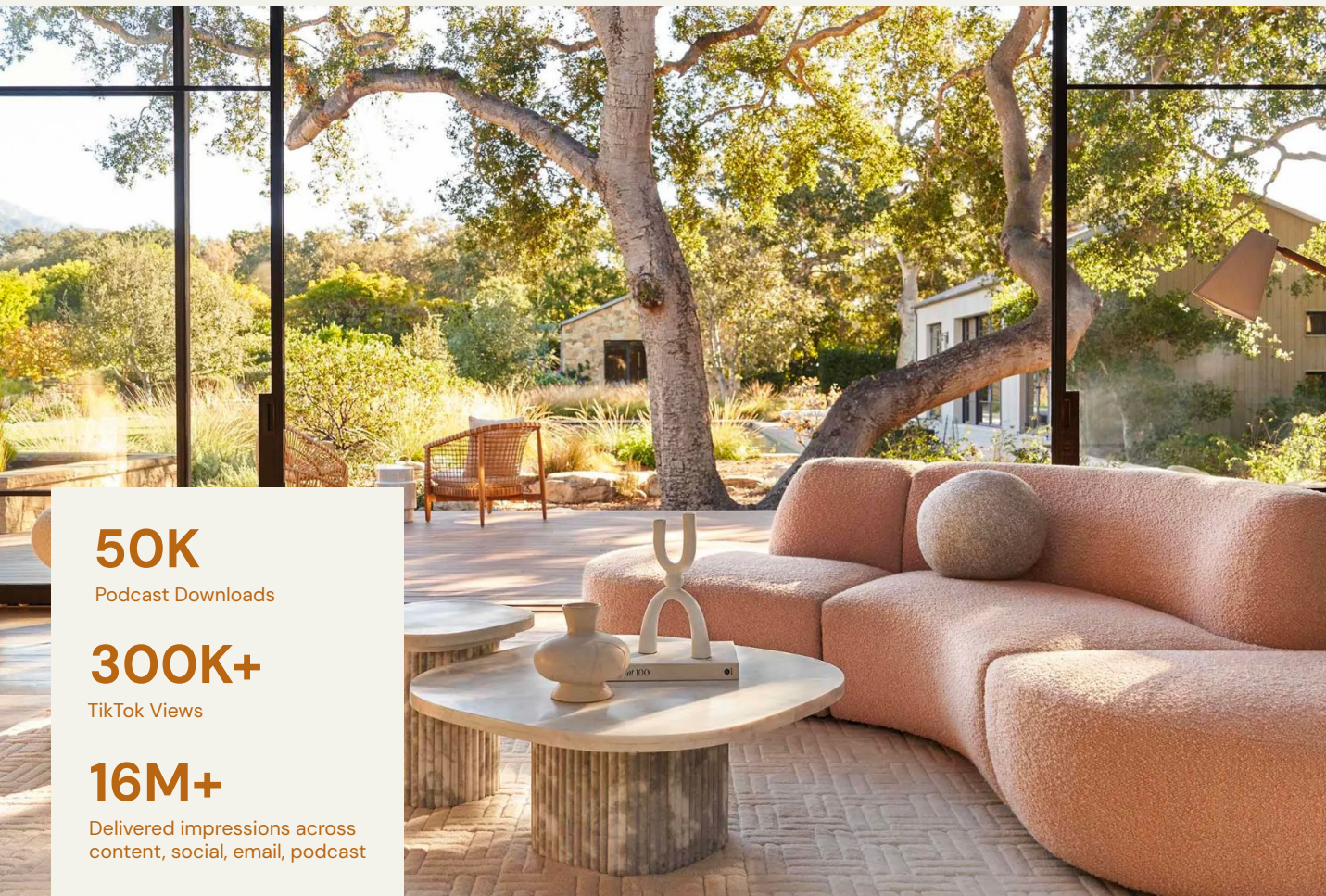
General

sales@dwel.com

Domino is a part of **Recurrent Ventures**
Learn more about the [Recurrent Ventures](#)
[brand portfolio here](#).



