

dwell

2024
MEDIA
KIT



Dwell's mission is simple: We champion home design that improves people's lives. From daily content on Dwell.com to our social media channels to our celebrated 23-year-old print magazine, we feature new ideas about what a home can and should be, offer expert advice for making your own space a better place to live, and provide a marketplace for the best-designed products available.

dwell



Dwell joins **Recurrent Home's** portfolio, alongside the iconic Domino and Bob Vila brands.

No matter where you live, Recurrent Home's brands deliver the inspiration and know-how you need to create your dream home. Whether you're setting up your first apartment, building a second home, or learning to DIY with confidence, you'll find what you're looking for in our portfolio of trusted brands. We provide indispensable industry intel for seasoned pros and authoritative advice for enthusiasts, as well as home tours, recipes, and reviews to show you how to live better. We're an endless source for new design ideas and a marketplace for everything you need to make them a reality.

[Learn More About Recurrent Here](#)





Dwell's Audience

We Reach a Design-Obsessed Community of

11 Million

Dwell Magazine

1.1M

Dwell Digital

4.4M

75 NPS

Dwell Social

5.4M

Dwell Email

657K

Avg Age

46

Consumer

75%
Professional
25%

Avg HHI

\$178K



Dwell's Audience

Home Buyers, Builders, and Renovators

Avg Project Budget

\$345K+

94% reference Dwell as their guide
during a renovation

Avg Home Improvement Budget

\$73K+

59% of Dwell audiences have plans to
remodel in the next year

92%

Own a home

36%

Plan to Purchase an
Investment Property

83%

Of Dwell consumers
prefer to buy products
from Dwell partners

Source Quantcast & 3rd Party Research Study 2023



Dwell's Audience

Multiple Channels and a Vast Community Built Around a Passion for Design

Dwell.com / Your daily inspiration source and practical guide for living with great design.

Dwell+ / Our 55K subscriber-only platform for exclusive Home Tours, the Dwell Home Guide, the Dwell Archive, and more.

Dwell Magazine / Our obsessively read, 23-year-old print publication dedicated to contemporary home design and published six times per year.

Dwell Shop / Your shopping guide to new, well-designed products, generating direct sales for brand partners.

Dwell Creative Services / Full-service, custom-integrated marketing development and content studio.

Dwell Brand Licensing / Media / Product / Content



Dwell Digital

4.4M Monthly Unique Viewers

“It is perfect for those who love interior design and architecture. Excellent curation of topics in an accessible format for browsing, snacking, or gorging on the best in architecture, design, and products.

— Dwell reader

AUDIENCE AT A GLANCE

1.8M Avg Monthly Dwell.com Uniques	2.3M Avg Monthly Dwell on Flipboard Uniques	336K Avg Monthly Dwell on Apple Uniques	75% Consumer	53% Female
72% Age 21-54	\$178K Avg HHI	10% Multigenerational Living	25% Professional	47% Male

Source: 2024 GA, 3rd Party Research Study



Dwell Social

5.4 Million Active Followers

“I appreciate that Dwell is more than glamour shots. It covers designers and architects dealing with real issues. I also like the product recommendations.”

— Dwell reader

4.3% Dwell Instagram

Editorial feed
engagement rate versus
industry rate of 1.22%



4.6% Dwell Facebook

Editorial feed
engagement rate versus
industry rate of 0.05%

AUDIENCE AT A GLANCE

67%

Adults 25–54



53%

Female



47%

Male



Dwell Email Newsletters

650K Subscribers

Dwell Daily Dose / The flagship Dwell email newsletter, highlighting the latest stories, home tours, design inspiration, and more is sent daily to our entire subscriber list.

Dwell Pro: The Deep Dive / This monthly newsletter is designed with our professional colleagues in mind. It's where designers and architects can obsess further over the nitty-gritty details from the pages of our magazine. 20K+ subscribers.

Dwell Shop / From expert product recs to sales our staffers love, this weekly email is smart shopping in one place for the design-obsessed.

Dwell Real Estate / This newsletter delivers each week's must-see, just-listed homes straight to your inbox.

