Dwell is...

A trusted design marketplace that inspires and guides a rapidly expanding audience of consumers and professionals.

Built on immersive, independent and premium content that identifies and explores forward-looking design concepts that are idea-driven, modern, and sensitive to social and physical surroundings.

Five definitive lines of business: Dwell Magazine, Dwell Digital, Dwell+, Dwell Shop, Dwell Creative Services, and Dwell Licensing.
### A Design Obsessed Audience of 12 Million

#### 12 Million Platform Breakdown

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dwell Social</td>
<td>68.5%</td>
</tr>
<tr>
<td>Dwell.com</td>
<td>13.7%</td>
</tr>
<tr>
<td>Dwell Magazine</td>
<td>12.8%</td>
</tr>
<tr>
<td>Dwell Email</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

#### Dwell Magazine

- **Rate Base**: 200k
- **Total Reach**: 778k
- **Avg Age**: 44
- **Avg HHI**: $130k
- **Consumer**: 60%
- **Professional**: 40%
- **Female**: 60%
- **Male**: 40%

#### Dwell Digital

- **Unique Visitors**: 2.3M
- **Total Reach**: 11.3M
- **Avg Age**: 39
- **Avg HHI**: $160k
- **Consumer**: 64%
- **Professional**: 36%
- **Female**: 58%
- **Male**: 42%

#### Dwell Personas

- **Cora The Doer**: Gen-X 52.4%
- **Ruby The Professional**: Babyboomer 25.6%
- **Jake The Dreamer**: Millennials 18.8%
# Dwell Ranks #1 for Youngest Audience

- Median Age is 40 which is **+15 years younger than industry avg**
- Avg HHI of $130k+ which is **20% higher than industry avg**
- **89%** Reference Dwell as their guide during a remodel or renovation
- **73%** of Dwell Audience Owns a Home
- **70%** of Dwell Consumers prefer to buy products from Dwell Partners
- Above all, **they value**: Quality Materials, Architectural Excellence, Smart Tech, Affordability, Speed of Build, and Sustainability

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- Ranks highly for an audience of influencers in furniture, decor, remodeling, and interior design **Index 449**
- Ranks highly in SEO for **Modern, Prefab, and Modern Kitchen**
- **Over half of Dwell audience are currently undergoing a $100k-$499k remodel or renovation on their home**
- **3.4x more likely to own Investment Real Estate**

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**Source** Quantcast 2020, Survey Monkey 2019, MRI 2018-2019
Dwell Social
8.6 Million Active Followers

2.1 Million
Dwell Instagram

1 Million
Dwell Twitter

913k
Dwell Facebook

565k
Dwell Pinterest

85k
Dwell Youtube

59k
@dwelltravel

28k
@dwellmedia

1 Million
Apple News

2 Million
@dwellmagazine

3.5% Dwell Instagram engagement rate VS. Industry rate of 1.22%
3.5% Dwell Facebook engagement rate VS. Industry rate of 0.05%
Dwell Email Newsletters
519k Subscribers

The Dwell Daily Dose
The main Dwell Email Newsletter sent out daily to our entire subscriber list highlighting the latest stories, home tours, design inspiration, and more.
Subscribers: 519k

Dwell Custom Dedicated
Brand Partner receives ownership of an entire Dwell Daily Dose Email Newsletter for use on driving directly to their channels or supporting larger partner marketing efforts on Dwell.com.
Subscribers: 519k (Daily Dose Subscribers)

Dwell Shop
Exclusively shopping focused newsletter featuring recent ecommerce articles and products.
Subscribers: 519K
Dwell Shop
Smart Shopping for the Design Obsessed

Expertly curated selection of finely crafted home, office, travel and lifestyle products. Surfacing thoughtfully designed products for design conscious consumers across the e-commerce landscape.

Opportunities
- Exclusive eCommerce Articles
- eCommerce Article Inclusions
- Product Integrations into the Dwell Shop
- Email Newsletter Inclusion Promotions
- Dwell Shop Email Newsletter Inclusion Promotions
- Email Newsletter Feature Product Rows
- Dwell Social Posts Promotions
- Dwell Shop Product of The Week
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 6 million active members.

**Dwell Email Newsletters**
More than 500k subscribers recieve our Daily Dose, Dwell Shop, and Dedicated Email Newsletters from our brand partners.

**Dwell+**
Dwell+ subscribers gain access to exclusive home tours, inspiring photography, how-to guides, design advice and more. All content is ad free and subscriptions are growing at a rate of +40% Month-over-Month.

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

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

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

**Dwell Real Estate**
Our selective group of listings for exceptional homes.
Dwell Creative Services
Capabilities & Case Studies
Dwell Creative Services

Dwell’s team of writers, producers and marketers harness the power of storytelling, to break through, build brand awareness, foster engagement, and create deep connections with your target audiences through the equity and influence of our trusted brand.

