Our Mission

Dwell promotes the power of good design to increase quality of life and build stronger communities.
Our Purpose

To be the most trusted modern design authority connecting consumers with the inspiration, information, products and services they need to achieve their personal design goals.
Dwell is a voice of optimism for people who want their home to reflect their values and a champion of the professionals who can help them accomplish that.

Lara Deam, Founder & CEO
The Dwell Audience

The Dwell audience is passionate about the brand. They are ever on the hunt for great design and inspiration. They are the highly coveted influential consumer, and the ultimate brand influencer.

Ranks highly for an audience of influencers in furniture, decor, remodeling, and interior design (Index 449)

Ranked #1 in Highest Household Income*

Ranked #1 for Having the Youngest Audience*

Ranked #1 in Discovering What is New in Tech and design *

Dwell Shop Customer Average Monthly Order $1,500

Dwell Shop Average Monthly Conversion Rate 3.25%

82% of Dwell.com Audience are Luxury Shoppers

46% of visitors to dwell.com are Luxury Travelers.

Ranks highly for a young audience, Age 25-54, who average over six trips per year (Index 354)

* Within Competitive Set

Source: SurveyMonkey & Quantcast
An Audience of Renovators

- Over half of Dwell consumers are currently undergoing a remodel or renovation on their home.
- Over 85% use Dwell as a resource for their remodel or renovation.
- Above all, they value: Quality Materials, Architectural Excellence, Smart Tech, Affordability, Speed of Build, and Sustainability.
- Roughly 85% see themselves actively involved in the choosing of interior finishes, appliances, and furnishings.
- 85% will be doing some of the work themselves.
- Most common range of budget was $100k-$499k.

Source: SurveyMonkey 2018

89%
Reference Dwell as their guide during a remodel or renovation.
Dwell Cross Platform Audience

Total Reach of 7 Million Active Members

Dwell Email: 4.9%
Dwell Magazine: 12.8%
Dwell.com: 13.7%
Dwell Social: 68.5%

Dwell Pillars

Dwell Magazine
Your guide to the modern world—prefab, process, renovation, travel, and small spaces.

Dwell.com
Your inspiration and guide for living with great design.

Dwell Social
Reach 5 Million Active followers across Dwell’s Social Channels and join the conversation.

Dwell Email Newsletters
Dwell Daily Dose, Dedicated Email Newsletter, Dwell Shop, Dwell Travel, Renovations, Prefab, Kitchen, Dwell Tiny Homes, Photos We Love

Dwell Video
Dwell.com Video Channel & Youtube Premium Partnership.

Dwell Travel
Curated Dwell vacation rentals and Dwell destination guides for traveling in the modern world.

Dwell Shop
Your shopping guide to new, modern products. Generating Direct Sales for Brand Partners.

Dwell Real Estate
A highly curated group of listings. Ask us how to have your listing promoted on dwell.com.

Dwell Podcast
Explore the fascinating stories behind raw building materials.
## Dwell Magazine Audience

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Reach</td>
<td>930,000</td>
</tr>
<tr>
<td>Rate Base</td>
<td>250,000</td>
</tr>
<tr>
<td>Median Age</td>
<td>44.4</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$130,266</td>
</tr>
<tr>
<td>Readers Per Issue</td>
<td>3.72</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>60%</td>
</tr>
<tr>
<td>Male</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>60%</td>
</tr>
<tr>
<td>Trade</td>
<td>40%</td>
</tr>
<tr>
<td>Owns a Home</td>
<td>73%</td>
</tr>
<tr>
<td>College Graduates</td>
<td>77%</td>
</tr>
<tr>
<td>Employed</td>
<td>74%</td>
</tr>
</tbody>
</table>

*Source: SurveyMonkey & Quantcast*
Dwell Magazine Audience Metrics

Ranked #1 in Highest Household Income*

Ranked #1 for Having the Youngest Audience*

Ranked #1 in Discovering What is New in Tech and Design

47% YOY Increase in Newsstand Sales

Average Rating of 72% (Highest Favorability in Shelter Category)

66% Consider Dwell Their Favorite/A Very Good Resource

Ranks highly for an audience of influencers in furniture, decor, remodeling, and interior design (Index 449)

