Our Mission

Dwell promotes the power of good design to enhance our lives and to build stronger communities.

Our Purpose

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals.
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.

Audience Metrics

- 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 $2.7k
- 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 2019

Dwell Personas

Cora
The Doer
Gen-X: 52.4%

Ruby
The Professional
Babyboomer: 25.6%

Jake
The Dreamer
Millennials: 18.8%
An Audience of Renovators

- Over half of Dwell consumers are currently undergoing a remodel or renovation on their home.

- Above all, they value: Quality Materials, Architectural Excellence, Smart Tech, Affordability, Speed of Build, and Sustainability.

- 85% are actively involved in the choosing of interior finishes, appliances, and furnishings.

- Most common range of budget was $100k-$499k.

- 89% Reference Dwell as their guide during a remodel or renovation.

Source: SurveyMonkey 2019
Dwell Pillars

**Dwell Magazine**
The essential guide to the modern world, featuring extraordinary spaces and the people who design and live in them.

**Dwell.com**
Your daily source of inspiration and information—from design news to “how-to” guides and indispensable design resources.

**Dwell Social**
Our highly engaged community with more than 5 million active members.

**Dwell Email Newsletters**
More than 400,000 subscribers get our Daily Dose, Dwell Shop, Dwell Travel, Kitchen & Bath, and other email newsletters, in addition to dedicated messages from our partners.

**Dwell Video**
We take readers inside the architecture and design to meet the people who make it happen with our bingeable video channel.

**Dwell Travel**
Our curated guides to must-visit design destinations and the best homes to rent when you go.

**Dwell Shop**
We select the best new, modern products for our readers and generate direct sales for our partners.

**Dwell Real Estate**
Our selective group of listings for exceptional homes.

**Sourcebook**
Our readers can search the definitive list of every product brand and professional ever selected to appear in Dwell.
## Audience Overview
Total Reach of 9 Million Active Members

### Dwell Magazine
- Total Reach: 930,000
- Rate Base: 250,000
- Readers Per Issue: 3.72
- Gender:
  - Female: 60%
  - Male: 40%
- Home Ownership: 73%

### Dwell.com
- Unique Visitors: 1.6 Million
- Median Age: 44.4
- Median HHI: $130,266
- Average HHI: $160,000
- Average Session Per User: 2.20
- Gender:
  - Male: 40%
  - Female: 60%
- Employment:
  - Employed: 74%
  - College Graduates: 77%

### Dwell Social
- Total Reach of 6.8 Million
- Flipboard: 2.3 Million
- Dwell Magazine Instagram: 1.7 Million
- Dwell Travel Instagram: 55.1k
- Dwell Youtube: 59.6k
- Dwell Twitter: 1.42 Million
- Dwell Facebook: 905.8k
- Dwell Pinterest: 403.4k

### Consumer vs. Trade
- Gender:
  - Male: 72%
  - Female: 28%
- Employment:
  - Employed: 63%
  - Seeking Inspiration: 37%
- Home Ownership:
  - Owns a Home: 71%

Source: Google Analytics, Quantcast, and Sprout Social 2019
## Audience Metrics

### Dwell Magazine

- **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

### Dwell.com

- **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**)

**Source:** SurveyMonkey, GA, and Quantcast 2019
Dwell Email Newsletters

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

- **380k** Subscribers
- **15%** Average Open Rate
- **35%** Average Click Through Rate

Channel Specific Newsletters
Dwell Shop, Dwell Travel, Dwell Pro, Prefab, Kitchen, Photos We Love, Tiny Homes, and Renovation.

- **39.8k** Subscribers Total
- **35%** Average Open Rate
- **42%** Average Click Through Rate
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’s 20th Anniversary: 20 Years Modern
Dwell Design Awards 2020
Dwell Experiential
This year, Dwell is celebrating our 20th anniversary, and we’re marking the occasion throughout the year with special editorial features, live events, highlights from 20 years of Dwell magazine, and more.
Dwell celebrates the best design for the modern home in multiple categories:

- Home of the Year
- Dwell 24: The Best Emerging Designers
- Best Renovations
- Fabulous Prefabs
- Smart Small Spaces
- Outdoor Dwellings
- Creative Kitchens
- The Best Bathrooms

Nominees in each category will be selected by Dwell editors and our community. A jury of celebrated designers and noteworthy personalities from disciplines will select the winners. Each nominee and winner will be featured across Dwell’s content ecosystem—from video to social media—and amplified by the reach of our jury. Winners will be featured in the July/August issue of Dwell magazine.
● A Dwell editor will curate and host a panel discussion to take place at a partner provided showroom or dwelling.

● Two to four panelists will be guided through a casual conversation and Q&A related to the event theme.