Custom Branded Emails / We offer our brand partners ownership of an email newsletter sent to our entire Daily Dose subscriber list or custom segments. This custom email may drive convergence to partners' channels, support e-commerce initiatives, or promote campaign marketing efforts on Dwell.com.



96%
Read each issue
for the latest
on architecture
and design

Dwell Magazine

1.1M Total Reach

“As an architect I have subscribed to Dwell since its inception. The reason I continue my subscription is that I appreciate the content. I’ve often used Dwell articles to illustrate concepts to my clients.”

— Dwell reader

AUDIENCE AT A GLANCE

200K

Rate base

336K

Apple News
Unique Opens

\$178K

Average HHI
35% above
\$200k HHI

70%

Consumer

60%

Female

272K

Circulation

3.89

Readers per
Issue

48

Average age

30%

Professional

40%

Male

Source: 1H24 AAM, 3rd Party Research Study



Dwell Shop

eCommerce

We select the best new, well-designed products for our consumers and generate direct sales for our select brand partners. Integration available via affiliate editorial inclusion or branded partnership.

- Product integrations in the Dwell Shop
- Exclusive e-commerce articles
- Inclusions in thematic e-commerce articles
- Email Newsletter and social promotions

90%

of Dwell consumers are currently shopping for home furnishings

86%

of Dwell consumers value design quality over price when purchasing

89%

of Dwell consumers cite Dwell in helping them make purchasing decisions

Source: 3rd Party Research Survey 2024

Affiliate Networks: Skimlinks, Rakuten, Shareasale, Impact Radius.

“Dwell doesn’t just cover architecture. We present new ideas for how to live and the people making it happen. A combination of inspiration and practicality is why our audience is so devoted to what we do.” **—William Hanley, Editor-in-Chief**



Editorial Landscape

Home Design

We visit remarkable residences all over the world and report the latest design news. This vertical includes our signature franchises.

Shopping & Guides

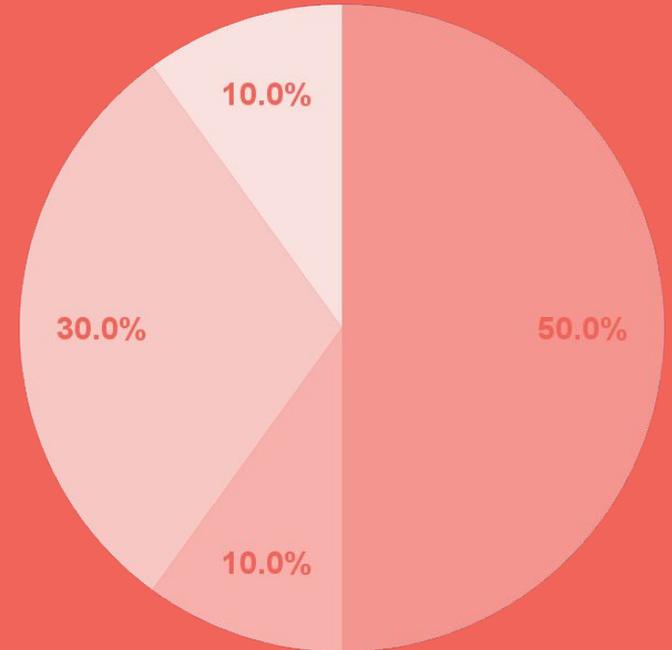
Which sofa should I buy? How do I start propagating house plants? What are the best new bathroom tiles out there? We offer all the resources you need to make your house a Dwell house.

Culture & Lifestyle

In these stories we look outside the design world to find the people and ideas shaping how we see our homes. From a chef helping us layout our kitchens to design's starring role in film and television, our lifestyle vertical covers it all.

Ideas & Opinion

We weigh in on the issues and ideas influencing our homes, including sustainability and climate change, expert advice about buying a home in a heated market, designers tackling the affordable housing crisis, and more.



- Home Design
- Shopping & Guides
- Culture & Lifestyle
- Ideas & Opinion

Key Franchises

Home Tours

Dwell's signature visits to remarkable homes. We meet the people who live there and discover how the design responds to how they live.

