

domino



Home Is the Foundation of Creative Life

● Since its inception 20 years ago, Domino has served as *the* destination for design with a distinct point of view and a story to tell. Through the lens of pros, influencers, and creative entrepreneurs, Domino reveals how the most stylish spaces come together, from aha moments of inspiration to the brass tacks of sourcing. We celebrate playfulness, self expression, the art of mixing high and low (yes, Ginori and IKEA can coexist!), and the freedom to break the rules—or make your own.

Editorial Overview

If you're looking to

- Grow national brand awareness across affluent homeowners (and second homeowners) who are actively planning a renovation or decoration project
- Educate a premium buying group on your products and services
- Strengthen your network of repeat customers
- Build a powerful subscriber database for email, social and promotional programs
- Refine or redefine your brand's aesthetic through curated editorial lens

Domino provides

- A daily design digest that readers look forward to each morning
- Four essential newsletters covering a range of topics including design news, renovation, and product recommendations
- Highly engaged social media following
- Skilled editorial and branded curation team that can create a story to make your product shine
- An engaged community of affluent homeowners who are actively renovating or decorating

Domino Editors



Lindsey Mather
Editor-in-Chief

Lindsey is a proud “words person” who oversees Domino’s content strategy and creation. Whenever she can, she squeezes in time to write and edit stories about the ways people shape their spaces—and how their spaces shape them.



Lydia Geisel
Home Editor

Lydia has been on the editorial team at Domino since 2017. Today, she writes and edits home and renovation stories, including house tours, before and afters, and DIYs, and leads our design news coverage. She lives in NYC.



Samantha Weiss-Hills
Managing Editor

Sam edits and writes home tours, shopping guides, and features, and she’s the friend who everyone texts for glassware, sofa, and sheet recommendations. She lives in Brooklyn with her husband, Alex, and their beagle-corgi, Elsa.

Contributors



Home Front guest editors, and friends of Domino. Clockwise from top: **Dan Pelosi**; **Virginia Sin**; **Maggie Holladay**, Claude Home; **Jessie Randall**, Loeffler Randall; **Amanda Jane Jones**; **Frances Merrill**, Reath Design.

Why Work With Domino?

Trusted Source

Domino's audience—design-savvy consumers, millennial homeowners, and influential interior designers—comes with purpose. They're not just looking for inspiration, but for **guidance on how to live beautifully, shop smartly, and stay ahead of trends**. They want to know which products, colors, and ideas will shape their next project, and they trust Domino's editorial authority to tell them what matters now.

High Value

Domino's custom packages deliver premium storytelling and measurable results at highly competitive rates in the shelter category. Unlike traditional lifestyle publications that rely on static ads, Domino builds **integrated, multi-channel campaigns** that connect brand partners with audiences in authentic, actionable ways. Whether your goal is brand awareness, product discovery, or conversion, Domino has a flexible program for you.

Design-Obsessed Premium Audience

Most consumer marketing targets one-off purchases. Domino delivers more. Our readers are **serial decorators, frequent renovators, and loyal design enthusiasts** who return again and again to brands they trust. Partnering with Domino means connecting with engaged homeowners and professionals who actively recommend products to their communities and make multiple purchases over time.

Multiple Touchpoints

In today's fragmented media landscape, brands need more than just visibility—they need meaningful engagement that cuts through the noise. Domino offers an **integrated mix of editorial, digital, video, shoppable content, social, print, and experiential opportunities**, ensuring your message reaches readers wherever they are.

