

A modern, minimalist wooden cabin with a dark metal roof and a wooden deck. The cabin features a large window with a black frame. On the deck, there are two orange lounge chairs with green and blue patterned cushions. To the left of the chairs are three concrete planters filled with various flowers and plants. The cabin is surrounded by lush greenery, including tall trees and bushes. In the background, a hillside with houses and a forested mountain range are visible under a clear sky.

dwell

**Good design is more important than ever before. The public is more attuned to the aesthetic world than ever before.**



## A New Beginning

The Dwell brand reaches across several businesses: an elegant print publication, a new digital platform, e-commerce, social channels and an email newsletter that has over **400,000 subscribers.**

Dwell is inspiring the next generation of tech and design-obsessed consumers to shop for their lives in a whole new way. We take them from the point of inspiration to the point of purchase.

**Express, Live, Learn, Have Fun.**

From the start, Dwell defined an audience, a design aesthetic, a creative movement. Today Dwell brings content, community and commerce together for a truly integrated consumer experience.



# Dwell's Growing Fan Base

The Dwell brand is growing fast, inspiring and influencing millions.

**250,000**

## Print

250,000 Distribution  
\$7.99 Cover Price  
Readers Per Copy 3.42

**1,000,000**

## Web

1,000,000 Unique Visitors  
2:16 Avg Session Duration

## Mobile

51% of our audience consumes  
Dwell content on mobile

**4,000,000**

## Social

Dwell has almost 4 million  
obsessed followers.

**400,000**

## Email

Highly Engaged Subscribers

## “So Dwell...”

Our 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.



**Kelly**

Interior Design Studio Owner  
"Expert Design Professional"



**Liam**

Software Engineer  
"Amateur" Design Professional"



**Greg**

Photographer  
"Influencer" Design Enthusiast"



**Emily**

Graphic Designer Student  
"Influencer" Design Enthusiast"



**Melissa**

Accountant  
"Design Minded"

# Working With Us

Dwell helps brands connect with our engaged and passionate audience and influencers.



## Video Production

Engaging branded and native video content produced by Dwell



## Original Photography

Access to the same photographers responsible for high-impact imagery found on Dwell.



## Original Editorial

Dedicated team creating engaging experiences for your brand



## Social Media

Fostering inspired conversation is at the core of what we do.



## Influencer Programs

We are home to some of the web's most effective influencers. We produce meaningful content that we know our audience will love and share



## Shopping Solutions

Let us drive measurable results through unique lead-generation opportunities.

# Welcome to Dwell Solutions

Our creative services team at Dwell Solutions works directly with brands to build strategic and creative custom content solutions across all platforms that connect our partners seamlessly into the fabric of our brand, driving value for our brand partners and loyalty with our fans.

Our videos are mobile-first and platform-first; we have been quick to innovate and optimize videos for platforms such as **YouTube**, **Instagram**, **Facebook**, and **Snapchat**, in addition to creating content for you. We partner with brands to produce meaningful and entertaining content that we know our audience will love and share by the millions.

Check out some of our latest work here:

