

# domino



# A Multi-Channel Community Built Around Personal Style and Self-Expression

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 products 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



**550K**

Email Subscribers

Loyal Domino subscribers with high engagement



**4M**

Monthly Uniques

80% consumer / 20% design trade

**4M**

Social Followers

Engaged across Instagram, Facebook, Pinterest and Twitter



**\$4M**

Yearly Affiliate Sales

Domino Marketplace

# Our Audience

**75%** Homeowners

**47%** Have Children

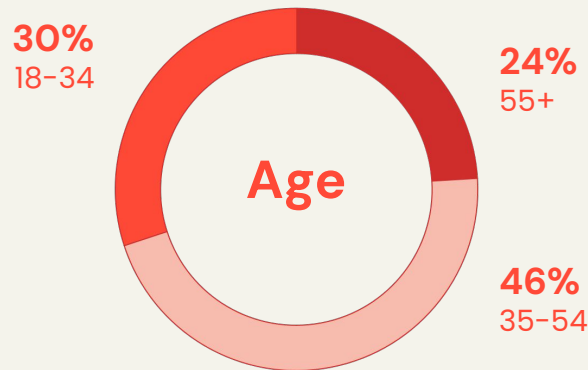
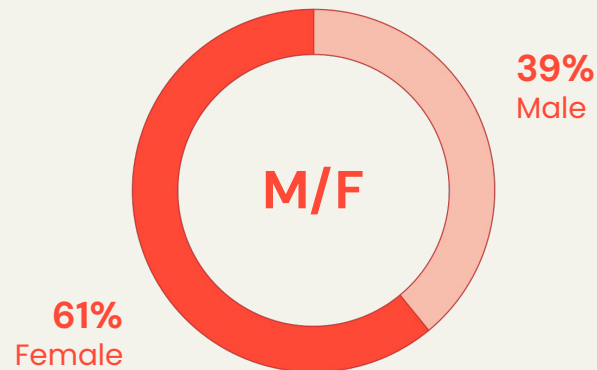
## HHI Index

\$100-150K

132

150K+

165





# Audience Profile



Renovation-Minded

# 45%

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

High Net Worth

# \$100K+

43% of readers have an estimated net worth of \$100K+

# 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

# 80/20

Consumer / Design Trade Split



## **Domino.com**

Your daily inspiration source to celebrate the place that forms you first—home.

## **Domino Social**

Our suite of social platforms reaching over 4M users.

## **Domino Creative Services**

Full-service custom integrated marketing development and content studio.

## **Domino Brand Licensing**

Media/Product/Content

# **The Domino Network**

# What We Cover



## Design Inspiration

Cool homes, from teeny-tiny rentals to country castles, and the people who live there.

---

## Renovation

If you've ever wanted to refresh a room but weren't sure where to start, our before-and-afters and DIY projects have you covered, step by step.

---

## Style & Shopping

Think of us as your own personal shopping concierge. We do the deep-dive research and hands-on testing, 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 still be using post-January.

---

## Lifestyle

We've got the entertaining ideas and travel recommendations for an entire *lifestyle* (not just furniture!) that inspires and energizes.



# What We Cover

Design Inspiration	Renovation	Style & Shopping	Housekeeping	Lifestyle
<ul style="list-style-type: none"> <li>Home Tours</li> <li>Design by Room</li> <li>Color &amp; Paint</li> <li>Plants</li> </ul>	<ul style="list-style-type: none"> <li>Before &amp; Afters</li> <li>DIYS &amp; How-Tos</li> <li>Hacks</li> </ul>	<ul style="list-style-type: none"> <li>Features &amp; Interviews</li> <li>New &amp; Trends</li> <li>Product Reviews</li> <li>Shopping Guides</li> </ul>	<ul style="list-style-type: none"> <li>Cleaning</li> <li>Organization</li> <li>Storage</li> </ul>	<ul style="list-style-type: none"> <li>Entertaining</li> <li>Holidays</li> <li>Real Estate</li> <li>Travel</li> <li>Wellness</li> </ul>
<p><b>Franchises:</b> Cover Story</p>	<p><b>Franchises:</b> Renovator's Notebook</p>	<p><b>Franchises:</b> Gift Guides Ask a Shopkeeper Nice Work! Friday Faves</p>		<p><b>Franchises:</b> Wish You Were Here</p>



## Q1: Closet Cases

Behind closed doors lies a whole lot of clutter. Whether it's your wardrobe, pantry, or front hall closet, we're going to share first-person recommendations and expert advice for calming the chaos that lives within some of our smallest spaces.