Our Audience



81%

Homeowners

34%

Home Value \$1M – \$5M+

19%

Own More Than One Home

48%

\$100k–\$500k+ HHI

High Net Worth

Gender

61% Female

39% Male

Age

30% 18–34

46% 35–54

24% 55+

Our Reach



354K

Email Subscribers

Loyal Domino subscribers with high engagement



800K

Monthly Uniques

80% consumer
20% design trade

4M

Social Followers

Engaged across Instagram, Facebook, Pinterest and Threads

72% age 25–54
78% female



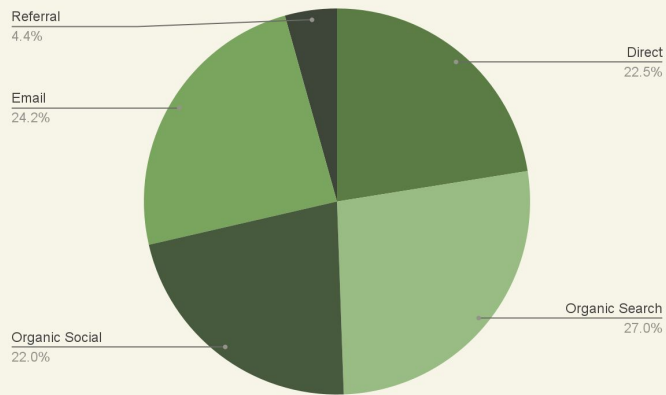
\$4.3M+

Gross Sales in 2025

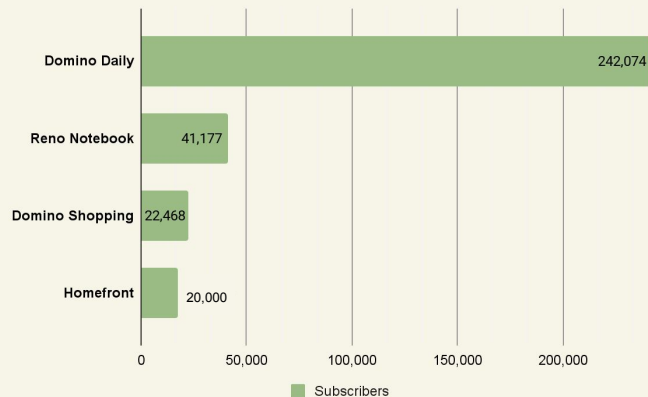
Affiliate links

By the Numbers

Traffic Sources



Newsletter Reach



Audience Breakdown

Age	
18-24	5%
25-34	14%
35-44	23%
45-54	26%
55-64	19%
65+	13%

Location	
California	61k
Virginia	35k
New York	33k
Canada	32k
Texas	26k
Washington	20k
N. Carolina	19k
Florida	15k
Penn.	13k
Illinois	13k
Colorado	11k
Georgia	10k

Website Visitors

Jan - Aug 2025	Monthly Average
Users	800,000
Pageviews	1,637,129

Social Media



Sessions - Jan-Aug 2025 GA

Audience Profile



Renovation-Minded

82%

Of readers plan to start a renovation, refresh, or other project in the next 6-12 months

High Intent

\$123K - \$423K

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

63% Take hybrid approach of hiring a professional and doing it themselves

87%

Agree that Domino recommends a curated selection of products they trust

88%

Say aesthetic style drives purchasing decisions, more than price or brand name

40%

Have followed Domino since its launch in 2005

Competitive Set

Domino has one of the most affluent audiences in its competitive set—by a large margin. Because of its concentrated niche audience, it is a more cost-effective solution to reach affluent prosumers who are actively decorating or renovating.

Brand	Median HHI	Monthly Uniques	Social Following	Duplication
Domino	\$170,000	800K	4M	NA
House Beautiful	\$97,500	8.7M	11M	54%
Architectural Digest	\$113,000	7M	25M	67%
Elle Decor	\$105,000	3.2M	8.3M	44%
Veranda	\$100,125	489K	1.3M	20%
The World of Interiors	NA	111K	2.8M	10%
House & Garden UK	NA	1.4M	8.5M	46%

Source(s): Subscriber Survey 2025, Publisher Media Kits



What We Cover



Decoration & Style

Captivating homes—from small-space rentals to sleek mid-century gems and cozy country cottages—and the cool creatives who live there.

Franchises: *Home Tours, Design Psychic*

Renovation Takeaways

For readers who want to refresh a room but aren't sure where to start, Domino's before-and-afters illustrate how it's done, step by step.

Franchises: *Before & Afters, Renovator's Notebook*

Expert Sourcing

Like a personal concierge for readers, Domino does the deep-dive research, hands-on testing, and thoughtful curation to save readers hours of time.