<https://www.dwell.com/@dwellsolutions>

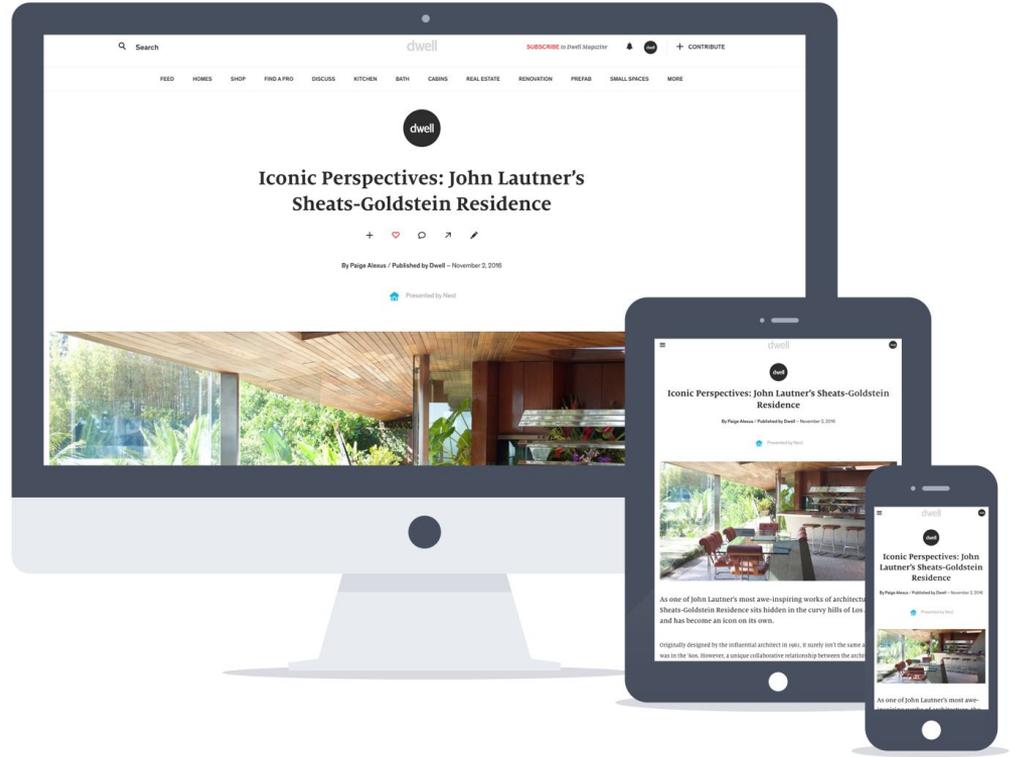
<https://www.youtube.com/watch?v=FOvrngmCiJo>



# Native Advertising

Marketers take advantage of the influence and expertise of the Dwell editorial team, create content themselves or in conjunction with their brand influencers, or partner with Dwell to develop native video.

Native advertising is becoming a highly effective way to engage our audience. Dwell's vertically focused content creators generate high quality, original text, photography, and video for brands across all platforms.



# Shop on Dwell

Become one of our select partners and your brand will have the opportunity to reach our audience of influential shoppers via the web, mobile, email, social and more.

Check it out: [www.dwell.com/shop](http://www.dwell.com/shop)



## Eastvold Furniture Elko Series

Based in Minneapolis, Eastvold Furniture designs and crafts quality pieces that can "be passed down to future..."



## Synnes Dining Chair

Less is more with Synnes Chair, a distinctively modern take on the classic Scandinavian dining chair from one of the...



## FLOS Skygarden Series

A floral display blooms under a unassuming half-sphere in the Skygarden Series, designed by Marcel Wanders in 2007. "In..."



## Awair Air Quality Monitor

Awair is a smart device that helps you track and improve your air and shows how the indoor environment affects your...



## Geometric Cat Pillowcases

A mix of precious and modern, Teide's Geometric Cat is a series of pillowcases featuring different breeds of cats,...



## Boule Fruit Bowl

This is the kind of fruit bowl you can leave empty on the countertop and it will look like a modern art piece. Designed...

## Influencer Series

Dwell's new influencer network is an exclusive collective of high reach content creators with expertise in everything from design to lifestyle to architecture. Our influencers have large social audiences who look to them as trusted authorities for inspiration, product recommendations, and more. Dwell pairs brands with influencers who create professional content and reach new audiences.



# 70%

of consumers prefer to learn about a new product through content, such as an influencer post, than through a traditional ad.

# The Digital Experience

Dwell.com is an inspiring and interactive community for design seekers and professionals looking to actively engage with one another. Our enthusiastic community shares and creates inspirational content, makes purchasing decisions about the products they find and loves to connect with one another to champion modern design.

