dwell

Media Kit 2019

At Home in the Modern World.

Dwell is the guide for living with good design. Dwell’s engaged community of over six million consumers trust us to provide the tools and inspiration to bring style, comfort, and ease to their modern lives.
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This is an interactive PDF. Accentuated elements will direct you to additional information.
Dwell Consumer Profile

Dwell Magazine

930,000 Total Reach
250,000 Rate Base

Male: 50% Female: 50%
Owns a Home: 73%
Professional / Managerial: 57%
College Graduates: 71%
Median Age: 42.8
Median HHI: $190,000
Employed: 80%
Readers Per Issue: 3.72
Ranked #1 in HHI
Ranked #1 for being the youngest
48% YOY Increase in Newsstand Sales

Dwell.com

5 Million Total Reach
1 Million Monthly Uniques

Male: 40% Female: 60%
Median Age: 39
Median HHI: $160,000
Employed: 73%
Trade: 36%
Owns a Home: 72%
College Graduates: 75%
Seeking Inspiration: 65%
Undergoing Renovation: 52%
NOT subscribed to Magazine: 68%
Avg Sessions Per User: 2.20
Ranked #1 in HHI
Ranked #1 in discovering what is new in tech & design (Index 360)

Source: MRI 2018, Google Analytics, Quantcast 2019

6 Million Total Reach Cross Platform

Over 50% of our audience are undergoing renovation
Average HHI 190,000
Dwell Trade Profile

Reach: 38,000  
Median Age: 48.4  
Median HHI: $172,000

Employed Full Time: 81%  
Male: 42%  Female: 58%  
Owns a Home: 68%

Professional / Managerial: 71%  
NOT subscribed to Dwell 54%

Dwell Trade Members

Artists  
Flooring  
Furnishing  
General Contractor  
Home Appliance  
Home Design & Remodeling  
Home Technology  
Interior Design  
Landscaping Design  
Lighting  
Photography  
Prefab  
Real Estate Agents

Source: MRI 2018, Google Analytics, Quantcast 2019
Dwell Pillars

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

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

Dwell Social
Instagram, Facebook, Twitter, and Pinterest.

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

Dwell Travel
Curated Dwell vacation rentals and Dwell travel 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 in dwell.

Dwell Podcast
Exploring the fascinating stories behind raw building materials.
Dwell Daily Dose
The latest stories, home tours, design inspiration, and more.

Dedicated Email
Exclusively sponsored email newsletters sent out to Dwell’s entire subscription list.

Dwell Shop
The shopping guide to new and essential modern products.

Dwell Travel
Vacation rentals, guides, and essentials for the modern jetsetter.

Renovations
Modern renovations from whole-house overhauls to kitchen and bath remodels.

Prefab
Modern prefabricated homes which range widely in size, material, and style.

Kitchen
Spark your imagination with these inspiring kitchens, design advice, and more.

Dwell Tiny Homes
These tiny homes show that you don’t have to live large to have fun.

Photos We Love
The best photos of mid-century modern to prefab houses and renovations.
Dwell’s Creative Services team will generate high quality, original text, photography, and video for brands across all platforms.

Access the same teams responsible for the high-impact imagery and content found on Dwell to create the following:

- Editorial
- Original Video
- Shopping Solutions
- Original Photography
- Events and Panels
- Audience Development
- Social Media Marketing
- Influencer Marketing

Dwell Creative Solutions
Dwell Shop

Dwell Shop Product Posts
We offer both direct partnership and affiliate network integration.
Dwell Customer Average Monthly Order Value $1,500
Average Monthly Conversion Rate 3.25%

Dwell Style Guides
Curated products promoted across Dwell.com

Dwell Shop Instagram
Curated products posted daily @dwell_shop

Dwell Magazine Instagram
Curated photos posted daily on @dwellmagazine

Dwell Email Newsletter
Subscribers 420k
Average monthly click through rate 14.3%

*Generating Direct Sales for Brand Partners.
Dwell Travel Vacation Rentals
Easily reach the Dwell consumer and traveler. Completely user-generated content and self-serve platform. Access to Dwell editors, which provides the possibility of an in-book feature, native article, and Editor's Pick.