Franchises: *Simply the Best, In Our Carts, What Domino Readers Really Shop, Gift Guides, Shopping Buddy*

Lifestyle & Organization

Beyond interiors, Domino's expert lens extends to travel, wellness, and entertaining, plus organization methods, storage solutions, and space-saving hacks that actually work.

Franchises: *Wish You Were Here*

Edit Calendar



January 2026	Organization & Storage Hacks
February 2026	Kitchen & Bath Renovations
March 2026	The Great Outdoors: Outdoor Furniture & Accessories
April 2026	Curb Appeal: Landscape Design, Gardening, Exterior Updates
May 2026	DIYs & No-Demo Upgrades + Outdoor Living Trend Watch
June 2026	Good Investments: Furniture, Rugs, Tech
July 2026	Getaways & Vacation Homes + Bed & Bath Trend Watch
August 2026	Small Spaces & Rental Refreshes
September 2026	Paint & Color + Domino Good Design Awards + Kitchen Trend Watch
October 2026	Getting Cozy: Organizing, Styling, Accessorizing
November 2026	Gifting & Holiday + All The Glitters: Materials Trend Watch
December 2026	Celebrations: Tableware & Entertaining + 2027 Trend Watch (Early Jan 2027)

Partnership



Opportunities



Grow your brand awareness and perception by aligning with Domino's best-in-class editorial franchises.

Display Ads
Branded Content
Creative Services
Event Integration
Affiliate Packages

Display Ad Positions Map

Top Banner Ad (Sitewide)

1.5M Impressions

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My Excuse to Go Off-Registry for Wedding Gifts: Senses's Big Sale

Center Banner Ad

Trending Stories

More in Style & Shopping

The Brass Club

In-Article (2-5 units, Sitewide)

1.5M Impressions

Footer Banner Ad (Sitewide)

50K Impressions

Pop-Up Ad

1M Impressions

14 Outdoor Showers That Are Dreamier Than Most Indoor Ones

Sign Up for Domino's Newsletter

Trending

Side 1 (Sitewide, Sticky)

Side 2 (Sitewide, Sticky)

1M Impressions

600K Impressions

Display Ad Specs

Take a substantial share of voice across the Domino.com by placing your creative assets in a prominent, exclusive, site-wide position for a month or more. Frequency discounts available for multi-month buys.

Ad Position	Appears	Period	Net Rate	Impressions	CPM	Specs
Top Home	Sitewide, across top of page	1 Month, Shared	\$35,000 shared, \$70,000 exclusive	1.5M (3M for exclusive)	\$23	970x250 (desktop), 320x100 (mobile)
In Articles	Sitewide, 2-5 units in every article (except branded)	1 Month, Exclusive	\$30,000	1.25M	\$24	970x250 (desktop); 320x100 (mobile)
Footer	Sitewide, across bottom of page	1 Month, Exclusive	\$22,000	1M	\$22	970x250 (desktop), 320x100 (mobile)
Center	Homepage only, between editorial modules	1 Month, Exclusive	\$1,200	50K	\$24	970x250 (desktop), 300x250 (mobile)
Sidebar 1	Sitewide, top right rail articles pages	1 Month, Exclusive	\$13,500	600K	\$23	300x250
Sidebar 2	Sitewide, sticky right rail, articles pages	1 Month, Exclusive	\$13,500	600K	\$23	300x250 or 300x600
Pop Up	Sitewide, homepage overlay	1 Month, Exclusive	\$22,000	1M	\$22	Custom

Note: Assets due 2 weeks prior to launch. No expandable units. The max animation is 15 seconds. Third party tags are accepted. Rich media capable (. Backup GIF or JPG size is 40kb.

***Branded Articles excluded**

Newsletter Ad Positions

Header and Footer Banner Ads




EDITORS' PICK

Designing the Same House for the Second Time Was a Chance to Punch Up the Palette

And add a play nook to the hallway.

LOOK INSIDE


< Domino Daily / 242,074 Subscribers

Domino's morning design briefing distills the best of what's new and next in style and interiors. Each edition delivers one standout home tour, must-know design news, fresh ideas for every room, and a smart DIY or styling tip—plus a few beautiful distractions the editors can't stop thinking about. Designed to be quick yet inspiring, it's the daily dose of creativity readers count on to start their day.