---

## Q2: Front of House

Sometimes, it's what's on the outside that counts. In this package, we'll give front yard tours, highlight the best new outdoor furniture, give tips on how to boost your appeal, and more.

---

## Q3: No-Reno Kitchens

Who says you have to completely demo your space (not to mention your budget) to make it yours? In this package, we share total kitchen transformations that highlight the power of paint, fixtures, and a little elbow grease.

---

## Q4: Domino Good Design Awards

An annual interactive digital destination that highlights our favorite furniture launches, the cookware we couldn't take off our stovetops, and more of the year's top products across six categories: furniture, kitchen + dining, lighting + appliances, soft goods, and decor. A panel of esteemed guest editors helps us narrow down the winners.

# Quarterly Tentpoles





# 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, beautiful imagery, and personalized storytelling across different disciplines.

We're industry experts with access to audience data and insight that is core 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.

## Whitelabel Partnerships

Partnering with us as a whitelabel 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**  
*Design Time* Podcast  
**Shopping**  
**Home Tours**  
**Cover Stories**  
**Research +**  
**Homebodies**

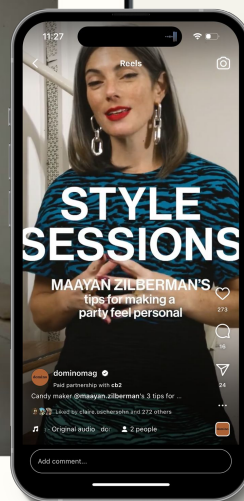
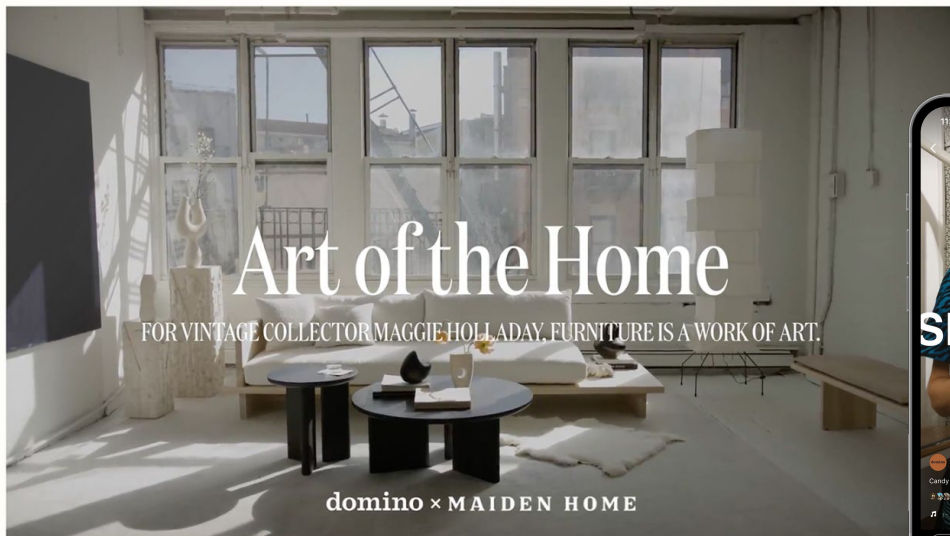




Our most premium content experience leverages interactive technology, custom-shot photography, engaging video, shoppable hotspots, animations and more. Amplified by a robust social and email promotional package.

