

dwell

2025
MEDIA KIT



dwell

Your guide to a life with good design.

Dwell's mission is simple:

We champion home design that improves people's lives. 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.





We Reach a Design-Obsessed Community of

9.6 Million

Dwell Magazine

917K

Dwell Digital

3.8M

Dwell Social

4.6M

Dwell Email

572K

A25-54

47%

Consumer

73%

Professional

27%

Average HHI

\$222K+

Source: Quantcast 2024 & Sept/Oct 2024 Publisher's Report



Dwell's Audience

Home Buyers, Builders, Renovators

92%

Homeowners

\$1.1M+

Primary Home Value

35% Own Homes Above Primary Value

98%

Reference Dwell as
their guide during a
renovation

\$742K+

Secondary Home Value

30% Own a Secondary Home

36% Plan to add an ADU on their
Property

79%

Plan to renovate,
remodel, or build new
in the next year

\$261.3K+

Avg. Consumer Project Budget

\$676.1K+ Avg. Pro Project Budget

Source: Quantcast 2024 & Sept/Oct 2024 Publisher's Report

dwell Pro Audience

2.97 Million of Dwell's audience are professionals working within the architectural and design industry

Primary Business

- 26% Architecture / Engineering
- 22% Interior Design / Interior Architecture
- 24% Design Build / General Construction
- 6% Real Estate

Dwell Content Interests

- 92% Sustainable Architecture & Design
- 89% Design News & Trends
- 76% Before-&-Afters / Renovations
- 70% Home Tours
- 72% ADUs
- 52% Product Recommendations
- 37% Budget Breakdowns

Job Function

- 40% Designer
- 30% Architect
- 18% Builder/Contractor
- 12% Other Professional in industry

Client projects planned in the next 0-24 months

- 54% New Build(s)
- 48% An in-depth renovation / remodel, altering the design and structure of a home
- 43% A renovation / remodel of an individual room
- 35% Interior design updates (appliances, textiles, furniture, surfaces, etc.)

\$676.1k+

Avg. Project Budget

8 mins

Avg. Engagement / Session

68%

Of Pros visit Dwell from Newsletters

97%

Agree Dwell educates them on new architecture & design ideas

80%

of Pros say Dwell has content not found anywhere else

Source: 2023-2024 Publisher's Report





Dwell's Channels

A Vast Cross-Platform Ecosystem

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 Archive, and more.

Dwell Magazine | Our obsessively read, 25-year-old print publication dedicated to contemporary home design and published six times per year.

Dwell Social & Email | Where we are able to directly engage and communicate with our audience through a variety of content templates and visuals.

Dwell Creative Services | Our full-service, custom-integration marketing development and content studio.

Dwell Brand Licensing | Media / Product / Content



Dwell.com

3.8M Total 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

Digital Audience Overview

1.2M Avg Monthly Dwell.com Uniques	2.4M Flipboard Unique Viewers	157K Avg Monthly Apple News Uniques	73% Consumer	53% Female
68% Age 25-54	\$222K Avg HHI	18% Multigenerational Living	27% Professional	47% Male

Source: 2024 GA & 3rd Party Research Study



Dwell Social

4.6 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**

Social Audience Overview

2.4M+

Instagram

1M+

Facebook

763K+

Pinterest
Red Standard
Program Member

400K+

Threads

4.1x

Dwell's editorial Instagram engagement rate is 4.1x higher than the industry avg.

120x

Dwell's editorial Facebook engagement rate is 120x higher than the industry avg.

76%

Adults 25–54

59%

Female

41%

Male



Dwell Email Newsletters

572K Total Subscribers

Dwell Daily Dose

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

Dwell Pro

How They Pulled It Off and *The Deep Dive* are monthly newsletter columns designed with our professional audience in mind. It's where designers and architects can obsess further over the nitty-gritty details about how a project became a reality.