Budget Breakdown (Dwell+)

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.

The Home Guide (Dwell+)

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

Before & After

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

Rental Revamp

Tailored for the younger end of our audience, the homes we cover in our Rental Revamp franchise show that you can create an amazing space—and still get your security deposit back.

Real Estate

Exceptional architecture on the market around the world. Every day we post the latest listings of architecturally significant properties. Plus, a comprehensive weekly newsletter roundup.

Travel

From our Design Detours series, where we vacation with influential creatives, to One Night In, our first-hand accounts of staying in architecturally amazing rentals, Dwell's travel stories cover the world's top design destinations and undiscovered experiences.

Kitchens & Bath

Welcome to the hardest working and most frequently renovated rooms in the house. From changing fixtures and tiles to complete overhauls, these are real stories about extraordinary spaces.

Advertise with Dwell





Integrated Marketing

What We Do

Dwell develops industry-leading content and creative through the lens of industry experts. We connect our partners into the fabric of our brand, driving value and creating loyalty with design minded audiences.

Solutions

Brand & Performance Marketing → **Customized distribution strategies**

Branded Content & Creative Services → **Custom storytelling, creative assets, project sourcing, design / build partnerships**

Marketing Strategy & Development → **Big ideas driven by editorial insight**

Lead Gen → **Turning followers into customers through engagement and premium content**

Affiliate Marketing → **Providing a seamless link to your shopping portals through our content**

Data & Insights → **Uncovering what your target audience watches, loves, and shares**

White Label Production → **Tailor-made creative for all your distribution needs**

Content Licensing → **Power your digital, print and social channels with Dwell's influential content**

Product Licensing → **Licensing service extends from product development to marketing support**



Dwell Creative Services

Content marketing is the critical ingredient in customer acquisition.

Dwell Creative Services is a branded content studio, offering full-service marketing solutions that seamlessly integrate brands into the design conversation with custom content across all platforms and experiences.

- Branded Content
- Location Scouting & Sourcing
- Photography, Video, and Illustration
- Event Support & Programming
- Custom Research
- White Label Publishing
- Licensing (Dwell House)



Editorial Calendar, Rates, Deadlines, and Specs



2024 Editorial Calendar

Special Features spanning Print, Digital, and Social Channels

January/February

Sustainable Renovations/Home Technology

March/April

The Money Issue

May/June

The Outdoor Issue

July/August

The Travel Issue

September/October

Dwell 24

November/December

Made in America





2024 Print Rates

Ad Size	1x Rate	3x Rate	6x Rate
Full Page	\$26,000	\$23,000	\$20,000

Dwell is published six times per year. Rates include both digital and print editions of the magazine. All rates are net. Covers, TOC, and Editor's Note have 25-40% premiums. Pricing for special units and programs available upon request.

2024 Print Dates

Issue	Closing Date	Materials Deadline	On-Sale Date
Jan / Feb	Nov 14th	Dec 1st	Jan 16th
Mar / Apr	Jan 16th	Jan 30th	Mar 12th
May / Jun	Mar 12th	Mar 26th	May 7th
Jul / Aug	May 14th	May 30th	July 9th
Sept / Oct	July 16th	July 30th	Sept 10th
Nov / Dec	Sept 10th	Sept 24th	Nov 12th

Dwell Magazines Modern Market



Thuma Thoughtful Beds for modern living

The perfect platform bed frame that combines functionality, minimalism, and luxury design. Thoughtfully designed to elevate any room, The Bed has 9" of clearance to help declutter, double strength slats for optimal mattress support and rounded edges to save your shins. The Bed is made of eco-friendly and up-cycled materials, using a timeless Japanese joinery technique that creates a unique bed that's noise-minimizing and assembles in minutes, no tools or team necessary.