# Custom Content

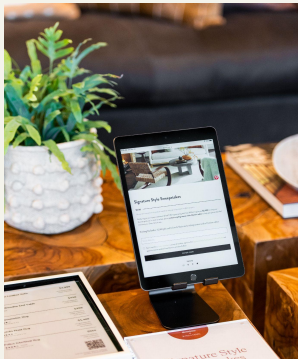
# Custom Video



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 and thoughtful style execution has the ability to shift purchasing power, consumer behavior, and brand perception beyond standard production houses.





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.

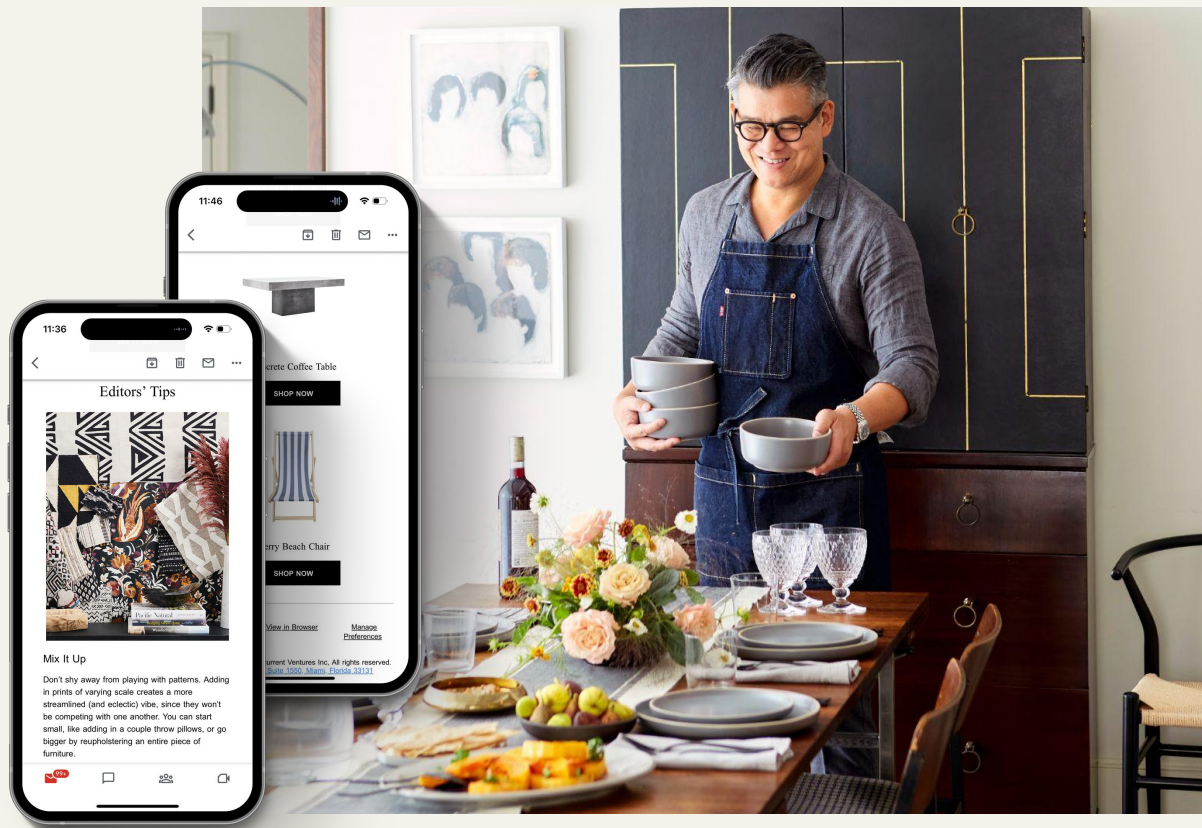
---

Virtual  
In-Store  
Pop-Up  
Dinner  
Panel  
Instagram Live

# Experiential

# Email

Our most engaged Email templates are sent to 550K+ loyal Domino subscribers, putting your brand front and center with 100% Ownership, Shoppable Product Links and more.

