

domino



CHANGING THE MEDIA MODEL FOREVER

FROM THE START, DOMINO DEFINED AN AUDIENCE,
A DESIGN AESTHETIC, A CREATIVE MOVEMENT.
TODAY, DOMINO BRINGS CONTENT, COMMUNITY
AND COMMERCE TOGETHER FOR A TRULY INTEGRATED
CONSUMER EXPERIENCE.

domino

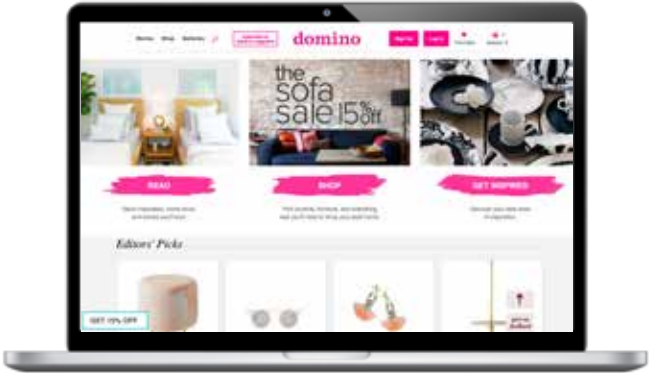


THE
domino
MODEL

PRINT
INSPIRATION THROUGH
WORLD-CLASS EDITORIAL



DIGITAL
BELOVED BRAND DNA
TRANSLATED TO THE WEB



E-COMMERCE
EFFORTLESS, CURATED
SHOPPING EXPERIENCE



“
DOMINO 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—SO THEY ACT
ON THEIR IDEAS AND CREATE
SPACES THAT THEY LOVE.”



domino's GROWING FAN BASE

WEB
2.2 MM UVs

PRINT
200,000 distribution
\$12.99 cover price

EMAIL
450,000 highly engaged subscribers;
1 million+ opt-ins

SOCIAL MEDIA
1.2+ million followers across 4 key channels



AN OBSESSED COMMUNITY

1 BILLION+
MEDIA IMPRESSIONS

DOUBLED
AD REVENUE IN 1ST HALF '16

DOUBLED
E-COMMERCE IN 1H'16

1 MILLION
MONTHLY UV'S BY OCTOBER 2016

OVER 65%
OF DOMINO'S SOCIAL
FOLLOWING IS ON INSTAGRAM

“
DESIGN FANS REJOICE,
DOMINO IS BACK-
FOR REAL...!
”

HUFFINGTON POST



SHE'S SO DOMINO

You know her. Ever on the hunt for great design, the domino reader is supremely creative and intent on bringing her personal style home. She's the highly coveted next-generation design enthusiast that savvy marketers need to reach -- the ultimate brand influencer

88%
FEMALE

36
MEDIAN AGE

57%
MARRIED/LIVING WITH PARTNER

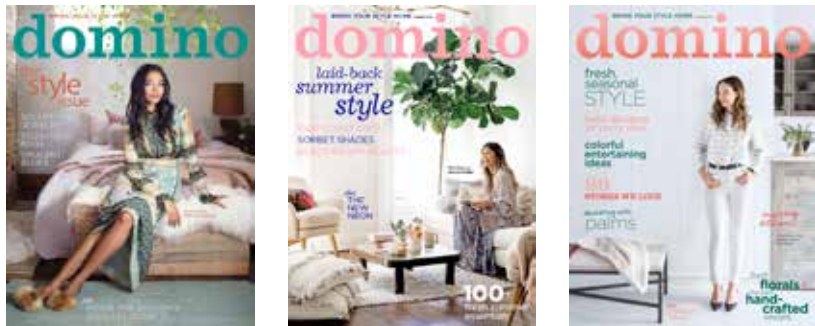
\$103,387
MEDIAN HOUSEHOLD INCOME

72%
OWNS HER HOME

65%
GRADUATED COLLEGE+

82%
LIVE IN A/B COUNTIES

THE domino MAGAZINE EXPERIENCE



In 2017, domino’s celebrated print magazine will be published quarterly on luxe 70# coated paper with 146# covers.
CIRCULATION: 200,000

domino is sold at newsstands nationwide. Single copies and subscriptions are also available through domino.com.

PRINT ADVERTISING RATES

- Full-page 4/C national rate: \$29,500 net
- Fractional rates available upon request; no regional breaks available

COVER PREMIUMS APPLY

- 4th cover: \$36,875 net
- 2nd cover/page 1 spread: \$64,900 net

Single copies and subscriptions are available on the following tablet platforms: Apple, Amazon, Zinio, Barnes & Noble, and Next Issue.

domino’s tablet edition is a pdf replica; all ads in the print issue will be converted by Condé Nast’s production department for our tablet editions.

For information related to print production and material extensions, please contact Sharon Harvey (Sharon.Harvey@pubworx.com) or Erin Truzman (Erin.Truzman@pubworx.com).



2017 EDITORIAL CALENDAR

ISSUE	THEME	ON-SALE	CLOSING DATE
SPRING	COLOR	2.28.17	12.16.16
SUMMER	ENTERTAINING AND TRAVEL RENOVATION SPECIAL	5.30.17	3.17.17
FALL	THE STYLE ISSUE	9.5.17	6.23.17
WINTER	KIDS AND CELEBRATIONS	12.5.17	9.22.17

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THE domino DIGITAL EXPERIENCE

Content meets commerce on domino.com, a curated design destination that enables users to experience fresh content multiple times a day and shop the looks they love. We craft integrated programs for advertisers that drive results!