Dwell Travel Guides
Curated travel guides promoted across Dwell.com

Dwell Travel Instagram
Curated vacation rentals posted regularly on @dwelltravel

Dwell Travel Email
Average monthly click through rate 30.3%
Dwell Real Estate Listings
Easily reach the Dwell consumer.

Email Newsletter
Curated travel guides promoted across Dwell.com

Homepage Promotion
Placement on the Dwell.com homepage

Twitter
Curated vacation rentals posted regularly on @dwelltravel
Dwell RM-3 Podcast
(Raw Materials 3 Ways)

- RM-3: Raw Materials 3 Ways is Dwell’s podcast exploring the fascinating stories behind common building materials—and how they shape our lives in unexpected ways.

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

- Each episode focuses on how a single elemental ingredient, processed in three radically different ways, can transform into three markedly different building materials.

- Hosted by Dan Maginn.
  - Dan Maginn is active in providing leadership to the industry on the practice of architecture and the attainment of design excellence.
  - In 2012, Dan was elected to the AIA College of Fellows, a honor claimed by less than 2% of architects in the United States.
  - He currently holds the title of Principal Architect at DRAW Architecture.

Streaming on iTunes, Google Play, Stitcher, TuneIn, and Soundcloud
Dwell RM-3 Podcast
(Raw Materials 3 Ways)

Sept/Oct 2018: Zinc 3 Ways
Nov/Dec 2018: Logs 3 Ways
Jan/Feb 2019: Sand 3 Ways
Mar/Apr 2019: Clay 3 Ways
May/Jun 2019: Water 3 Ways
Jul/Aug 2019: Clams 3 Ways

Pre Roll: $40 CPM  Mid Roll: $40 CPM  Post Roll: $40 CPM
Dwell Best of 2018 Design Awards

- Dwell recognizes the most architecturally interesting projects of 2018 across seven core categories including:
  - Dwelling, Renovation, Prefab, Small Spaces, Outdoor, Kitchen, and Bathrooms.
- The Dwell community along with three architects chosen by Dwell editors will select winners in each category based on a set of rigorous criteria.
- The three judges will select a winner and runner-up in each category, and the Dwell community will vote for a community pick in each category.
- Winners will be announced across the dwell digital ecosystem and featured in the Jan/Feb issue of Dwell Magazine.
### 2019 Print Schedule

<table>
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<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>On-Sale Date</th>
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<tbody>
<tr>
<td>January / February</td>
<td>Nov 15th</td>
<td>Nov 30th</td>
<td>Jan 22nd</td>
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<tr>
<td>March / April</td>
<td>Jan 24th</td>
<td>Feb 7th</td>
<td>Mar 19th</td>
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<tr>
<td>May / June</td>
<td>Mar 20th</td>
<td>Apr 3rd</td>
<td>May 14th</td>
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<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>
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<td>November / December</td>
<td>Sept 18th</td>
<td>Oct 2nd</td>
<td>Nov 12th</td>
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### 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

### 2019 Print Recurring Sections
- Kitchens & Baths, Materials, Dwell Outdoor, Travel, The Dwell 24, and Made in America
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.

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.

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.

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.
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
<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
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<tr>
<td>(3&quot; x 4.5&quot; image size and 560 characters)</td>
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<td>(2&quot; x 2&quot; image size and 175 characters)</td>
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Modern Market is a product section providing 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.
<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Rate</th>
<th>Spec</th>
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</thead>
<tbody>
<tr>
<td>Native Story or Video</td>
<td>Custom Content Produced By Dwell</td>
<td>Available upon request</td>
<td>Custom</td>
</tr>
<tr>
<td>Email Newsletter, Social Promotion</td>
<td>Facebook, Instagram, Twitter, Pinterest, Email Newsletter</td>
<td>Available upon request</td>
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<tr>
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<td>Custom</td>
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<tr>
<td>(Bundle) IAB Banner Ads</td>
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<td>Site served with jpg, png, or gif &amp; click-through url; or 3rd party served</td>
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Minimum digital spend: $15,000.
Beyond Native: Social & IAB Packages available upon request.
Pricing for special units and programs are available upon request.
89%

Reference Dwell as their guide during a remodel or renovation.

Dwell Consumer Renovation Study

- 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 popular range of budget was $100k-$499k.

Source: SurveyMonkey
Conditions of Acceptance

Terms and Conditions

Print Specs and Digital Specs

Creative Guidelines