Reno Notebook / 41,177 Subscribers >

Our go-to renovation newsletter is packed with dramatic before-and-afters, smart weekend upgrades, and candid, behind-the-scenes advice to help readers tackle their next project with confidence. Whether it's a full-scale remodel or a small refresh, Reno Notebook offers practical tips, budget-friendly hacks, and expert insight that demystify the process and inspire bold design choices.

Header and Footer Banner Ads



IDEAS + INSPIRATION TO NAIL YOUR NEXT PROJECT, FROM TEAM DOMINO.



This Scuba-Loving Couple's Home Makes a Case for Kelp Green

A high-gloss ceiling mimics water's reflection.

SEE THE PROJECT

Header Banner Ad

Your Weekly Edit

There Are So Many Under-\$50 Gems in H&M Home's Sale

Stripes and stainless steel rule the deals.

SHOP THE STORY

Fall Collection

garnished silhouettes don't fudge will.

Thames Rug
McGee & Co.

SHOP NOW

Henderson's
Ever Sofa
ction Took Us
urprise

got the couch of her
o life.

HE STORY

'90s Us Loved Jelly
Sandals—But 2025
Us Digs Jelly Decor

The trend is back and better than
ever.

SHOP THE STORY

Footer Banner Ad

< Domino Shopping / 22,468 Subscribers

A curated shopping companion for design lovers, this newsletter rounds up the coolest product collabs, limited-edition drops, and genuinely worth-it deals. Our editors road-test favorites across furniture, decor, and lifestyle, sharing honest recommendations and insider finds that help readers shop smarter, upgrade their spaces, and stay ahead of what's trending.

Home Front* / 20,000 Subscribers >

In *Home Front*, Domino's members-only twice-weekly newsletter on Substack, editors share hyper-curated sourcebooks and do a 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, we capture the zeitgeist.

*As part of the Substack platform, first party analytics only (no ad serving possible)

Home Front by domino

I spied this furniture trend all over Copenhagen

Here's everything I'm still thinking about from my trip abroad.

JUL 10

READ IN APP 71

For the second year in a row, I flew to Copenhagen for 3 Days of Design—Denmark's answer to fairs like Salone del Mobile and NYCxDesign. As it's grown in popularity, the festival has also sparked offshoot events from smaller studios and independent designers, like [Other Circle](#). The city has become a destination I hope to return to again and again for both work and fun (my husband and I have made it a tradition to spend a short holiday there every September). A few weeks back, I promised a recap of this year's best launches, happenings, and discoveries. Consider the wait over. —[Samantha Weiss-Fells](#), managing editor

blending classical
ttitled Monuments.
harbor swimming,
recharge—and

Header Banner Ad

DELIGHTS

Footer Banner Ad

Newsletter Display Specs

Newsletter Display	Appears	Period	Net Rate	Estimated Impressions	CPM	Specs
HomeFront	Exclusive, twice weekly header and footer banner	Monthly	\$15,000	188,200	\$32	970x250
Reno Notebook	Exclusive, weekly header and footer banner	Monthly	\$2,000	80,000	\$25	970x250
Domino Shopping	Exclusive, weekly header and footer banner	Monthly	\$2,500	84,000	\$30	970x250
Domino Daily	Exclusive, daily header and footer banner	Monthly or Weekly	\$160,000 Monthly, \$40,000 Weekly	6.6M	\$24	970x250



Domino Daily

DAILY

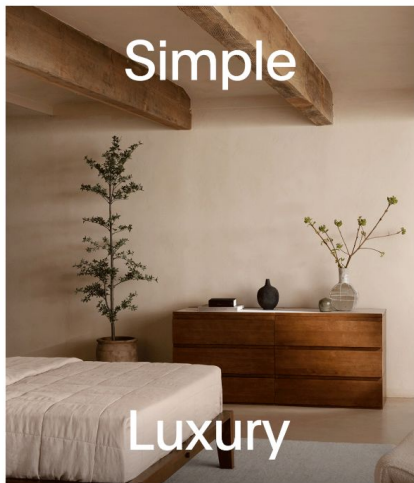
Stay up-to-date with the latest home tours, design news, room inspiration, DIYs, and more.