CLIENT: CRATE & BARREL | EMAIL TAKE-OVER



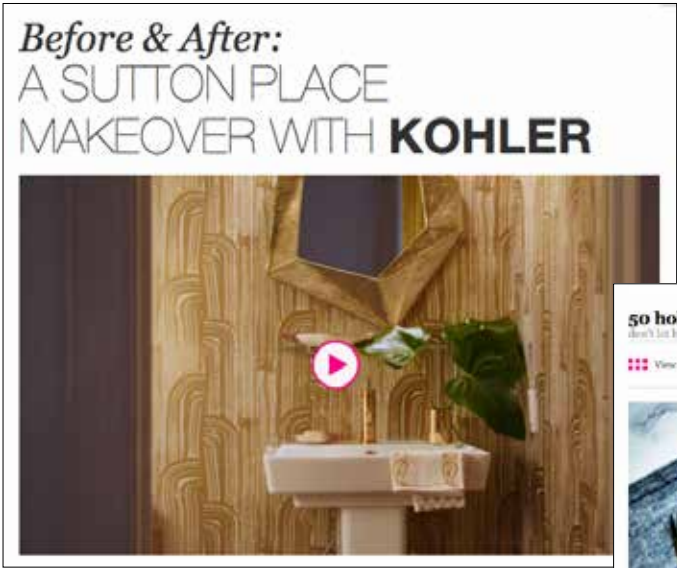
CLIENT: ALL-CLAD | DIGITAL DISPLAY CAMPAIGN



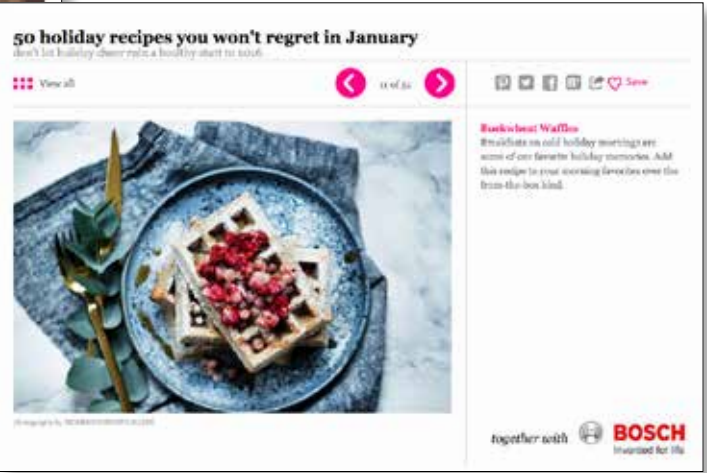
CLIENT: FLOR | SPONSORED INSTAGRAM POST



CLIENT: LAND OF NOD | CUSTOM CONTENT WITH SWEEPS



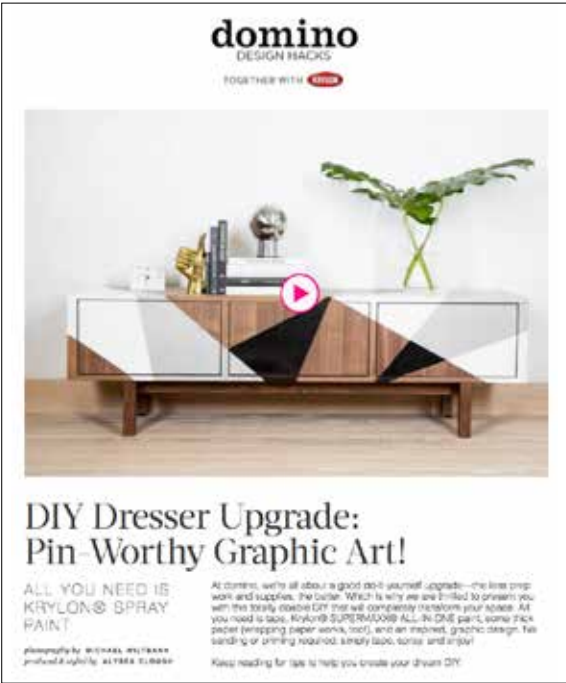
CLIENT: KOHLER | CUSTOM CONTENT WITH VIDEO



CLIENT: BOSCH | NATIVE CONTENT SPONSORSHIP



CLIENT: SAGE HOME AUTOMATION | INTEGRATED CAMPAIGN INCLUDING CUSTOM CONTENT/VIDEO, SWEEPSTAKES, E-MAIL, DISPLAY, AND SOCIAL



CLIENT: KRYLON | CUSTOM VIDEO CONTENT

INTRODUCING THE **domino** COLLECTIVE

Domino's new influencer network is an exclusive collective of high reach content creators with a subject-matter expertise in everything from home decor & design to diy & lifestyle. Our influencers have large social audiences who look to them as trusted authorities for inspiration, product recommendations, and more.

Domino pairs brands with influencers who create professional content and reach new audiences to drive awareness and influence brand perception. For information, contact Lindsey Brummer at lbrummer@domino.com.



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