Ranks highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275)

Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259)

Ranks highly for a young audience, Age 25-54, who average over six trips per year (Index 354)

* Within Competitive Set

Source: SurveyMonkey & Quantcast
# Dwell Digital Audience

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Uniques</td>
<td>5 Million</td>
</tr>
<tr>
<td>Dwell.com Unique Visitors</td>
<td>1 Million</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$160,000</td>
</tr>
<tr>
<td>Average Age</td>
<td>39</td>
</tr>
<tr>
<td>Average Session Per User</td>
<td>2.20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>36%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade</td>
<td></td>
</tr>
<tr>
<td>Consumer</td>
<td>63%</td>
</tr>
<tr>
<td>Owns a Home</td>
<td>72%</td>
</tr>
<tr>
<td>Seeking Inspiration</td>
<td>71%</td>
</tr>
<tr>
<td>Employed</td>
<td>73%</td>
</tr>
</tbody>
</table>

*Source: Google Analytics, Quantcast 2018, & Sprout Social*
68% of Dwell.com Audience is NOT subscribed to Dwell Magazine

82% of Dwell.com Audience are Luxury Shoppers

70% of Dwell.com Audience are Luxury Travelers

82% of the Dwell Audience are in the health and wellness segment.

80% of the Dwell Audience are in the furniture and home decor segment.

Visitors to dwell.com are 28.2x more likely than the average internet user to visit websites in the Interior Decorating category.

Visitors to dwell.com are 15x more likely than the average internet user to visit websites in the Home & Garden category.

Dwell Audience Ranks Highly in Educated Consumers (Index 207)

Dwell Audience Ranks Highly for discovering what is new in tech and design (Index 262)

Dwell Shop Customer Average Monthly Order: $1,500

Dwell Shop Average Monthly Conversion Rate: 3.25%

Source: GA & Quantcast 2018
Dwell Social Followers
Total Reach of 6 Million Active Members

2.3 Million
@dwellmagazine

34.6k
@dwell

1.4 Million
@dwellmagazine

1.43 Million
@dwell

39.7k
@dwelltravel

893k
@dwell

* New Platform
@dwellmagazine

314k
@dwell
Dwell Tentpoles

Each Dwell tentpole has a large digital content focus, in-book tie-ins, dedicated social campaigns across, a special event, and branded content opportunities. All content is evergreen and can be customized for the brand.

Dwell Best of Design Awards 2018
Renovations
Dwell Idea Homes
Travel
Dwell recognizes the most architecturally interesting projects of 2019 across seven core categories including:

- Dwelling, Renovation, Prefab, Small Spaces, Outdoor, Kitchen, and Bathrooms.

- Dwell editors will select nominees in each category based on a set of design-related criteria.
- Three highly-regarded architects will judge the nominees and select a winner and runner-up in each category. The Dwell community will also vote for a community pick in each category.
- Winners will be announced across the dwell digital ecosystem and featured in the Jan/Feb 2020 issue of Dwell Magazine.

Gisue Hariri
Risa Boyer
Josh Blumer

Dwell Best of Design 2019 Awards

Learn More
Dwell Content Franchise reflects the Dwell voice and mission and leverages the various elements we have to offer, including digital content, roundups and contests, print tie-ins, exclusive video, user-generated content and social integrations.

Dwell Content Franchises

- Home Tours
- Dwell Style & Holiday Guides
- Journey by Design
- Before & After
- Budget Breakdowns
- My House
- Dwell Asks
- What I Learned
- Dwell Videos: Tech Talk
- Dwell Videos: Dwell 24
- Dwell Videos: Home Tours
- Construction Diary
- Sweepstakes
- Event Sweepstakes
Dwell Capabilities

Dwell’s creative capabilities and brand platforms offer our partners high-impact solutions for reaching the Dwell audience across digital, print, social, audio and e-commerce.
Dwell Story Lab
Generating High Quality, Original Text, Photography, and Videos for Brands Partners Across All Platforms.

**Storytelling**
- Branded Content
- Native stories
- Advertorials

**Digital Experiences**
- Social
- Original Video
- Influencer Marketing
- Original Photography
- Ecommerce Solutions

**Experiential Marketing**
- Events and Panels
- Audience Development
- Shopping Events
Dwell Email Newsletters

The Dwell Daily Dose
The main Dwell Email Newsletter sent our daily to our entire subscriber list highlighting the latest stories, home tours, design inspiration, and more.