SUBSCRIBE

Note: Assets due 2 weeks prior to launch. No expandable units. The max animation is 15 seconds. Third party tags are accepted. Rich media capable. Backup GIF or JPG size is 40kb.

domino

Presented by Thuma



You might think that a beloved heirloom will eventually become outdated, but **Thuma** is redefining that concept. The modern design brand's streamlined, sustainably made home essentials are built to last and backed by a lifetime warranty. Each piece is crafted with precision-cut solid wood for a strong foundation and simple, tool-free assembly. Create your bedroom oasis with one of Thuma's three minimalist, yet distinct bed frames and explore their collection of innovative, modular storage pieces. All designed to change, adapt, and evolve with you.

BUILD YOUR OASIS

a beloved heirloom will eventually become outdated, but that concept. The modern design brand's streamlined, sustainable home essentials are built to last and backed by a lifetime warranty. Each piece is crafted with precision-cut solid wood for a strong foundation and simple, tool-free assembly. Create your bedroom oasis with one of Thuma's three minimalist, yet distinct bed frames and explore their collection of innovative, modular storage pieces. All designed to change, adapt, and evolve with you.

BUILD YOUR OASIS



Classic Bed

Signature Bed

SHOP NOW

SHOP NOW



Nest Dresser

Classic Nightstand

SHOP NOW

SHOP NOW

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701 Brickell Ave, Suite 1550, Miami, Florida 33131

Dedicated Email

Domino will use your brand's messaging and image assets to build a custom content package and deploy a beautifully designed email campaign to our audience of affluent, design-obsessed readers. Enjoy 100% ownership, shoppable product links, elevated imagery, and compelling storytelling.

The creative includes 100 words of copy, 1-4 carefully curated images, and up to 6 product tiles, all pointing to a destination of your choice. Once finalized and approved, the e-blast will be deployed on a prearranged date to Domino's opt-in subscribers.

Sent to 354K total subscribers with 153K average opens. Starts at **\$15,000** (Retarget +\$1,500).

Partnered Article

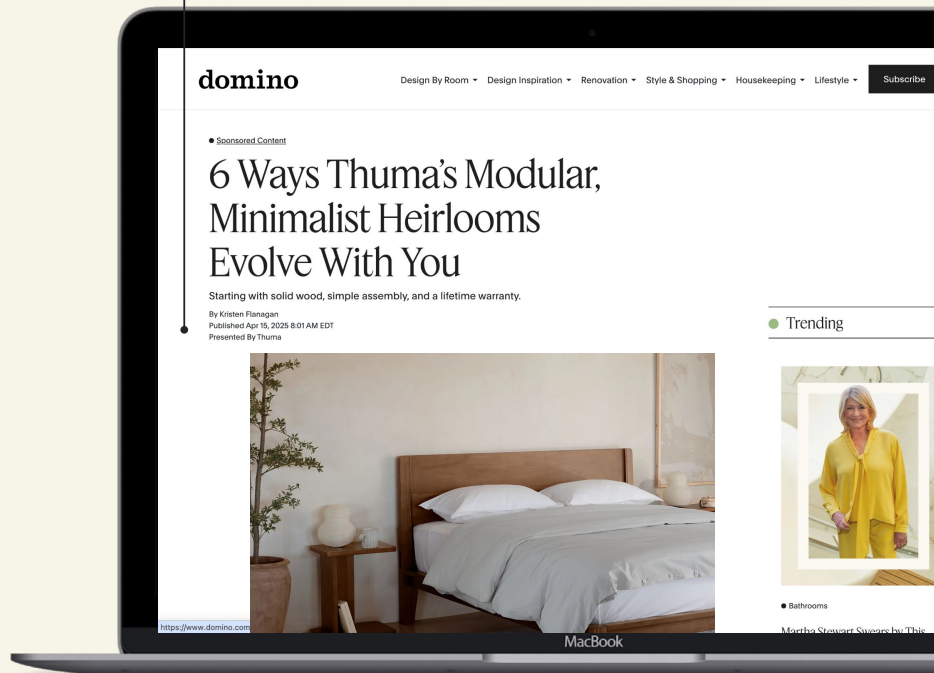
Domino's creative studio will find a unique angle for your message to share with Domino's loyal, affluent audience. After reading your press materials, a Domino writer will write an article (400+ words), which is tagged as a "Partnership" piece [example] when it publishes on [Domino.com](https://www.domino.com). The article includes one outbound link and a selection of images and appears in the daily newsletter the day after it publishes; is featured on [domino.com](https://www.domino.com) homepage for seven days, and is promoted on Domino's Facebook page, Instagram stories and Pinterest. **Starts at \$25,000.**