**Capabilities**

- Creation of Docu-stylized Storytelling
- Integrated Brand Messaging
- Product Integration
- Digital Commerce
- Social Media
- Authoritative Led Panel Events
- Acquisition of New Customers
- Sourcing of Projects for Production
- Video Production
- Professional Photography
- Custom Magazine
- Direct Marketing

**Distribution**

- Audience engagement plans delivering branded content across owned, earned, paid, social channels, aligned with 1st party, segment and affinity targeting at scale.

- Extension of audience experience, may be combined with integrated marketing activations inclusive of e-commerce, virtual and community driven intimate events.

- Broad content licensing & usage rights available to our partners.
Creative: Multi-Channel 8-Part Home Tour Video & Articles Series
Goal: Drive Awareness & Engagement for GV80 SUV Launch
Dwell Creative Services teamed up with Genesis to source and produce an 8-part Home Tour series drawing parallels between the GV80 design and innovation with the architecture and design of each home. Extensive distribution strategy including organic and paid activations across all of Dwell’s platforms including Mobile, OTT & Desktop. Asset sharing and usage rights provided to Genesis O&O, Dealer Channels, and for use in Trade Desks.
Dwell showcased Marvin Windows & Door Integrations as full suite with customizable solutions for renovations and new builds. Showcase Marvin Collections as solutions for how you live. View the digital native video story here: Watch How This Danish-Style Farmhouse Unites a Family With Nature
Creative: Organic edit integration amplified with custom storytelling

Goal: Awareness & Omni-channel Scalable Engagement

The dwell creative services team created imagery for HP’s inkjet printer. Product integration was used in the Dwell Magazine photo shoot that then extended to a print advertorial which extended to a dwell.com custom native article. Distribution and awareness through dedicated email newsletter announcing the products launch and social promotion. View the digital native story here: HP Tango Combines Smart Tech and Style For a Printer That Transcends the Office
Dwell Editorial 2021
Spanning across print, digital, and social channels

Trending Franchises

- Home Tours
- Renovations
  - Budget Breakdown
  - Before & After
  - Prefab Homes
- Kitchen & Bath
- How-to Guides
- Real Estate
- Travel
- New Normal
- Smart Home
- Dwell Shop
- Design News

Special Features

January/February **Smart Home Technology**
Modern Home Technology | Saving Energy | Managing Media

March/April **Kitchen and Bath**
Renovation | Appliances | Finishes | Fixtures | Expert Advice | Trends

May/June Outdoor **Furniture and Accessories**
Environmentally Aware Design | Outdoor Furniture | Outdoor Accessories

July/August **Travel**
Design Destinations | Global Design | Destination Homes | Innovative Travel Products

September/October **The Dwell 24**
Emerging Designers around the Globe | State of Contemporary Design

November/December **Made in America**
American-made for the Home | Rewards & Challenges of Domestic Production
**2021 Print Rates**

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

Dwell is published six times per year. Rates include both digital and print editions of the magazine.

All rates are net. Discounts are extended with frequency. Covers, TOC, and Editor’s Note have 25-40% premiums. Pricing for special units and programs available upon request.

All ads should be submitted via our ad portal: [adshuttle.com/dwell](http://adshuttle.com/dwell)

See Ad Specs in Appendix
Thuma

Through the beds for modern living.

This virtually perfect bed frame that combines functionality, style, build quality, and luxury craftsmanship, and is available in the latest trends for any room. The Bulky 9" is visually to help create.

Niche: The Phoenix Collection

This modern, minimalistic and design high-quality metal is designed to be used in any living area.

Small

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>One</th>
<th>Two</th>
<th>Six</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Horizontal</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium Vertical</td>
<td>$3,400</td>
<td>$2,800</td>
<td>$2,400</td>
</tr>
<tr>
<td>Large</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.

All Rates are Net. All files submitted to sales contact.
## Print Calendar 2021

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.

<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 30th</td>
<td>Dec 2nd</td>
<td>Jan 19th</td>
</tr>
<tr>
<td>March / April</td>
<td>Jan 19th</td>
<td>Feb 3rd</td>
<td>Mar 16th</td>
</tr>
<tr>
<td>May / June</td>
<td>Mar 17th</td>
<td>Mar 30th</td>
<td>May 11th</td>
</tr>
<tr>
<td>July / August</td>
<td>May 11th</td>
<td>June 1st</td>
<td>July 13th</td>
</tr>
<tr>
<td>September / October</td>
<td>July 13th</td>
<td>Aug 3rd</td>
<td>Sept 14th</td>
</tr>
<tr>
<td>November / December</td>
<td>Sept 16th</td>
<td>Oct 6th</td>
<td>Nov 16th</td>
</tr>
</tbody>
</table>

### 2021 Print Recurring Sections

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

### 2021 Print Special Sections

- January / February: Home Technology
- March / April: Kitchens and Baths
- May / June: Outdoor Entertainment
- July / August: Travel
- September / October: The Dwell 24
- November / December: Made in America
Contact Us

Chief Revenue Officer
Nicole Murphy Wolfgram
nicole@dwell.com

Director of Sales
Tara Smith
tara@dwell.com

Sales Manager
Maris Berkowitz
mberkowitz@dwell.com

Account Manager
Doree Antig
doree@dwell.com
Thank You,
Appendix to follow.
Dwell Editorial Franchises

**The Home Guide**  
The design-first resource for buyers, builders, renovators, or anyone getting serious about improving their home.