● Dwell to handle attendee invite & promotion (~50 attendees), content programming, talent negotiations.
Dwell Content Franchises

We tell stories in many ways—from video and social media to live events—focusing on many different aspects of home design. Each editorial franchise that we produce has the potential to have a presenting sponsor visible across all of our channels.

Home Tours
Dwell Style & Holiday Guides
Journey by Design
Before & After
Budget Breakdowns
My House
Dwell Asks

Dwell RM-3 Podcast
What I Learned
Dwell Videos: Tech Talk
Dwell Videos: Dwell 24
Dwell Videos: Home Tours
Construction Diary
Sweepstakes
Event Sweepstakes
Dwell+

Sourcebook, Archive, Home Tours, Exclusive Videos, Ad Free Content, and How-To Guides.

A Dwell+ digital subscription unlocks premium content and indispensable design resources to help you better your life through good design.

Dwell+ Subscribers Receive:
- Never before seen home tours featuring rich photography and video.
- Practical project guides and design advice.
- A growing archive of 18 years of Dwell Magazine Issues.
- A sourcebook of every product and pro ever featured in our pages.

Learn More Here
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 Creative Agency

Generating High Quality, Original Text, Photography, Videos and Influencer Marketing for Brands Partners Across All Platforms. Examples of Dwell’s top performing 2019 custom content can be found [here](#).

**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 Shop

Smart Shopping For the Design Obsessed.

Dwell Shop is an Affiliate Shop and integration is possible if the merchant is linked with an Affiliate Network.

Dwell Shop Opportunities

- Ecommerce Article Inclusions on Dwell.com
- Exclusive Ecommerce Articles on Dwell.com
- Dwell Magazine’s Modern Market
- Dwell Social Channels
- Dwell Daily Dose Email Newsletter
- Dwell Shop Channel Email Newsletter

Dwell Shop Metrics

- Average Dwell Customer Order Value $2.7k
- Average Monthly Conversion Rate 3.25%
- 70% of Dwell Consumers prefer to buy products from Dwell sponsors

Source: Skimlinks and Quntcast 2019
Dwell Travel curates the world outside the home for the modern traveler. We feature curated hotels and travel experiences for a design minded audience.

Dwell Travel Opportunities
- Dwell travel vacation rental and hotel listings.
- Curated travel guides promoted across Dwell.com
- Curated vacation rentals posted regularly on @dwelltravel
- Dwell Travel Channel Email Newsletter with Avrg CTR 30.3%
- Travel listing featured in Dwell Magazine’s Modern Market

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 Use

Source: Quantcast 2019 & Survey Monkey 2019
Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond. From chic city dwellings, to rustic country cabins, to midcentury gems, we've picked out homes on the market that every Dwell reader is sure to love.

Dwell Real Estate Opportunities
- Custom real estate article that lives within the Dwell.com
- Dwell Real Estate Channel Featured Row
- Email Newsletter
- Dwell Social Channels

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 2019
Dwell RM-3 Podcast
(Raw Materials 3 Ways)

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.

There are six episodes per year, one for each Dwell Magazine print publication.

Currently streaming on: Apple Podcast, Google Play, Stitcher, TuneIn, and Soundcloud.
Dwell Editorial Calendar

**Home Tours**
The cornerstone of Dwell’s editorial programming are tours of the best modern homes in the world. These include video tours that take readers inside exceptional houses, print features with stunning original photography, and social media campaigns in which designers and owners give their personal takes on the project.

**Budget Breakdown**
How much did that renovation really cost? We talk with homeowners and architects about how they used their resources to get amazing results.

**Before & After**
See remarkable transformations take shape as architects transform homes—from midcentury gems to neglected spaces in need of a little love—into masterpieces in our renovation column.

**How-to Guides**
What are the 10 questions you should always ask your contractor? How do you know it’s time to update you kitchen? What is it really like to purchase a prefab retreat? We talk to the experts and walk you through the steps in these practical guides to modern living.

**Know Your Product**
In this social media-driven series produced with an advertising partner, the designers behind furnishings, lighting, and other objects tell us the story behind one design new to the marketplace.

**Dwell Shop**
From editors’ picks of products we can’t live without to holiday gift guides, Dwell’s shoppable stories point our audience to the best-designed objects out there.

**Tiny Houses**
We celebrate designers making the most of small spaces in one of our most popular franchises.

**Design News**
Dwell covers important developments driving the conversation about design.

**Real Estate**
We keep our audience up to date on the top modern homes on the market around the world.

**Smart**
Dwell takes an opinionated look at home technology—from apps and assistant software to smart devices for water management, lighting, climate control, and more.

**Design Destinations**
What locations are shaping the design world right now? We ask the people who know and get insider recommendations to trendsetting cities and far-flung destinations. Along the way, we highlight the best home rentals around.

**Out There**
From homes that sit perfectly in the landscape to off-the-grid retreats, we visit the best examples of architecture in harmony with nature.