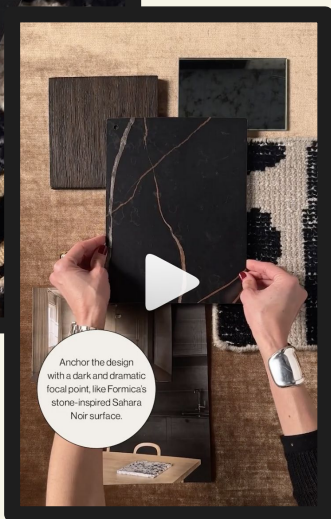
Please note: All articles adhere to Domino's established voice and style guide. Once the initial draft is created, please expect a maximum of two revisions.

UPGRADES

- + **Interactive Article Format [example] +\$10,000:** Domino's creative studio will create a custom, interactive, visually compelling build of the article.

Partnership Designation





Anchor the design with a dark and dramatic focal point, like Formica's stone-inspired Sahara Noir surface.

Dedicated Social

Domino will use your brand's messaging and image assets to build a custom Instagram campaign with direct shoppable product links and compelling storytelling that appeals to our nearly **1.3M Instagram followers**.

The creative includes up to 50 words of copy, 2-5 carefully curated images (supplied by you) driving our audience to the destination of your choice. Once finalized and approved, the creative will be deployed on a prearranged date on Domino's Instagram stories and grid, as a static post or reels. Starts at **\$7,500**.

UPGRADE

- + **Dark Posting and Whitelisting: +\$15,000** minimum spend to promote a Domino endorsement of your product to targeted audience segment(s) of your choice.

Creative Services

Domino's in-house creative team brings your brand to life with premium content crafted to resonate across platforms. From compelling video storytelling to custom imagery and influencer collaborations, our offerings extend the reach of your branded content beyond the page. We handle everything from concepting and production to execution, ensuring your product is presented in an elevated, design-driven point of view that connects with our highly engaged, aesthetically-savvy audience.

> **Video Production** Starting at **+\$25,000** Domino will create a social-first video (up to 90 seconds) as an extension of your on-site article. This could include styled lifestyle footage and, when relevant, an interview with an influencer, designer, or brand ambassador (note: additional talent fees may apply). The result is highly shareable video content that drives engagement and visibility for your brand. [[House Tour](#)], [[Reel](#)].

- + **Custom Photo Shoot** **+\$40,000**. Bring your products to life through Domino's editorial lens. We'll produce a custom photo shoot styled to align with your brand and Domino's aesthetic. Once the branded story has run, you'll receive full usage rights to the imagery for your own channels. [[Example](#)].
- + **Influencer Collaboration** **\$5,000–\$50,000** per collaboration Domino taps into its network of trusted voices in design, lifestyle, and culture to create impactful influencer partnerships. From curated social content to larger integrated campaigns, these collaborations amplify your message through authentic, highly engaged communities.