We craft integrated programs for advertisers that drive results!

The screenshot shows the Dwell.com website interface. At the top, there is a search bar and navigation links for 'SUBSCRIBE to Dwell Magazine', 'SIGN IN', and 'CONTRIBUTE'. Below the navigation is a horizontal menu with categories: 'FEED', 'HOMES', 'SHOP', 'FIND A PRO', 'DISCOVER', 'KITCHEN', 'BATH', 'CABINS', 'REAL ESTATE', 'RENOVATION', 'PREPARE', 'SMALL SPACES', and 'MORE'. The main content area is titled 'Kitchens' and features a sub-header: 'The best kitchens are ones that are spatially efficient and can serve multiple functions. Each of these examples offer a visual feast of design creativity.' Below this, there is a grid of 12 kitchen-related articles, each with a thumbnail image, a title, and a short introductory paragraph. The articles include: 'A Completely Dysfunctional Nevada Kitchen Becomes Everyone's Favorite Spot for Parties', 'You Can Now Build Your Entire Kitchen with Ikea (Appliances Too)', 'To Open Kitchen Solutions That Will Get Things Cooking', 'Modern Kitchen Renovation with Mid-Century Roots', 'Clever Concept Tackles Movement Toward Smaller Kitchens', 'Plum Modern Pendant Lighting Adds Pop of Color in Canadian Kitchen', 'The Possibilities Are Endless With This New Cutting-Edge Cooktop', 'Smoked Mackerel on Toast', and 'Bosch's Streamlined Kitchen and Laundry Appliances Are Made for Small Spaces'. The grid is partially cut off at the bottom.

*Curated Kitchen Channel*

The screenshot shows a full-page article on Dwell.com titled '20 Dream Kitchens'. The page features a large hero image of a man in a grey t-shirt cooking at a kitchen island. Below the hero image, there is a sub-header: 'The kitchen can often be the main gathering point of a home, so why not make it stand out?' followed by the text: 'Here are a few of our favorite kitchens from over the years at Dwell...'. Below this, there is a smaller image showing a kitchen with various pots and pans hanging from a rack. On the left side of the page, there is a vertical social media sharing bar with icons for 'SHARE', 'Facebook', 'Twitter', and 'Pinterest'. At the top of the page, there is a search bar and navigation links for 'SUBSCRIBE to Dwell Magazine', 'SIGN IN', and 'CONTRIBUTE'. Below the navigation is a horizontal menu with categories: 'FEED', 'HOMES', 'SHOP', 'FIND A PRO', 'DISCOVER', 'KITCHEN', 'BATH', 'CABINS', 'REAL ESTATE', 'RENOVATION', 'PREPARE', 'SMALL SPACES', and 'MORE'. The main content area is titled '20 Dream Kitchens' and features a sub-header: 'By Dwell / Published by Dwell - January 23, 2017' and 'RECOMMENDED BY DESIGN TRENDS FOR INSPIRATION & OUTDOORS'.

*Kitchen Round-up*

# The Magazine Experience

Dwell's inspirational print magazine is published 6 times per year on high-quality coated paper. Our magazine is authentic and personal.

Dwell is sold at newsstands nationwide. Single copies and subscriptions are also available through [dwell.com](http://dwell.com).

**Median Age: 45**

**49% Women; 51% Men**

**40% Trade; 60% Consumer**

**HHI: \$130,000**

**77% College Graduates**

**76% Owns A Home**



# 2017 Magazine Schedule

ISSUE	CLOSING DATE	MATERIALS DEADLINE	ON-SALE DATE
JANUARY / FEBRUARY	Nov 21	Dec 8	Jan 24
MARCH / APRIL	Jan 24	Feb 7	Mar 21
MAY / JUNE	Mar 22	Apr 5	May 16
JULY / AUGUST	May 16	May 31	July 11
SEPTEMBER / OCTOBER	July 12	July 26	Sept 5
NOVEMBER / DECEMBER	Sept 13	Sept 27	Nov 7

*Sale dates and subscriber receipt dates can vary depending on location and distribution source. If a product release or sale date is time sensitive, we suggest putting the effective date in the body copy of your advertisement.*



# 2017 Editorial Departments

## **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. Expect snapshots of ideas and thoughts shared on Instagram, Facebook, dwell.com, and more.