Metrics for Dwell Daily Dose:
Subscribers: 420,738
Average Open Rate: 15.01%
Average Click Through Rate: 34.1%

Channel Specific Email Newsletters:
Dwell Travel
Renovations
Prefab
Dwell Shop
Kitchen
Dwell Tiny Homes
Photos We Love

Metrics for All Channel Email Newsletters:
Total Subscribers: 5,800
Average Open Rate: 54.63%
Average Click Through Rate: 48.56%
Dwell Shop

Dwell Shop Product Posts
Dwell Shop is an Affiliate Shop and integration is possible if the merchant is linked with an Affiliate Network.
Average Dwell Customer Monthly Order Value $1,500
Average Monthly Conversion Rate 3.25%
70% of Dwell Consumers prefer to buy products from Dwell sponsors

Dwell Product of the Day
Prime Placement on Dwell.com Homepage and Email Newsletter

Dwell Shop Featured Product Row
Prime Placement on Dwell Shop and Dwell.com Homepage

Dwell.com Style Guides
Editor Favored Design Forward Products featured on Dwell.com

Dwell Magazine Instagram
Curated content promoted on @dwellmagazine, 1.4 Million Followers

Dwell Email Newsletter Featured Product
Product integration into the Dwell Email Newsletter
Subscribers 420,738
Average Open Rate: 15.01%
Average Click Through Rate: 34.1%

Source: Skimlinks & PostUp
Dwell Travel

**Dwell Vacation Homes and Hotels**
Easily reach the Dwell consumer and traveler with our easy to use, self-serve platform. Provides the possibility of an in-book feature, native article, and Editor’s Pick.

**Dwell.com Travel Guides**
Curated travel guides promoted across Dwell.com

**Dwell Travel Instagram**
Curated vacation rentals posted regularly on @dwelltravel

**Dwell Travel Channel Email Newsletter**
Average monthly click through rate 30.3%

**Dwell Magazine**
Features of Dwellings for rent along with a travel guide.

**Dwell Audience Travel Metrics**
Averages 6+ Trips Per Year (Index 354)
Visitors to dwell.com are 8.1x more likely than the average internet user to visit websites in the Adventure category.
46% of visitors to dwell.com are Luxury Travelers.
“A vacation rental is a destination in itself. We enjoy places we stay as much as we enjoy the trip.” - Dwell User

Source: Quantcast 2018
Dwell Real Estate

Dwell Real Estate Listings
Custom real estate article that lives within the Dwell.com Real Estate Channel and easily reaches Dwell Consumers.

Dwell Email Newsletter
Promotion of the Custom Article in the Dwell Email Newsletter

Dwell Twitter
Promotion of the Custom Article on the Dwell Twitter account with 1.39 Million Followers

Dwell.com Homepage Promotion
Promotion of the Custom Article on Dwell.com Homepage through a promo tile

Dwell Real Estate Channel Featured Row
Prime Placement on the Dwell Real Estate Channel

Dwell Magazine
Real Estate listing featured in Dwell Magazine print publication

Dwell Audience Real Estate Metrics
Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259)

Source: Quantcast & Survey Monkey
Dwell Podcasts invites designers, architects, and thought leaders into the studio to talk about far-ranging topics regarding modern design and its influence on the way we live and interact.

RM-3 is hosted by architect and Dwell contributor Dan Maginn of DRAW Architecture. In this series, we investigate what Dan calls "the stem cells of architecture". In each episode, we'll reveal how a single ingredient, processed in three different ways, is transformed into three markedly different materials.

Dwell RM-3 Sponsorship Package Overview:

- Dwell.com Podcast Channel and Article Sponsorship
- Dwell Social Channels Mention
- Dwell Instagram, Facebook, Twitter, Pinterest
- Dwell Podcast Pre-Roll, Mid-Roll, Post-Roll Mention
- Dwell Email Newsletter Promotion
- Dwell Magazine In Book Articles and House Ads Mentioning
There are six episodes per year, one for each Dwell Magazine print publication.