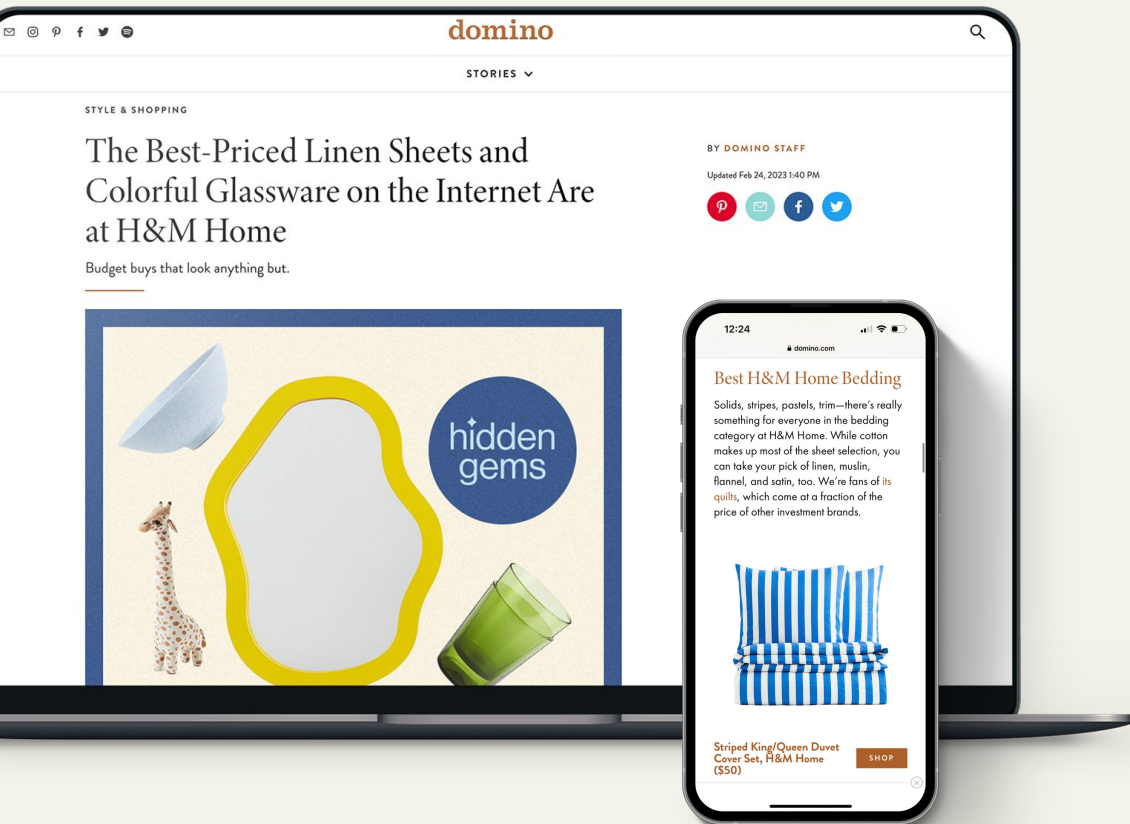




# Social

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





# Affiliate

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.