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

917K Audience 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

Print Audience Overview

200K

Rate base

157K

Avg Monthly
Dwell Apple
News Uniques

\$227K

Average HHI

70%

Consumer

60%

Female

215K

Circulation

3.89

Readers per
Issue

48

Average age

30%

Professional

40%

Male

Source: 1H24 AAM, 2024 3rd Party Research Study

Overview

- Creative Services
- Creative Solutions
- Editorial Calendars
- Rates
- Specifications
- Deadlines
- Dwell Open House
- Contacts





Dwell Creative Services

How We Partner

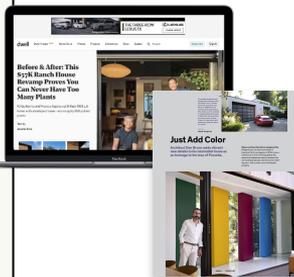
Content marketing is the critical ingredient in customer acquisition. Dwell Creative Services is a branded content studio, offering full-service marketing solutions that seamlessly integrate brand partners into the design conversation with custom content across all platforms and experiences.

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



CREATIVE SOLUTIONS

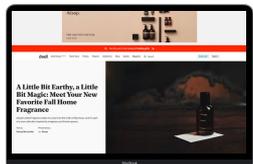
BRANDED CONTENT



Our readers rely on us for expert guidance on all matters related to Home, Design, & Architecture

Our content team can create custom, sponsored, interactive, and/or shoppable articles (digital and print) that are aligned with your brand's mission, in addition to full-service creative services like custom photography and video that will connect with key audiences

MEDIA & TARGETING



Customize your strategy to reach your desired audience by using *Dwell's* media & targeting abilities through high-impact banner media and dynamic rich media like:

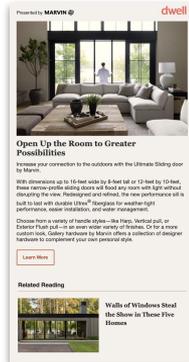
- Keyword Targeting
- Geotargeting
- Content Targeting
- Audience Demographic Segments
- Behavioral Targeting

VIDEO



From Home Tours and Budget Breakdowns to renovations and expert advice, our video content blends aspiration with actionable guidance, driving brand awareness, affinity, and conversions aligned with your brand and products across platforms

EMAIL



With an email audience of 572K+ subscribers, *Dwell* offers a variety of topical newsletters spanning real estate, shopping, Pro, & more.

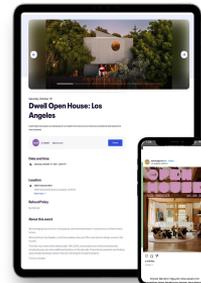
Sponsorships, native inclusions, banners, dedicated, and shoppable opportunities available

SOCIAL ACTIVATIONS



Engage a passionate audience of design-minded followers with your latest promotional efforts. With compelling social activations to capture their attention & start a conversation, don't miss your chance to elevate your latest essentials to this enthusiast audience

EXPERIENTIAL



From URL to IRL - *Dwell* has a proven track record of gathering both consumer and pro audiences at events from Dwell Open House, panels, and webinars to pop-up shops, trade shows, and showroom store openings



2025 Key Franchises

Dwell.com and Dwell Magazine

Home Tours

We visit spaces that introduce new ideas about design and meet the people who call them home. Featuring original reporting, photography, and video, these stories are the heart of Dwell's brand.

Before & After

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

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.

Real Estate

Exceptional design 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 One Night In series, featuring first-hand accounts of staying in architecturally amazing locations, to vacation homes and expertly-curated itineraries, Dwell's travel stories cover the world's top design destinations and design-forward experiences.

Prefab Profiles

Modern prefab homes are built faster and have a smaller environmental impact than conventional construction methods—and as these projects show, they're the past, present and future of design.

Design News

From the latest design items to major events and announcements, we'll keep you up to speed on the latest happenings in home design.

Where We Live Now

From the people tackling the affordable housing crisis to the often unglamorous realities of working as an architect—hint: it's not like in the movies—these stories spotlight the issues and ideas surrounding our homes.