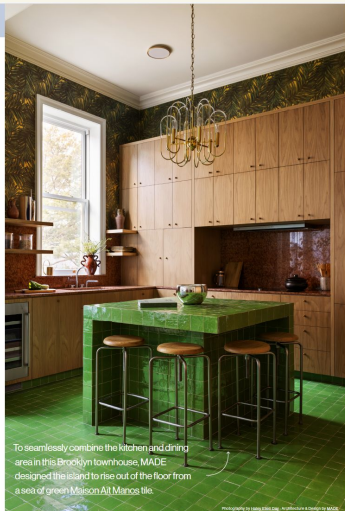
We're thick in the midst of a tiled countertop renaissance. At this point, we've seen designers play with checkerboard, shiny zellige, and chocolate brown—twice. But the most exciting application to pop up recently is the kitchen island. Covered top to bottom in glossy ceramic, the humble prep space becomes almost like an art installation. Of course, the classic concerns around longevity and maintenance still exist. And how do you go about installing this kind of thing, anyway? We spoke to three creatives who've personally pulled it off to get their best advice.

Planning Is Everything

You're applying small, flat squares to a large, 3D island—a mockup is key. "Consider how all the corners come together!" urges Ben Bischoff, principal architect at MADE. For a Brooklyn townhouse kitchen, he worked backwards, designing the counter width and frame to fit the four-inch tiles he wanted to use. Kasia Kronberger, founder of Studio Bosko, was equally meticulous in her Berlin penthouse project. "Because the kitchen island is rounded on one side, the square tiles needed to be cut into smaller rectangles to accommodate the curved shape," she explains.

Zellige, Please

All three projects star the same type of tile: glossy, handmade zellige. For Kronberger, you can't beat its texture or light-reflecting sheen. "In caustic cement tiles, Bischoff notes, would stain too easily? And given the island is the busiest spot in the busiest room of the house, the material needs to be durable—and zellige is as long-lasting as it gets (its use dates



back to the first century). That's not to say zellige tiles don't have pain points. Kronberger explains that their beloved lutum doesn't make for a naturally even surface and the tiles tend to be brittle, which can lead to sharp edges. Your best bet, she says, is to hire someone who specializes in installing it.

Grout Matters

Leveling and smoothing out the tile comes down to the grout. No one got theirs straight off the shelf. Kronberger went with a version that's mixed with a natural stone powder—"much smoother and softer to touch," she notes—while Bischoff chose non-sanded grout, an extra-fine variety that works best with narrow grout lines (his were a mere one millimeter thick). Kie Brulhart, a marketing and branding coach who recently renovated her Mexico City kitchen with Tutto Bonna Studio, retained hers to match the custom red tile. "The island was already so bold," she explains, so a little uniformity was welcome.

Low Maintenance, High Impact

Unlike many of its stone counterparts, maintaining zellige tiles doesn't require any special sealant or cleaning products. Bischoff recommends using a basic pH-neutral cleaner. However, you may see wear on the tiles lining the edges. "Some of the tiles have a chip in them," admits Kishart, "but we'll replace them as time goes on, one by one." If we can appreciate the beauty of a lived-in marble island, why not a tiled one?

Trend Reports

Every quarter, Domino's editors comb through thousands of product launches, projects, and cultural signals to identify the most important ideas shaping design. The result is the Home Front Trend Watch—a 15+ page, visually rich analysis of a single category (May: **Outdoor Living Trend Watch**; July: **Bed and Bath Trend Watch**; September: **Kitchens Trend Watch**; November: **Small Spaces Trend Watch**; and December/January: **2027 Trend Watch**) delivered directly to subscribers of Domino's top-ranked Home Front newsletter. This report is designed for industry insiders and tastemakers who rely on Domino to surface what's next in home and style.

Sponsorship is available to brands non-endemic to the category being featured, and starts at **\$25,000**.

SPONSORSHIP INCLUDES

- + **Premium Placements:** Presented by [Your Brand] in Editor's Letter of the report and across promo + distro on domino's IG feed + stories, and Home Front Newsletter.
- + **Substack Live + Promoted Picks:** Sponsorship of the Substack Live Q&A Trend Report panel with a personalized shout-out to your brand during the live Substack presentation of the report. A dedicated "Promoted Picks" section to feature thematically relevant partner products (where applicable, at editorial discretion)



Sourcebook

Seeing product in a chic interior has immense power, especially when captured by Domino's talented style team. With our new Sourcebook program, Domino will incorporate your product* into an upcoming home tour shoot, showing your brand in a new light with a Domino editorial point of view.