Càse Studies

**50K**

Podcast Downloads

300K+

TikTok Views

16M+Delivered impressions across
content, social, email, podcast

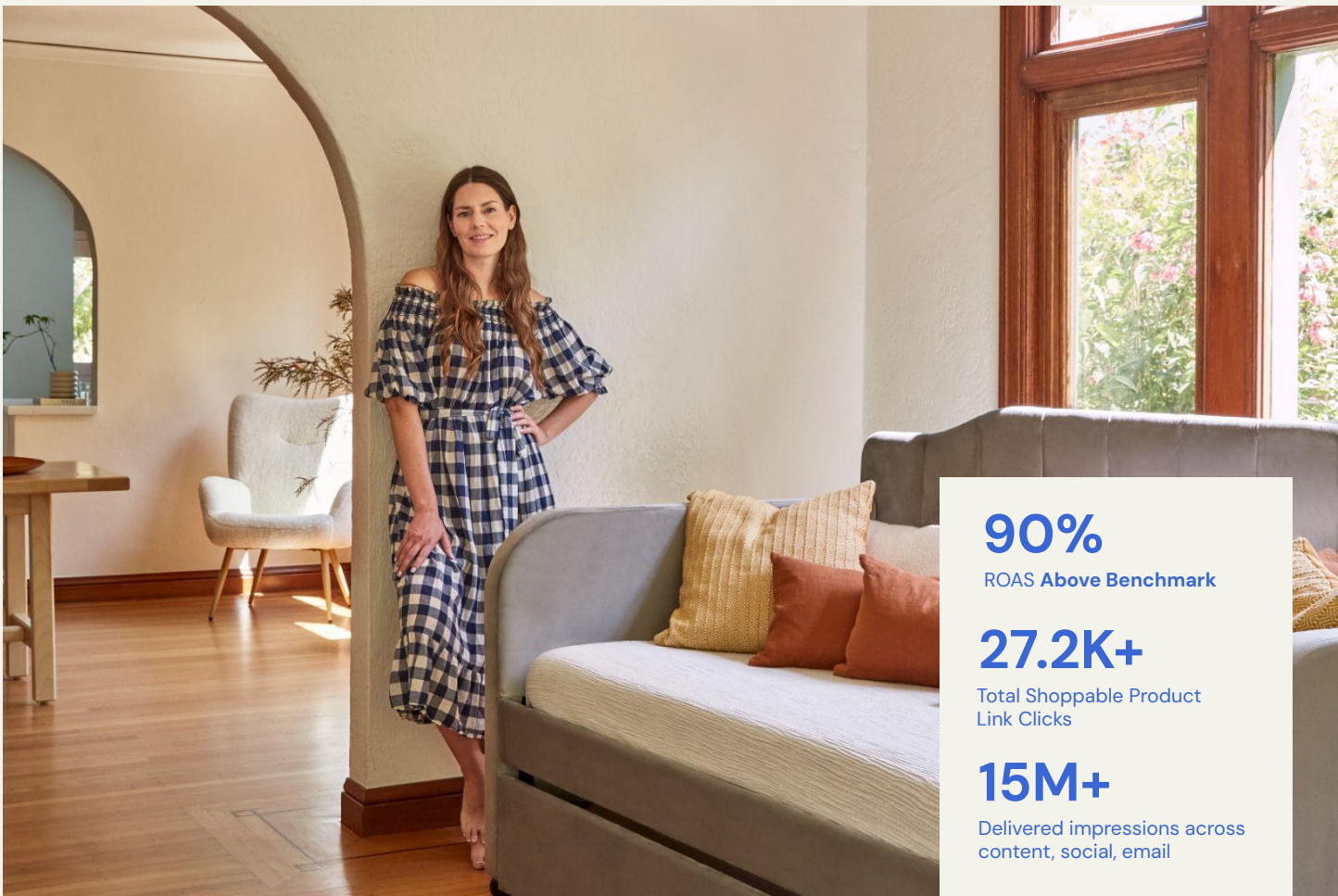
An immersive 360 program that created conversation and consideration around Anthropologie's spring, fall and winter Home collections, driving engagement and traffic to O&O.