Dwell's 25th Anniversary

Celebrating 25 Years of the Magazine on Dwell.com

On the anniversary of Dwell's October 2000 inaugural issue, we're launching a series of digital stories celebrating 25 years of the magazine. Throughout 2025, a new installment in the series will launch every month with a landing page tying them together.

Each installment in the series will consist of a central piece introducing the past, present, and future of Dwell's coverage of a topic, as well as specific homes that embody each moment in our history. Vintage home tours will be recreated on our website and viewable for digital readers for the first time. In addition to those primary features, every month we'll be highlighting specific photos that have helped shape the Dwell perspective over the years.

The series can include custom branding with sponsor positioning and brandable video revisits for each installment.



Dwell's 25th Anniversary

Celebrating 25 Years of the Magazine on Dwell.com

January 2025

Tiny Homes and Small Spaces

February 2025

Home Technology

March 2025

Actually Within Reach

April 2025

The New City

May 2025

Design and Ecology

June 2025

Passion Projects

July 2025

From Van Life to Destination Living

August 2025

ADUs, Home Offices, and the Modern Household

September 2025

The 25 Most Important Homes of the Last 25 Years

October 2025

The Future: Looking to the Next 25 Years

Dwell's manifesto for new homes and new ways of living.

**Potential for a special 25th Anniversary print issue with brand partner; commitment by May 2025.*





2025 Print Calendar

Dwell Magazine

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.

Issue	Closing Date	Materials Deadline	On-Sale Date
January / February	Nov 13th	Dec 2nd	Jan 14th
March / April	Jan 13th	Jan 28th	Mar 11th
May / June	Mar 18th	April 1st	May 13th
July / August	May 13th	May 29th	July 8th
September / October	July 15th	July 29th	Sept 9th
November / December	Sept 9th	Sept 23rd	Nov 11th

2025 Print Calendar

Dwell Magazine

	January/February	March/April	May/June
Issue Theme	Small Spaces	The Money Issue: Budgeting for Builds and Renovations	Outdoor Spaces
Features	The Perfect Apartment Exceptional Small Houses	Hospitality and Hosting Spaces (Featuring Influential Chefs, Restaurateurs, and Hoteliers)	Outdoor Entertaining
Product Stories	Home Tech to Maximize Space Multifunctional Furniture	Kitchen & Bath On the Surface: The Best New Counter and Table Materials	Outdoor Furniture and Lighting Decks and Hardscaping

	July/August	September/October	November/December
Issue Theme	The Travel Issue	Emerging Designers	American Design Now
Features	Beach Houses, Mountain Cabins, Tourism, Travel, and More	New Work by New Architects Latest Design Trends	The American City Now Modern Urban Living
Product Stories	Well-Designed Travel Gear	The Dwell 24 (The Young Designers You Need to Know Now)	New American-Made Design Heritage Brand Spotlight

PROMOTION



Light is one of the most powerful tools for defining our spaces. All too often, however, it remains static, tethered to outlets and constrained by cords. Rechargeable, cordless lamps offer a new way forward, allowing light to come with us wherever it's needed. The new Rechargeables collection by Visual Comfort & Co. combines flexibility with striking forms and an inspiring material palette.

The collection challenges the utilitarian aesthetic of portable lighting, inviting some of the world's top designers to explore the potential of cordless lamps. The most recent additions by American designer Kelly Wearstler—Melange and Una—are a celebration of craftsmanship and an ode to the beauty of natural stone.

The Melange rechargeable accent lamp features a hand-carved alabaster stone shade cradled in a burnished metal base, reimagining the essential form of the archetypal lamp as an elegant geometric assemblage. Like Melange, the Una rechargeable accent table

lamp is crafted from natural alabaster, with two carved elements—a solid pillar base and a translucent cylindrical shade—that are stacked to create a modern monument. The hand-carved alabaster stone used in

Lighting the Way



A new lamp. Visual levels

DWELL x VISUAL COMFORT & CO.



DESIGNER KELLY WEARSTLER
LIGHTING SEVERAL LARGE LINEAR IN NATURAL BRASS
SHOP NOW VISUALCOMFORT.COM

VISUAL COMFORT & CO.