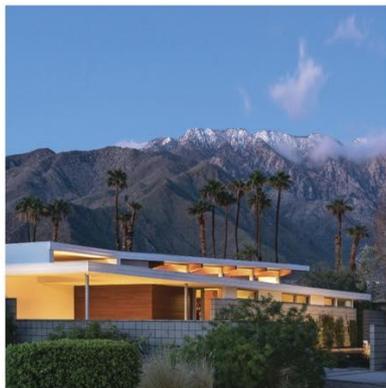
thuma.co



Niche The Pharos Collection

This slender handmade modern pendant light is sleek enough to stand on its own or in tightly grouped bouquets.

nichemodern.com/dwell



Turkel Design

Elegant Architecture - Precision Prefab - Realized on Your Site, Anywhere

At Turkel Design, we guide you through a simplified design process—leveraging the predictability of prefabricated building systems to control the cost, quality, and scheduling of your modern home.

Modify one of our timeless, standard designs or work with us to create a custom home to suit your site, budget, and lifestyle.

To watch the three-part Dwell video series about our Azim Desert House—the Palm Springs Modernism Week 2019 Featured Home—go to turkeldesign.com/deserthouseadwell.

turkeldesign.com
info@turkeldesign.com
Tel: 877-710-3518



Dry Farm Wines Lab Tested, Natural Wine Club

If you drink wine and care about your health, this is for you. We curate Natural Wines from small family farms and lab test each one for strict health criteria.

Sugar Free
Lower Alcohol
Low Sulfite
Chemical & Additive Free
Low Carb
Paleo Friendly
Ketogenic Friendly

Learn why this wine is different than additive filled commercial wines, and start your Natural Wine journey at

dryfarmwines.com/dwell

Ad Size	1x Rate	3x Rate	6x Rate
Small	\$1,500	\$1,100	\$900
Medium Vertical	\$3,000	\$2,500	\$2,000
Medium Horizontal	\$3,400	\$2,800	\$2,400
Large	\$4,200	\$3,800	\$3,200

Ad Size	Image	Character Count
Small	2x2	175
Medium Vertical	2x4.5	450
Medium Horizontal	3x3	500
Large	4.5x4.5	550

Modern Market provides our partners with an affordable way to engage with modern design seekers. All rates are net, net rate decreases with frequency. All files submitted to sales contact.

Print Ad Specifications

Unit Size	Live	Trim	Bleed
Spread	16.25"w x 10.3125"h	16.75"w x 10.8125"h	17"w x 11.0625"h
Full Page	7.875"w x 10.3125"h	8.375" w x 10.8125" h	8.625" w x 11.0625" h

All ads should be submitted via our ad portal: adshuttle.com/dwell

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.

Vital Statistics	
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	Fractional Ads If boundaries of the ad are not defined by artwork or a rule, Dwell may add 0.50pt rule.
Line Screen 175 lpi	Inserts All questions regarding insert pricing, specifications, and due dates should be directed to your Brand Director.
Colors 4/C Process [CMYK]; a 5th color is available on the inside front cover and inside back cover only.	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.
Printing Method CTP, web offset, SWOP standards	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 Specifications

	Sizes			Specs
Banner Ads	Mobile 320 × 50 300 × 250	Desktop 970 × 250 970 × 90 728 × 90 300 × 250 300 × 600	Tablet 728 × 90 300 × 250 160 × 600	File Format: JPG, PNG, GIF Min File Size: 40 KB Max File Size: 200KB Max Roll Over: 100% Frame Rate: 24 Looping: 3x Max Client provides click through URL
Photo Viewer	Mobile 320 × 50	Desktop 300 × 250 300 × 600	Tablet 728 × 90	File Format: JPG, PNG, GIF Min File Size: 40 KB Max File Size: 200KB Max Roll Over: 100% Frame Rate: 24 Looping: 3x Max Client provides click through URL
Pre-Roll Video	MP4			Dimension: 960×540v Length: 15/30 Seconds

Digital Assets Overview

- Assets due two weeks prior to launch
- Are you rich media capable? Yes
- Can you accept expandable units? No
- The backup GIF or JPG size is 40kb
- The max animation is 15 seconds
- No preference on close button placement
- Third party tags are also accepted



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LET'S
WORK
TOGETHER!



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