**Kitchen & Bath**
These hardworking rooms are consistently among the most-renovated in people’s houses, and Dwell keeps our audience up to speed on the trends and ideas driving kitchen and bath design right now.

**Prefab Homes**
Dwell is the authority on prefabrication and other building technologies that can save construction time and lead to more ecologically attuned spaces. We bring the best examples of prefab projects to our audience in another of our most popular franchises.
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.

### 2020 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 19th</td>
<td>Nov 29th</td>
<td>Jan 21st</td>
</tr>
<tr>
<td>March / April</td>
<td>Jan 21st</td>
<td>Feb 4th</td>
<td>Mar 17th</td>
</tr>
<tr>
<td>May / June</td>
<td>Mar 17th</td>
<td>Mar 31st</td>
<td>May 12th</td>
</tr>
<tr>
<td>July / August</td>
<td>May 19th</td>
<td>Jun 2nd</td>
<td>July 14th</td>
</tr>
<tr>
<td>September / October</td>
<td>July 21st</td>
<td>Aug 4th</td>
<td>Sept 15th</td>
</tr>
<tr>
<td>November / December</td>
<td>Sept 22nd</td>
<td>Oct 6th</td>
<td>Nov 17th</td>
</tr>
</tbody>
</table>

### 2020 Print Recurring Sections

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

### 2020 Print Special Sections

January / February: Kitchens and Baths
March / April: Home Technology
May / June: Dwell Outdoor
July / August: Travel
September / October: The Dwell 24
November / December: Made in America
Print Special Sections 2020

Throughout the year, Dwell turns its attention to specific areas of home design with packages that span special print sections to social media and digital programs that run throughout the cover dates. Each issue features Community, Modern World, Renovation, Small Spaces, Smart, Dispatch, Studio, Outside, My House, Backstory, Off the Grid, One Last Thing.

Kitchens and Baths January/February

We focus on the most highly trafficked—and most frequently renovated—rooms in the house. Our special feature focuses on the latest appliances, finishes, and fixtures, as well as expert advice and analysis of ideas and trends.

Home Technology March/April

From home-automation apps to innovative materials, we look at the technology behind the modern home. We explore how material science is changing everything from driveways to countertops and how software for the home has gone way beyond just saving energy, managing media, and turning on the lights.

Dwell Outdoor May/June

Architecture and landscape have always shared a deep connection, and this annual feature celebrates design working in tune with nature. We highlight homes that are unique in tune with their environments, cover the best new furnishings and accessories for enjoying the outdoors, and champion work that preserves and augments the environment.

Travel July/August

What design destinations should be on everyone’s itinerary this year? We look at the places shaping the global design conversation, meet the people making waves who call each destination home, and round up the new products to pack when you visit.

The Dwell 24 September/October

These are the emerging designers who should be on your radar right now. We select two dozen designers from around the world whose work represents a range of styles, materials, and ideas and offers and overview of the state of contemporary design. When you bring their work into your home, you can say you saw it here first.

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, and other objects for the home, while exploring the ongoing rewards and challenges of domestic production.
2020 Print Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$26k</td>
</tr>
<tr>
<td>Half Page</td>
<td>$13k</td>
</tr>
</tbody>
</table>

Discounts are extended with frequency.

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.

All ads should be submitted via our ad portal: adshuttle.com/dwell
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. All files submitted to sales contact.
### 2020 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 $75k</td>
<td>Custom</td>
</tr>
<tr>
<td>Social Promotion, GIFs, Stop Motion Video</td>
<td>Facebook, Instagram, Twitter, Pinterest, Flipboard, Youtube</td>
<td>Starting at $15k</td>
<td>Custom</td>
</tr>
<tr>
<td>Email Newsletter Banner</td>
<td>300x250</td>
<td>$20 CPM</td>
<td>Click-through Link File Format: JPG, PNG, GIF, SWF Max File Size: 40kb</td>
</tr>
<tr>
<td>Dedicated Email Newsletter</td>
<td>Custom Produced by Dwell</td>
<td>$30k</td>
<td>3-5 High-res Images Copy Direction Click-through Link</td>
</tr>
<tr>
<td>Instream Video/Slider Video</td>
<td>Ratio: 16:9 Dimension: 1280w x 720h px Video Duration: 15/30 sec FPS: 24</td>
<td>$25 CPM</td>
<td>File Type: .mp4 Max File Size: 100MB Tags Accepted: 1x1, VAST, VPAID JS (all tags must be SSL only)</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>
</tbody>
</table>

**$15k Minimum digital spend**

Beyond Native: Social & IAB Packages available upon request. Pricing for special units and programs are available upon request.
Conditions of Acceptance

Dwell 2020 Creative Guidelines
Dwell 2020 Print Specs & Digital Specs
Dwell 2020 Terms & Conditions
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“Dwell is the design and architecture leader. It’s where you see things first.”

Consumers from User Research
Thank you