## **Modern World**

Eight pages of design news covering hospitality and restaurants, new products and furnishings, dynamic profiles, and short stories on Houses We Love.

## **Renovation**

Although many Dwell stories involve renovation, the projects in this department will include clear “before and after” photos that will show the dramatic transformations achieved by architects, designers, and homeowners.

## **Prefab**

Dwell has called prefab the “perfect intersection of modern design and pragmatic environmentalism.” We will continue to champion this ever-evolving approach, reporting on an exciting prefab home in every issue.

## **Smart**

Home automation is constantly updating—we’ll track the latest innovations, sorting out the fluff from the truly game-changing.

## **Process**

Focusing exclusively on items made in America, we’ll provide a step-by-step account, documented straight from the manufacturing floor, of how an everyday object we often overlook is produced.

## **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.

## **Finishing Touch**

The last page of the magazine, often a single image, which is meant as a quiet, yet powerful, conclusion to the issue.

## **SPECIAL SECTIONS**

### **“Young Guns” — September/October**

We seek out and celebrate the world’s burgeoning design talent, leading the industry’s “ones to watch” list in 2017.

### **“Made in the USA” — November/December**

From small workshops to home studios, Dwell heralds a select group of American makers.

# 2017 Magazine Rates

Dwell is published six times per year. Circulation includes both print and digital editions of the magazine. All rates are gross.

SIZE	1x	3x	6x	12x	18x
Spread	60,000	57,600	54,400	52,000	48,000
Full Page	32,000	31,000	28,640	27,600	26,640
Half Page	22,240	21,200	20,160	19,040	17,840
Third Page	15,040	14,560	13,920	13,360	12,800

Covers, TOC, and Editor's Note have 25-40% premiums.

Pricing for special units and programs are available upon request.



# Modern Market

Modern Market is a product-packed space providing our partners with an affordable way to engage with modern design seekers. This print platform features a Dwell-designed and formatted layout to highlight partner's products and services. All rates are net.

SIZE	1x	3x	6x
Medium Vert.	7,250	6,500	5,850
Medium Horiz.	6,850	6,000	5,150
Small	4,750	3,700	2,850



### Contemporary, Intelligent, Dramatic

#### Stillwater Dwellings

Stillwater Dwellings prelab homes are built using systems-based sustainable construction, supporting a high level of contemporary design and craftsmanship while controlling costs. The Stillwater architectural team guides you through the custom home process from personalizing the design to defining site requirements. All Stillwater Dwellings come with upfront fixed final pricing to eliminate unwanted surprises. Move that 20-floor plan to start from.

Toll-Free 800-491-7302  
stillwaterdwellings.com/dwell



### Feedback Sports

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Stable, adjustable and portable. The Sport Mechanic securely holds your bikes for efficient washing and maintenance.

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### W2 by WETSTYLE

#### Luxury for Everyday

W2 is a new brand that marries WETSTYLE's design aesthetic and relentless attention to quality with simplified design and fabrication.

PRODUCTS:  
Straight bathtub - Glossy finish  
30" Element vanity - Charcoal finish  
30" Countertop - Glossy finish  
30" Element 18-up mirrored cabinet - Charcoal finish

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wetstyle.ca



### Kül Grilles

#### Modern Grilles for the Modern Home

Your design is a reflection of your personality and style. We want our floor and wall grilles to be one of the many inspiring details that complete your modern home.

See our gallery and finish options online!

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Not only the originator of the backyard modern shed craze, but innovators of style and simplicity.

How will you use your new space?

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