



domino

2022 CAPABILITIES

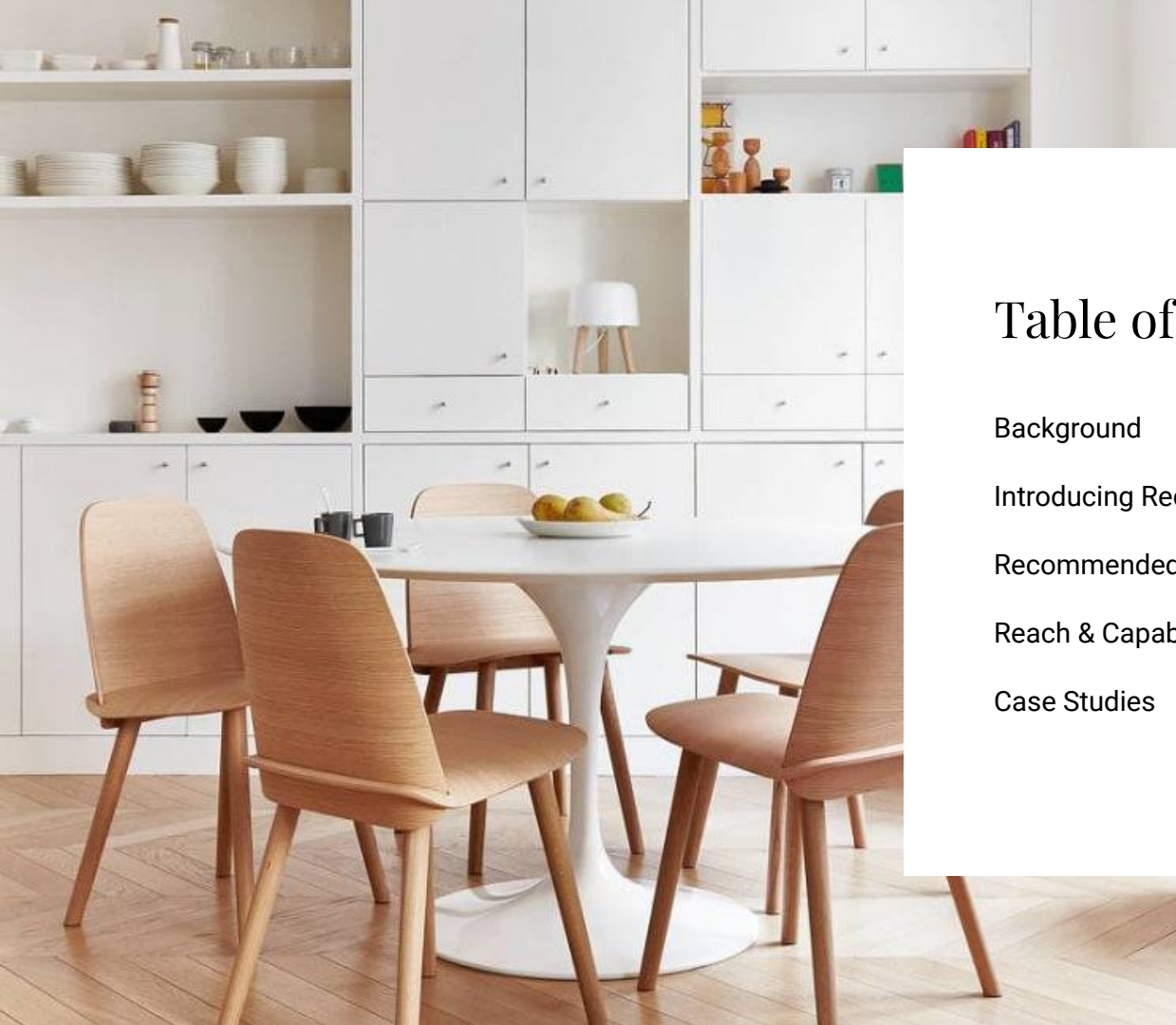


Table of Contents

Background

Introducing Recurrent


Recommended Brands At A Glance

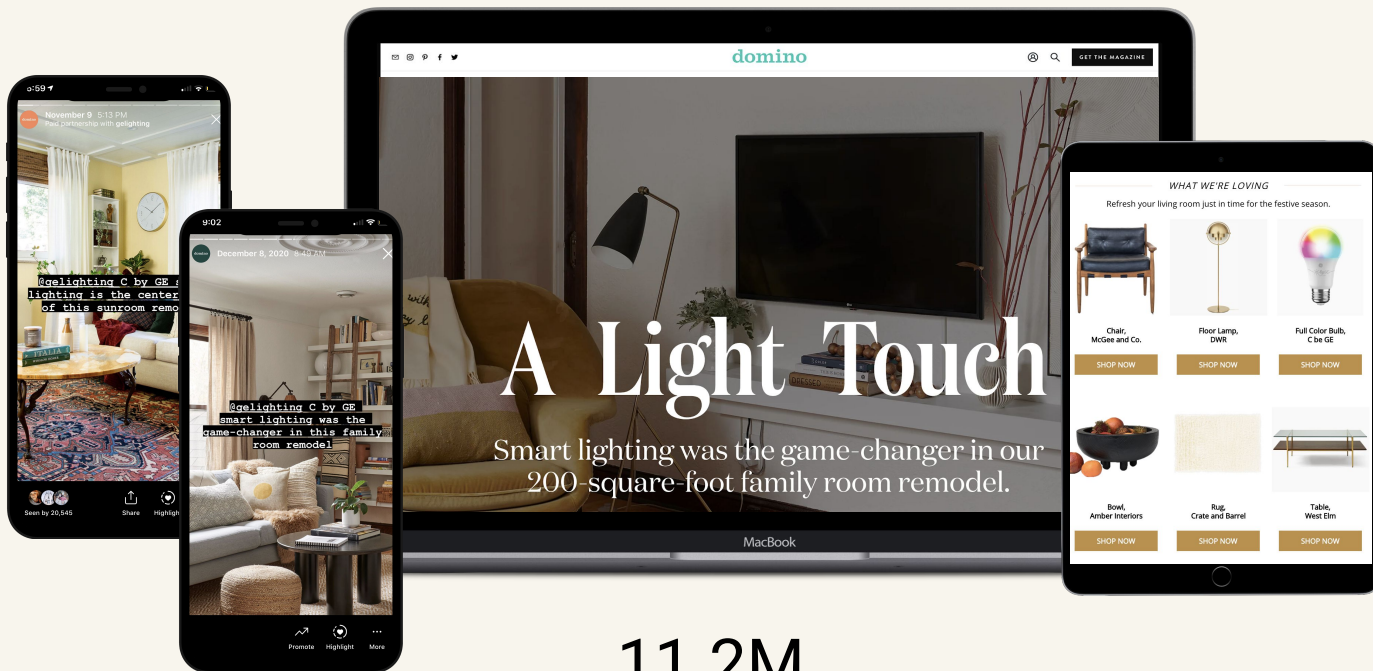
Reach & Capabilities

Case Studies



Background