# Design Time

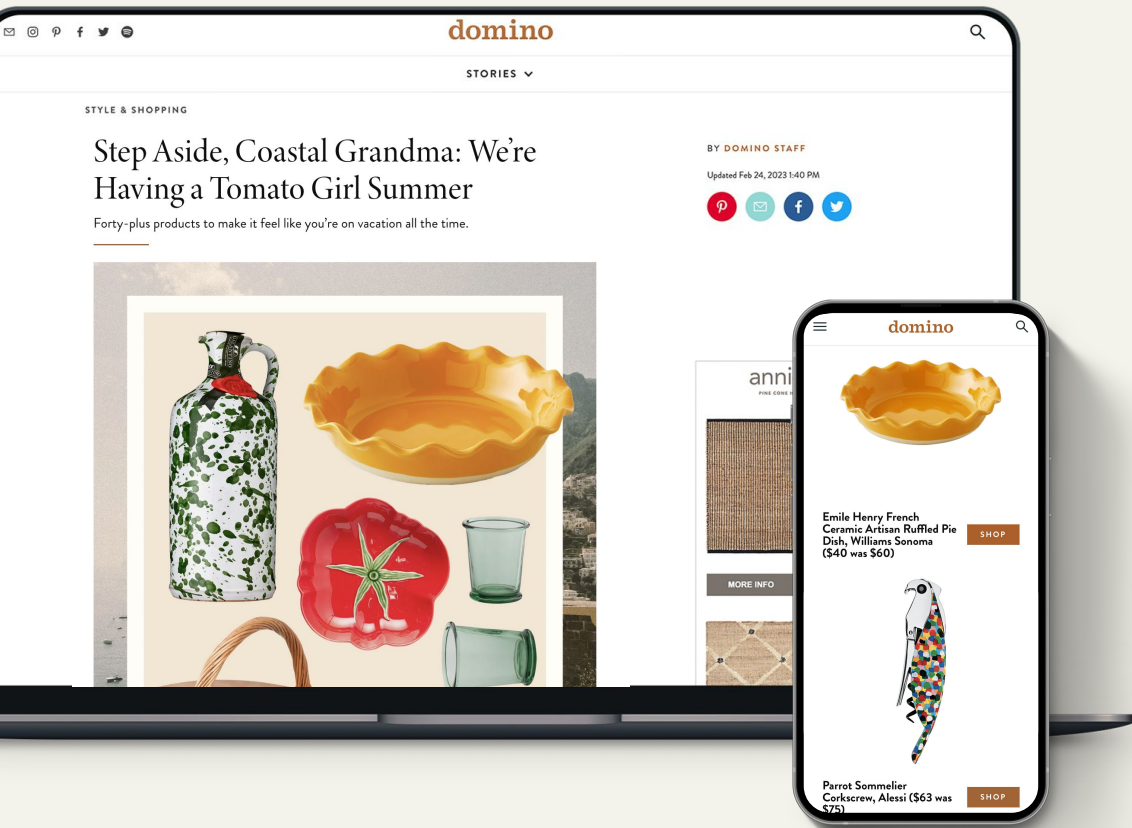


# Podcast

This season of Domino's Design Time podcast goes deep with design rebels—people who aren't necessarily in the interiors world, but have a specific point of view on how our world should look and feel.

Through her candid and upbeat interviews, Domino deputy editor Julie Vadnal invites her guests, from Ellen van Dusen to Seth Rogen, to explain how they see the world a little bit differently, and why listeners should adopt a rebel attitude, too. Because 2023 marks the end of people-pleasing, and the start of embracing what you love.

**Full or Mini Season Sponsorships Available**



# Shopping

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. Supported by a robust promotional package spanning our digital, email and social channels for maximum reach and impact.



# Home



From an English storybook cottage nestled among the California redwoods to a 600-square-foot Paris pied-à-terre, Domino's exclusive house tours invite you inside the stylish spaces of the coolest creatives we know and give a glimpse into their everyday lives at home.

These premium features are celebrations of personal expression. Behind every design decision—sofa style, paint color, wallpaper pattern—is a story (good or bad!) that informs how a home not just looks but how it feels. We share those relatable moments, along with all the practical details, to help you bring your own style home.

**Editorial Sponsorships + Custom  
Integrated Programs Available**

# Tours

# Cover Stories

Each month, we'll take the home tour format to the next level with a new shoppable cover story that shows you inside the homes of the coolest people we know. Much like a traditional magazine cover, we'll interview the subject, show portraits of them in their home, share how you can get the look, and create a social campaign around their feature.

**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



A bedroom interior featuring a bed with a white sheet and a green blanket, a lamp with a white shade on a metal stand, and two framed artworks on the wall. The room has white wainscoting and a wooden floor. A yellow chair is visible in the foreground on the right. The text 'Let's Work Together!' is overlaid in white, with the email address 'caroline.joseph@domino.com' below it.