**Budget Breakdown**  
How much did that project really cost? Where did the owners choose to save or splurge? We get real about what goes into well-designed homes.

**Before & After**  
See what changed in all kinds of renovations—from careful restorations to dramatic transformations.

**Tiny Houses**  
Less is truly more in these homes that show how to live large in small spaces.

**Prefab Homes**  
Prefabrication and modular construction can mean fast build times and lighter environmental impact.

**Off the Grid**  
From houses on remote sites and cleverly built cabins to amazing Airstreams and ingenious van conversions, these homes venture further than most.

**Smart Home**  
See our advice for giving your home an upgrade from energy-saving and water systems to appliances to smart devices and software you’ll actually use.

**Interiors**  
From finding the right furnishings to gut renovations, we explore well-designed spaces from the inside out.

**The Backyard House**  
From rental apartments to granny flats, accessory dwelling units make more sense than ever. We feature some of the best as well as resources for building your own.

**Modern World**  
A recurring section which includes eight pages of design news and products focused on specific topics that parallel the theme of each issue.
<table>
<thead>
<tr>
<th>Month</th>
<th>Section Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Smart Home Technology</td>
<td>From home-automation to the latest gadgets for creating a more intelligent place to live, we take our annual look at the latest technologies. This year, we’re focusing on outfitting an exceptional home office.</td>
</tr>
<tr>
<td>March/April</td>
<td>Kitchen and Bath</td>
<td>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.</td>
</tr>
<tr>
<td>May/June</td>
<td>Outdoor Entertainment</td>
<td>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.</td>
</tr>
<tr>
<td>July/August</td>
<td>Adventures Close to Home</td>
<td>What design destinations should be on everyone’s itinerary this year? We look at the places shaping the global design conversation, and offer itineraries for the ideal design road trip in your part of the world.</td>
</tr>
<tr>
<td>September/October</td>
<td>Dwell 24</td>
<td>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.</td>
</tr>
<tr>
<td>November/December</td>
<td>Made in America</td>
<td>Dwell continues to celebrate great design being made in the USA with our annual special section. We bring readers the best American-made furniture, lighting, materials, and other objects for the home, and along the way, we meet the people behind the products.</td>
</tr>
</tbody>
</table>
Print & Digital Ad Specs
## Print Display Ad Size

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.25&quot;w x 10.3125&quot;h</td>
<td>16.75&quot;w x 10.8125&quot;h</td>
<td>17&quot;w x 11.0625&quot;h</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.875&quot;w x 10.3125&quot;h</td>
<td>8.375&quot; w x 10.8125&quot; h</td>
<td>8.625&quot; w x 11.0625&quot; h</td>
</tr>
<tr>
<td>Half Page Horizontal Non-Bleed</td>
<td>N/A</td>
<td>7.5625&quot; w x 4.9375&quot; h</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Print Specifications

### Magazine Trim Size
8 3/8"w x 10 13/16"h

### Maximum Ink Density
280% recommended. Not to exceed 300% TAC

### Image Resolution
300dpi

### Line Screen
175 lpi

### Colors
4/C Process [CMYK]; a 5th color is available on the inside front cover and inside back cover only.

### Print Method
CTP, web offset, SWOP standards

### Fractional Ads
If boundaries of the ad are not defined by artwork or a rule, Dwell may add 0.50pt rule.

### Inserts
All questions regarding insert pricing, specifications, and due dates should be directed to your Brand Director.

### Two Page Spreads
Gutter Safety: 3/16 inch on each side (total 3/8 inch). Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.
### Digital Ad Products

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Newsletter Banner</td>
<td>300x250</td>
<td>Click-through Link&lt;br&gt;File Format: JPG, PNG, GIF, SWF&lt;br&gt;Max File Size: 40kb</td>
</tr>
<tr>
<td>Dedicated Email Newsletter</td>
<td>Custom&lt;br&gt;Produced by Dwell</td>
<td>3-5 High-res Images&lt;br&gt;Copy Direction&lt;br&gt;Click-through Link</td>
</tr>
<tr>
<td>Instream Video/Slider Video</td>
<td>Ratio: 16:9&lt;br&gt;Dimension: 1280w x 720h px&lt;br&gt;Video Duration: 15/30 sec&lt;br&gt;FPS: 24</td>
<td>File Type: .mp4&lt;br&gt;Max File Size: 100MB&lt;br&gt;Tags Accepted: 1x1, VAST, VPAID JS&lt;br&gt;(all tags must be SSL only)</td>
</tr>
<tr>
<td>IAB Banner Ads (Bundle)</td>
<td>970x250, 728x90, 300x100, 300x250, 300x600, 1024x768</td>
<td>Site served with jpg, png, or gif &amp; click-through url; or 3rd party served</td>
</tr>
</tbody>
</table>