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%

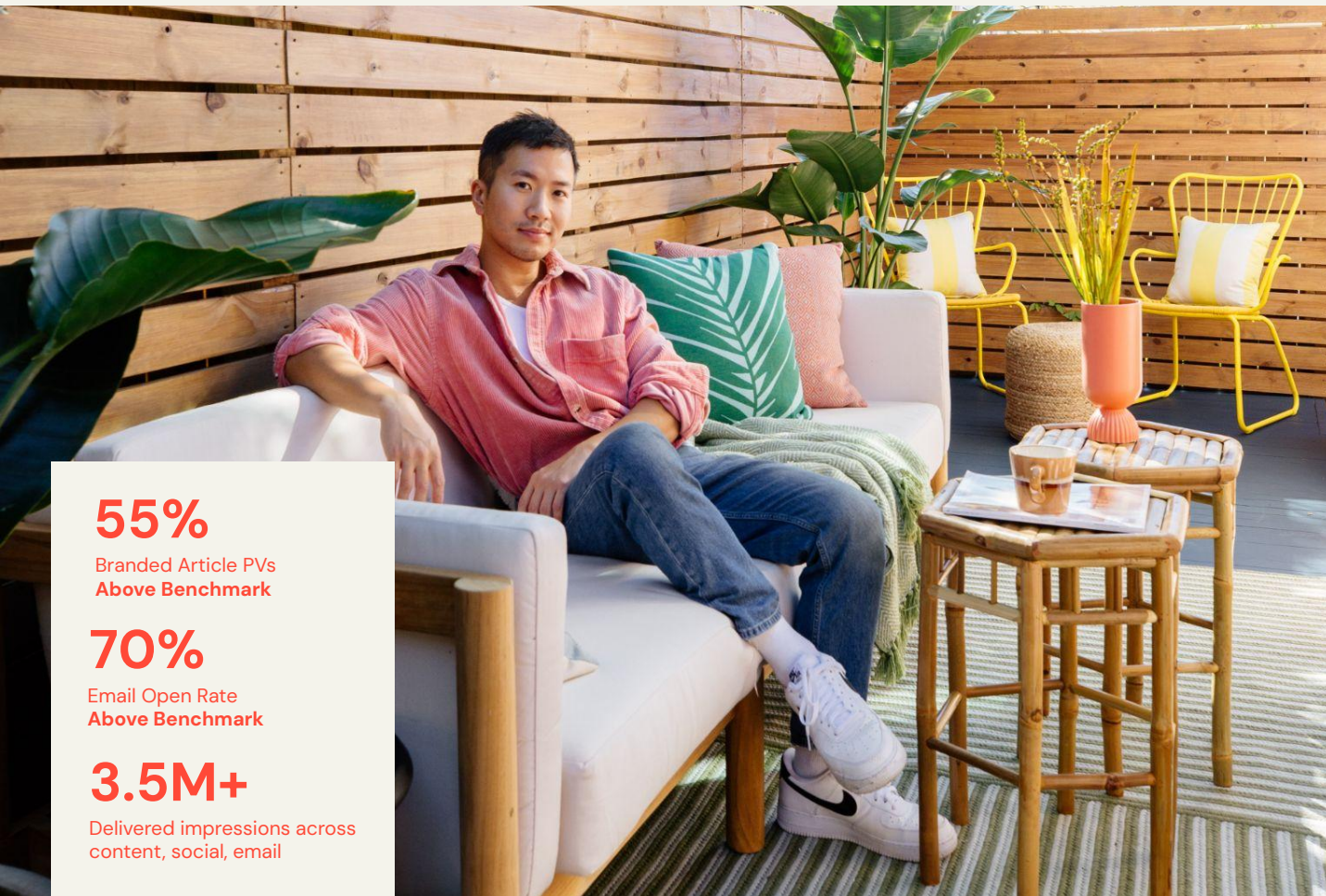
ROAS Above Benchmark

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+

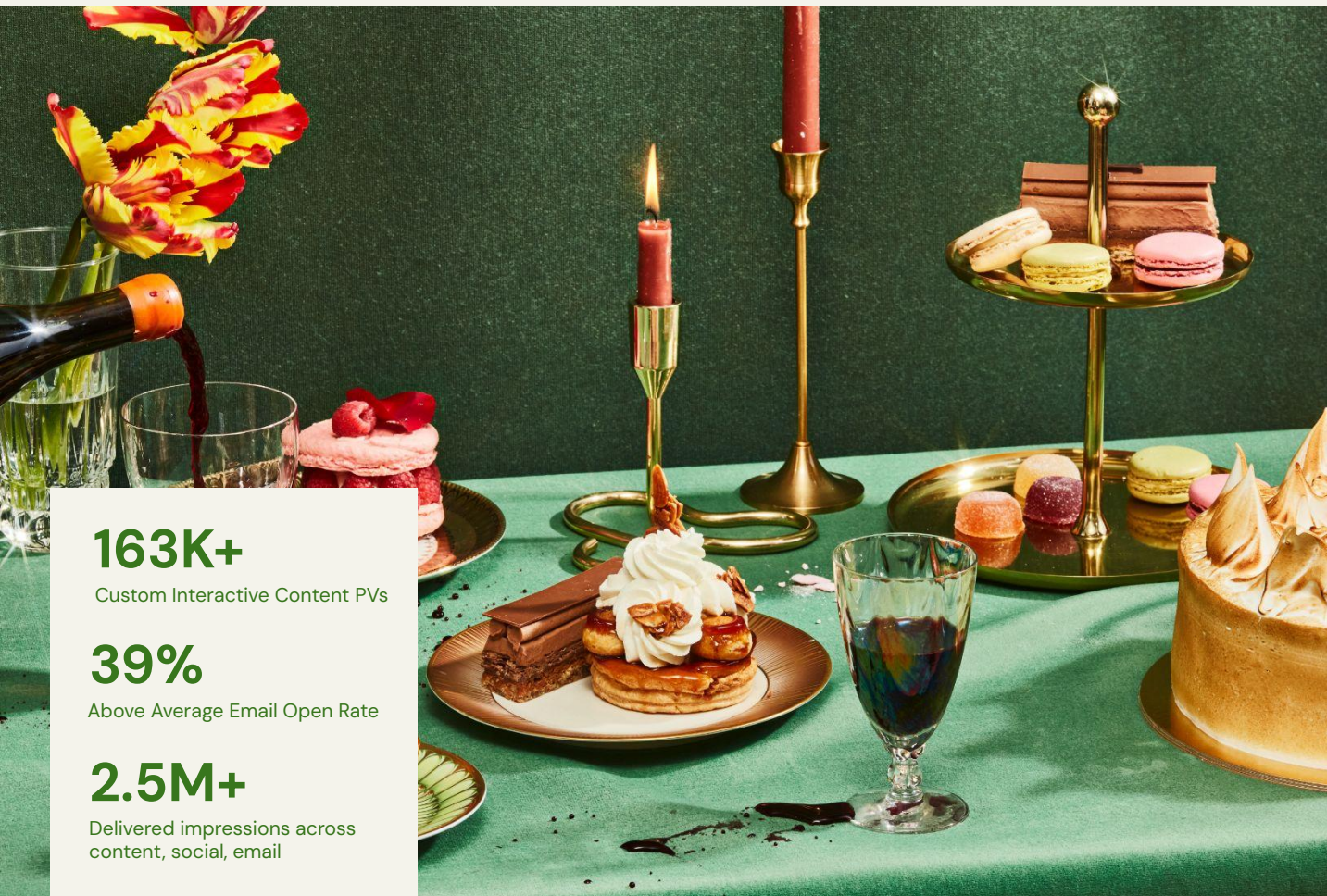
Event Attendees

263K+

Interactive Custom Content PVs

11.2M+

Delivered impressions across
content, social, email, display



163K+

Custom Interactive Content PVs

39%

Above Average Email Open Rate

2.5M+

Delivered impressions across
content, social, email

A custom, visual-first
program with interactive
custom content at the
center that drove high traffic
to both content and O&O.

Interactive Content
Custom Photography
Email
Social

Domino + Perennials