# Let's Work Together!

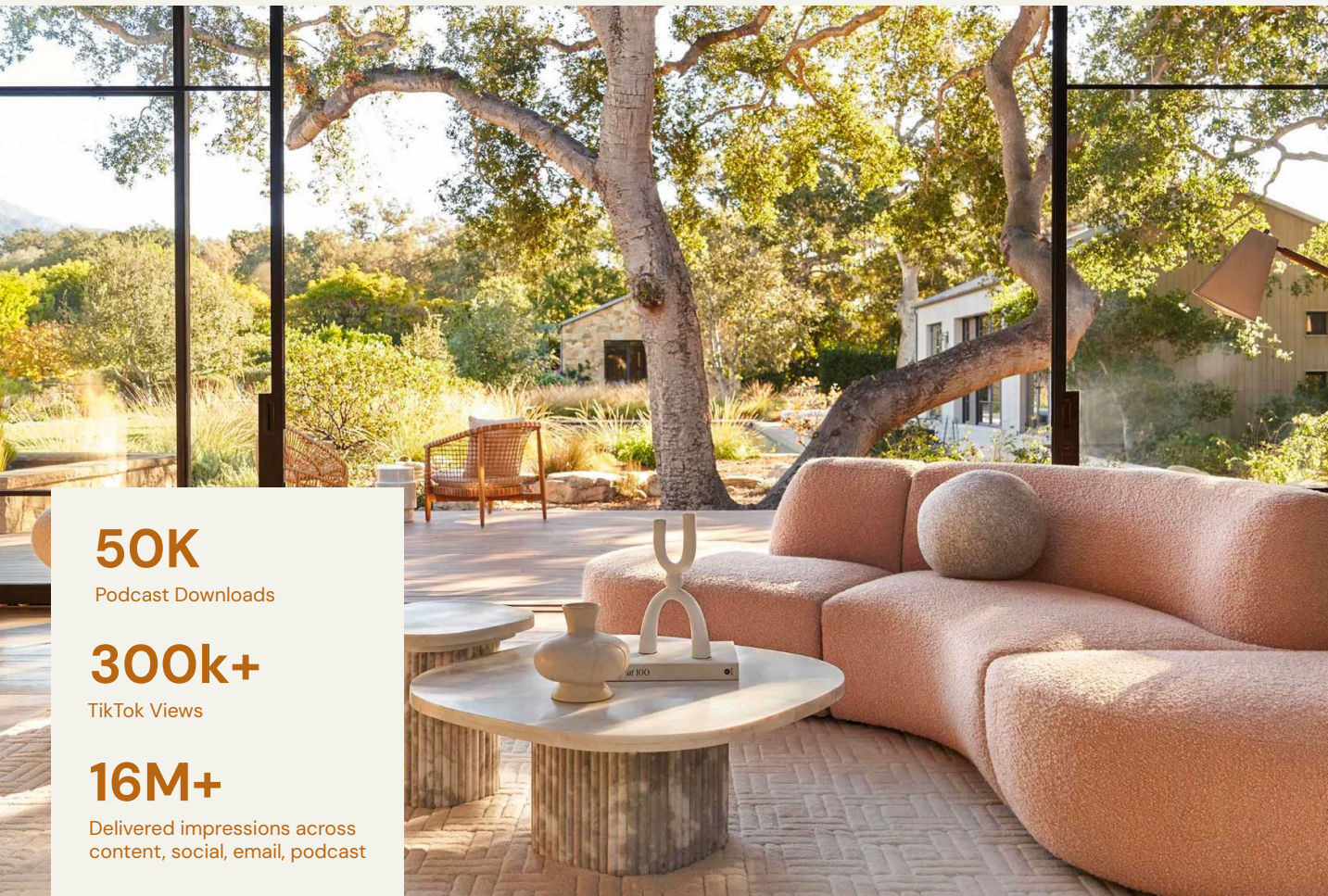
[caroline.joseph@domino.com](mailto:caroline.joseph@domino.com)