PARTICIPATION INCLUDES

- + Inclusion in one Domino home tour shoot, featured prominently in at least one room within the project.
- + Photo usage rights extended for use in your marketing materials. Shoot will be art directed, styled and shot by the Domino editorial team. (\$50,000+ value).
- + Product credit and link in the caption and text highlight in the article, which is distributed via email and social, as well as syndication platforms including Apple news, Google news, MSN, Yahoo. (\$25,000+ value)
- + Individual social amplification of featured product on social and email
- + Inclusion in a special-edition *Domino Source Book* printed magazine

**More than one product must be optioned. Featured product must be agreed upon by the designer or homeowner. Product may not be returned after the photo shoot.*

Cost: \$30,000

Event Integration

Custom Dedicated Event: Communicate your brand value and develop lasting relationships with design influencers and affluent prosumers by co-hosting an event with Domino editors, whether it's a showroom opening, panel discussion or special in-store experience.

Domino Event Integration: Domino can also create a custom integration at industry events we partner with throughout the year.

January	Paris Deco Off
April	Milan Design Week, High Point Market
May	NYCxDesign / Shelter Afternoon Light
September	What's New What's Next, Domino's Good Design Awards
October	High Point Market
December	Field and Supply Holiday Market

Custom event packages start at \$20,000.

Domino Editor Appearance: Attract more attendees to your event by having a Domino editor moderate a panel or host a showroom opening. This option is available as **added value for partners at a \$50,000+ annual spend level.**



Good Design Awards

Domino's annual flagship event, the **Good Design Awards**, will take place again in 2026 for the fourth year. Across 10 categories, Domino presents the very best in home furnishings, from flexible furniture to scene-stealing lighting and smart appliances, carefully selected by our editors from hundreds of product submissions.

Sponsorships are available for non-endemic partners and include a **\$40,000 Dinner Sponsor** and a category exclusive **\$60,000 Title Sponsor**.



Affiliate Packages



● Style & Shopping

32 Host Gifts That Will Definitely Get You Invited Over Again

By Julia Stevens, By Samantha Weiss-Hills



● Style & Shopping

Finding the Perfect Light Fixture Is Complicated—These Architects Have the Answer

By Sylvie Florman, Photography Courtesy of Equal Equal

Experience the power of Domino’s shopping guides, which drive nearly \$5 million in gross sales to affiliate partners each year. As part of our affiliate package, Domino will integrate your brand and the products of your choice into a prominent product round-up article, providing guaranteed editorial integration.

\$5,000	\$10,000	\$15,000	\$20,000
<p>1x Shopping Guide Inclusion (example 1, example 2)</p> <p>Distribution: 1x Daily Newsletter Story Inclusion</p> <p>1x Organic Facebook Post</p>	<p>1x Dedicated Single Product Spotlight Article (example 1)</p> <p>Distribution: 1x Newsletter Story Inclusion</p> <p>1x Newsletter Product Inclusion (Links Direct to Retailer)</p> <p>1x Organic Facebook Post</p>	<p>1x Dedicated Multi-Product Spotlight Article—all product from your brand (example 1, example 2)</p> <p>Distribution: 1x Daily Newsletter Story Inclusion</p> <p>1x Newsletter Product Inclusion (Links Direct to Retailer)</p> <p>1x Organic Facebook Post</p>	<p>1x Dedicated First-Hand Review Article* (example 1)</p> <p>Distribution: 1x Daily Newsletter Story Inclusion</p> <p>x Newsletter Product Inclusion (Links Direct to Retailer)</p> <p>1x Organic Facebook Post</p> <p>1x IG Story Post</p>

Client will not have a preview on editorial copy before publishing. Client may suggest a revision on copy after posting if non-subjective information (ie: price) is incorrect in said copy. Review Articles require the product to be shipped to the writer for first-hand testing and evaluation; reviews cannot be produced using only brand-provided assets or information.

**Note: Product and timing must be agreed-upon by Domino editorial in advance, as content will be editorially determined and controlled.*

Let's Work
Together

Contact Us

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advertising@domino.com

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[brand portfolio here](#).