Sept/Oct 2018: Zinc 3 Ways
Nov/Dec 2018: Logs 3 Ways
Jan/Feb 2019: Dirt 3 Ways
Mar/Apr 2019: Materials 3 Ways
* May/Jun 2019: Carbon 3 Ways
* Jul/Aug 2019: Light 3 Ways

* Topics Subject to Change

Streaming on iTunes, Google Play, Stitcher, TuneIn, and Soundcloud
## Dwell Magazine

Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design.

### 2019 Print Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>On-Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>Nov 15th</td>
<td>Nov 30th</td>
<td>Jan 22nd</td>
</tr>
<tr>
<td>March / April</td>
<td>Jan 24th</td>
<td>Feb 7th</td>
<td>Mar 19th</td>
</tr>
<tr>
<td>May / June</td>
<td>Mar 20th</td>
<td>Apr 3rd</td>
<td>May 14th</td>
</tr>
<tr>
<td>July / August</td>
<td>May 17th</td>
<td>May 31st</td>
<td>July 9th</td>
</tr>
<tr>
<td>September / October</td>
<td>July 18th</td>
<td>Aug 1st</td>
<td>Sept 10th</td>
</tr>
<tr>
<td>November / December</td>
<td>Sept 18th</td>
<td>Oct 2nd</td>
<td>Nov 12th</td>
</tr>
</tbody>
</table>

### 2019 Print Recurring Sections

Community, Modern World, Renovation, Small Spaces, Smart, Dispatch, Studio, Outside, My House, Backstory, Off the Grid, One Last Thing

### 2019 Print Special Sections

Kitchens and Baths: January / February
Materials: March / April
Dwell Outdoor: May / June
Travel: July / August
The Dwell 24: September / October
Made in America: November / December
Community
Once called Letters to the Editor, this visually rich section is devoted to the discussion our audience is having with us, and with each other, about the issues, stories, and ideas that resonate. Includes Dwell Asks, Dwell.com, and Houses We Love, which draws from homes uploaded by readers and professionals.

Modern World
Eight pages of design news and products focused on special topics.

Renovation
The projects in this department include clear “before and after” photos that show the dramatic transformations achieved by architects, designers, and homeowners.

Prefab
The projects in this department include clear “before and after” photos that show the dramatic transformations achieved by architects, designers, and homeowners.

Small Spaces
Showing creativity within constraints, these homes, all less than 1,000 square feet, rely on multifunctional furniture, space-saving techniques, and clever design.

Smart
Home automation systems are constantly changing—we’ll track the latest innovations, sorting out the fluff from the truly game-changing, at home and beyond.

Dispatch
For the design-minded traveler, we spotlight the best home shares that embody the values of modernism in dreamy destinations.

Studio
An intimate portrait of a designer, artist, or influencer in their live/work space, documenting their individual creative processes.

Outside
A focus on indoor/outdoor living and exemplary landscape architecture.

My House
An engaging first-person account of how an exceptional modern house came together.

Backstory
The setbacks and successes of an arduous but ultimately worthy project that took years to complete, presented with a timeline of key events.

Off the Grid
Homes that take sustainability to the cutting edge, producing more energy than they consume.

One Last Thing
A notable figure in architecture or design reveals one single object that inspires them or that they can’t live without.
## Kitchens and Baths
**January/February**

This annual section focuses on the most highly trafficked—and most frequently renovated—rooms of the house. Our special package offers the latest ideas and insights for updating kitchens and baths. From appliances to fixtures to accessories, we present the most noteworthy products and trends, along with expert industry advice.

## Materials
**March/April**

New for 2019, this package takes an in-depth look at materials, the building blocks of our belongings, homes, and cities. The section will zero in on several popular materials and finishes, exploring the limits and advantages of each. Our focus will be on the artisans who wield these materials in both innovative and age-old ways.

## Dwell Outdoor
**May/June**

Indoor/outdoor living realizes the modernist ideal of immersing architecture in nature. In this section, we cover exceptional landscape architects and designers and look at all the elements that go into making the perfect outdoor space—furnishings, accessories, materials, sustainable techniques, water-wise plantings, and more.