# 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

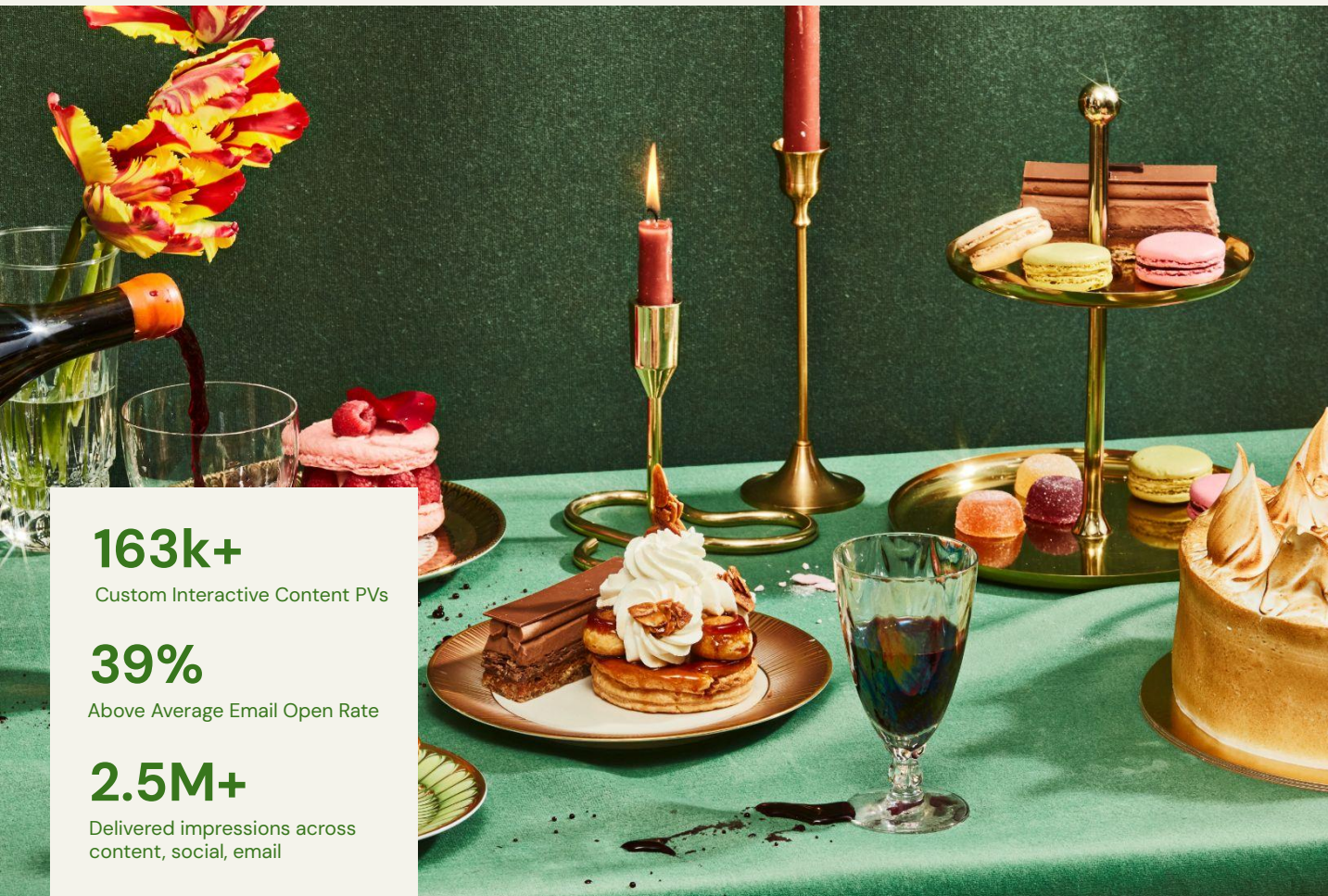
**27.2k+**

Total Shoppable Product  
Link Clicks

**15M+**

Delivered impressions across  
content, social, email





**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**



A multi-channel program spanning custom interactive content, social, Domino Editor and design-industry Talent and an experiential event celebrating the opening of Joss & Main first flagship store in MA

---

Interactive Content  
Experiential  
Custom Photography  
Social  
Talent  
Email  
Display