2025 Print Rates

Dwell Magazine

Dwell offers Full-Page Ads, Spreads, Advertorials, and Cover Premium Positions.

Ad Size	1x Net Rate
Full Page Ad	\$26,000
Spread	\$52,000
Advertorial	\$27,300
Cover Premium Position	25-40% premium fee

Please contact sales representative for frequency discounts.

Modern Market

Dwell Magazine

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.

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



Unison
Bistro Flatware Set

Your chosen place setting is a quintessential style statement: a reflection of the look you love, shining back at you again and again, day after day. Choose the Bistro 5-piece Flatware Set, and you're making a classically modern statement. Inspired by the clean, smart style of classic Parisian bistros, this French designed set is sharp, strong, and crisply modern. In warm ivory, it's an inviting and versatile addition to your family tablescapes.

unisonhome.com

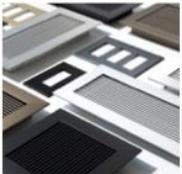


Kerf Design
Plywood Cabinets for the modern home

We know that when things are designed well, you can love them well. Good joints should be admired. Construction should be simple and honest. We have been designing, building, tinkering with, and improving our distinctive style of cabinets in our Seattle shop since 1999.

Work one-on-one with our designers to create a unique space tailored to fit your needs. Visit our website today and tell us all about your project.

kerfdesign.com



kül grilles
Modern Grilles for the Modern Home

Quality floor and ceiling vents in standard and custom sizes. Matching custom engraveable accessible switch plates now available! Discount: dwell124

kulgrilles.com



Thuma
The Bed

Meet the perfect platform bed frame. Thoughtfully designed and available in multiple configurations to elevate any bedroom. All feature simple, tool-free assembly and include the low-profile frame and extra-strength cushion-coated slats.

thuma.co

Print Ad Specifications

Dwell Magazine

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

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

Dwell Digital

	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	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 Banner Ads	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

Digital Ad Assets Overview

Assets due 2 weeks prior to launch	Can you accept expandable units? No	The max animation is 15 seconds	Third party tags are also accepted
Are you rich media capable? Yes	The backup GIF or JPG size is 40kb	No preference on close button placement	

Client-Supplied Asset Requirements

Dwell Branded Content Partnerships

Client Assets Needed For Branded Content

Key messaging – about the brand / product / specific collection(s)

10+ high res environmental / lifestyle images – all images should be 72+ DPI & saved as .jpeg or .tiff

Logo file – .eps or .ai

UTM link(s) for click-through

Social handles – Instagram + Facebook + Pinterest

Dwell Open House

A Home Tour Experience Presented by *Branded Partners*

We're giving our audience **the rare chance** to see inside some of the **extraordinary private homes** featured in Dwell.