## Travel
**July/August**

Also new for 2019, this package is devoted to curating the world outside the home for the modern traveler. We round up detour-worthy architecture hotspots as well as products that make the journey to and from easier. Expert travel tips and advice are also included.

## The Dwell 24
**September/October**

Drawing from countless design events and exhibitions, as well as nominations from our community and social media, we present a selection of two dozen emerging talents from around the globe who are making waves in the design industry. All 35 or younger, these up-and-comers are ones to watch.

## Made in America
**November/December**

Dwell continues to celebrate the plethora of great design being made in the USA with our annual special section. We scour the country to bring readers the best American-made products, materials, furniture, and services, while exploring the ongoing rewards and challenges of domestic production.
2019 Print Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>54,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>27,200</td>
</tr>
<tr>
<td>Half Page</td>
<td>18,904</td>
</tr>
<tr>
<td>Third Page</td>
<td>12,784</td>
</tr>
</tbody>
</table>

Dwell is published six times per year. Rates include both digital and print editions of the magazine. Rate Base: 250,000 All rates are net.

Covers, TOC, and Editor’s Note have 25-40% premiums. Pricing for special units and programs available upon request. Rates are for full color.

File Submission: admaterials@dwell.com
All full and fractional ads should be submitted via our ad portal: dwell.sendmyad.com
2019 Modern Market Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2” x 2” image size and 175 characters</td>
<td>$1,000</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Medium Horizontal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3” x 3” image size and 500 characters</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium Vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2” x 4.5” image size and 450 characters</td>
<td>$3,400</td>
<td>$2,800</td>
<td>$2,400</td>
</tr>
<tr>
<td>Large</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3” x 4.5” image size and 560 characters</td>
<td>$4,000</td>
<td>$3,500</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Modern Market provides our partners with an affordable way to engage with modern design seekers.

Pricing for special units and programs are available upon request. Rates are for full color.

All Rates are Net.
## 2019 Digital Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Rate</th>
<th>Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Story</td>
<td>Custom Content Produced By Dwell</td>
<td>Starting at $25k</td>
<td>Custom</td>
</tr>
<tr>
<td>Video</td>
<td>Custom Content Produced By Dwell</td>
<td>Starting at $50k</td>
<td>Custom</td>
</tr>
<tr>
<td>Email Newsletter, Social Promotion</td>
<td>Facebook, Instagram, Twitter, Pinterest, Email Newsletter</td>
<td>Starting at $15k</td>
<td>Custom</td>
</tr>
<tr>
<td>Pre Roll</td>
<td>960x540 Maximum Size</td>
<td>$50 CPM</td>
<td>Custom</td>
</tr>
<tr>
<td>(Bundle) IAB Banner Ads</td>
<td>970x250, 728x90, 300x100, 300x250, 300x600, 1024x768</td>
<td>$15 CPM</td>
<td>Site served with jpg, png, or gif &amp; click-through url; or 3rd party served</td>
</tr>
<tr>
<td>(Articles) :12 - :15 seconds Video Ad</td>
<td>Custom</td>
<td>$30 CPM</td>
<td>MP4; 1x1 tracking pixel &amp; click tag (optional); Autoplay with sound off</td>
</tr>
</tbody>
</table>

Minimum digital spend: $15,000.
Beyond Native: Social & IAB Packages available upon request.
Pricing for special units and programs are available upon request.
Chief Revenue Officer
Nicole Murphy Wolfgram
nicole@dwell.com

East Coast Director
Kelly Gaun
kelly@dwell.com

West Coast & Midwest Director
Tara Smith
tara@dwell.com

Account Services Managers
Doree Antig
doree@dwell.com
Mary Zanfardino
mary@dwell.com

Sales & Marketing Assistant
Maris Berkowitz
mberkowitz@dwell.com

San Francisco HQ
Dwell Life, Inc.
595 Pacific Avenue, 4th Floor
San Francisco, CA 94133

New York Office
60 Broad Street
24th Floor, Suite 2428
New York, NY 10004
Conditions of Acceptance

Terms and Conditions  Print Specs and Digital Specs  Creative Guidelines
"I'm perpetually learning from Dwell."
"I find Dwell Ads to be a helpful resource."
"Dwell satisfies a desire for good design."

Consumers from User Research