**Domino +  
Joss & Main**



**300+**

Event Attendees

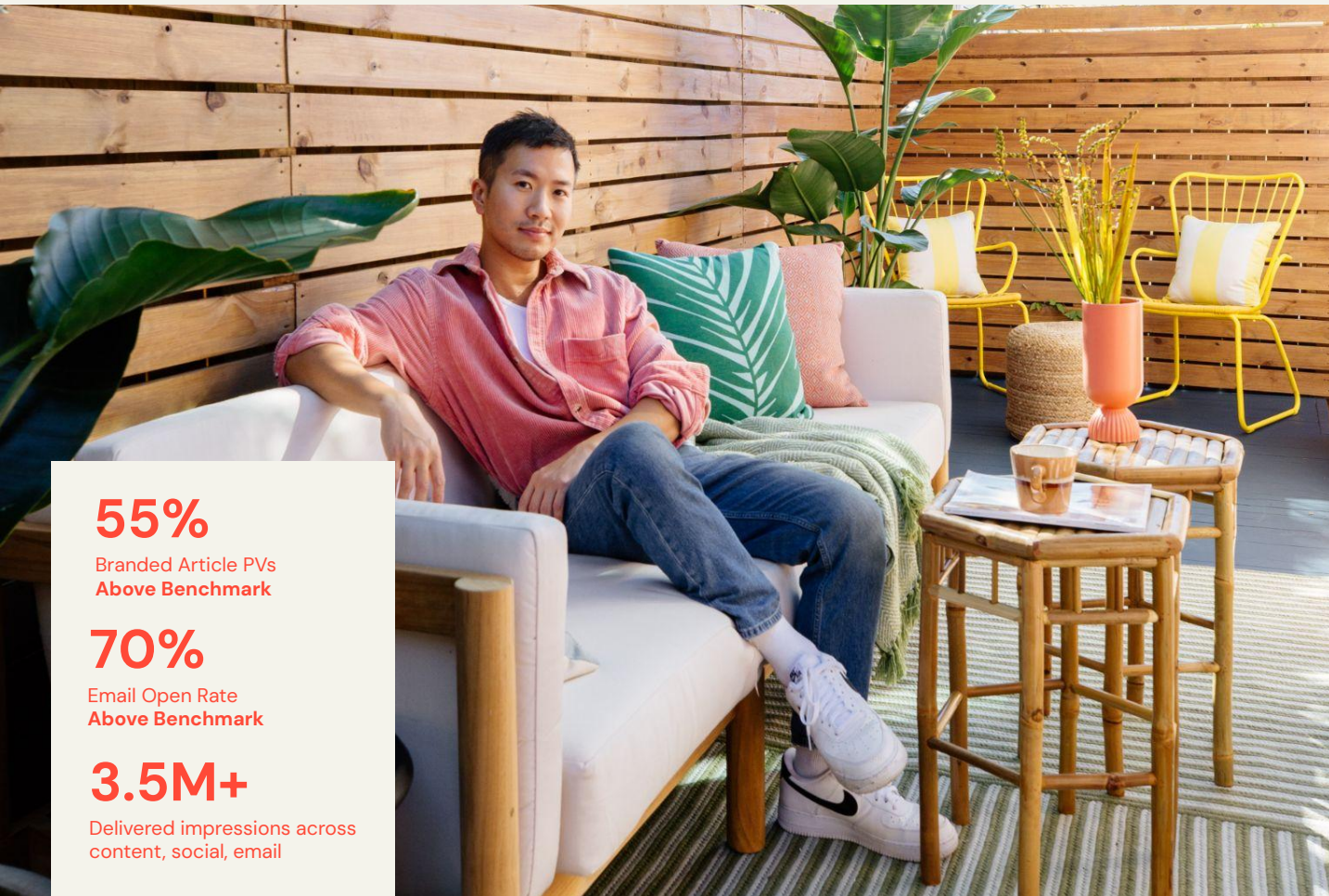
**263k+**

Interactive Custom Content PVs

**11.2M+**

Delivered impressions across  
content, social, email, display





# 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