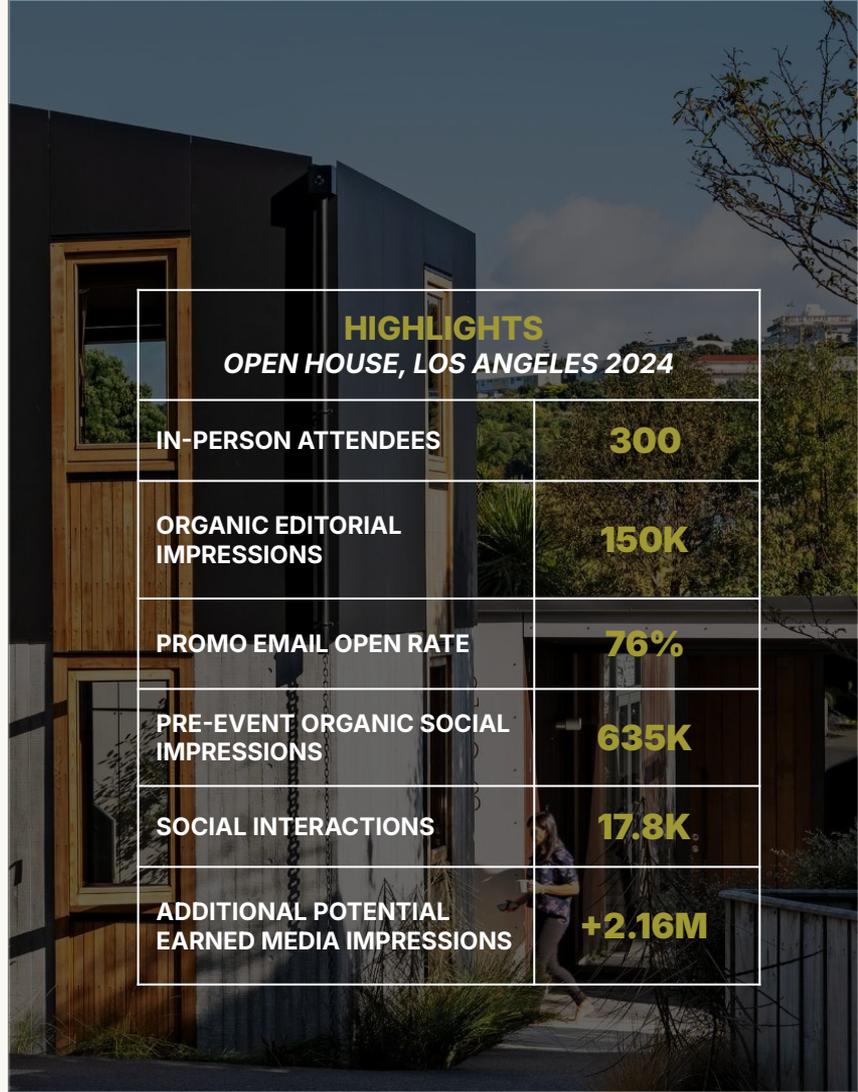
Featuring three homes by **visionary designers** and **architects**, the event will bring together Dwell's community of design consumers and celebrate innovative, exceptional architecture across our platforms and in person.

Dwell can offer your brand the chance to **sponsor this premium home tour series** and to directly **connect with a curated group of new and potential customers**, from design consumers and design professionals to luxury enthusiasts.

By integrating your brand seamlessly into this premium sponsorship, **influential customers will be able to authentically engage with your brand in person.**

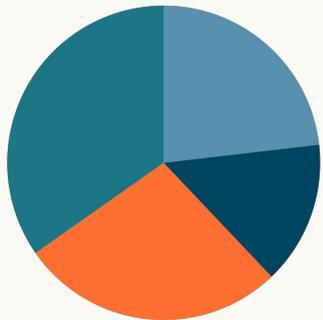
HIGHLIGHTS OPEN HOUSE, LOS ANGELES 2024

IN-PERSON ATTENDEES	300
ORGANIC EDITORIAL IMPRESSIONS	150K
PROMO EMAIL OPEN RATE	76%
PRE-EVENT ORGANIC SOCIAL IMPRESSIONS	635K
SOCIAL INTERACTIONS	17.8K
ADDITIONAL POTENTIAL EARNED MEDIA IMPRESSIONS	+2.16M



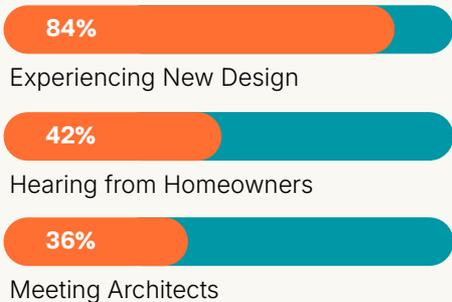
Who's Invited?

Attendee Professions



- Interior Design
- Construction/Trades
- Architecture
- Arts & Entertainment

Reason For Attending



2024 Event Survey Data

300 design enthusiasts and pros who want to explore homes straight from the pages of Dwell and discover fresh perspectives in the design-build space—up close and personal.





Contact Us

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Dwell is a part of **Recurrent Ventures**.

Learn more about the [Recurrent Ventures brand portfolio here](#).

LET'S
WORK
TOGETHER!

2109

dwell