domino x -  by GE



11.2M

Domino Delivered Impressions

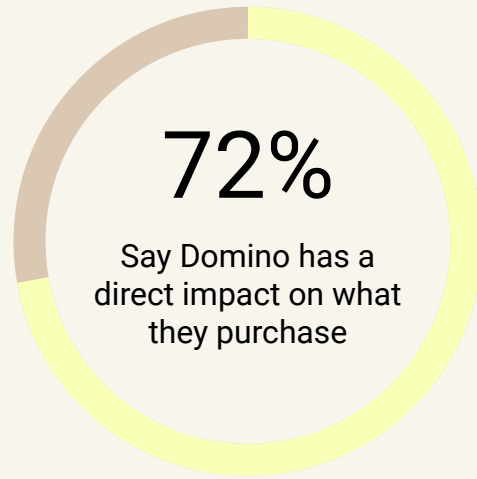
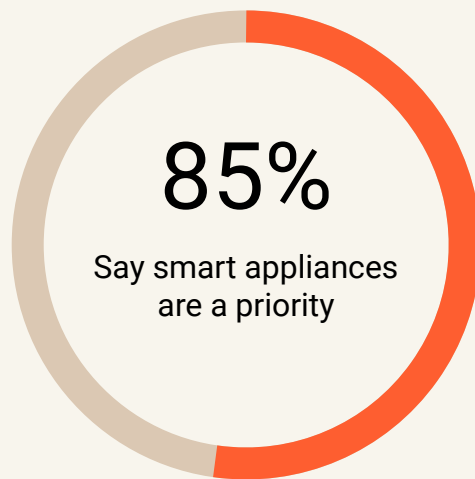
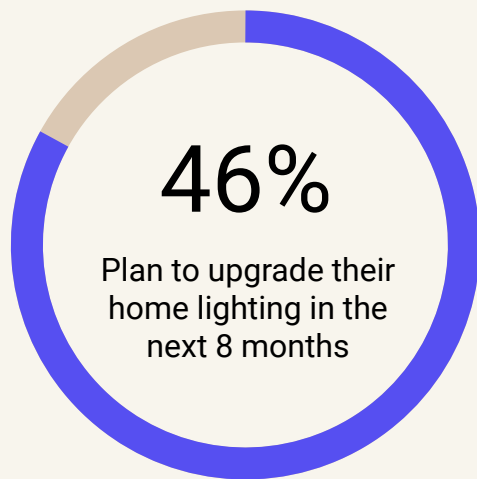
2.4M Social Impressions

4.5M Display Impressions

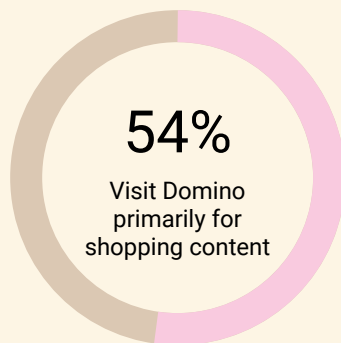
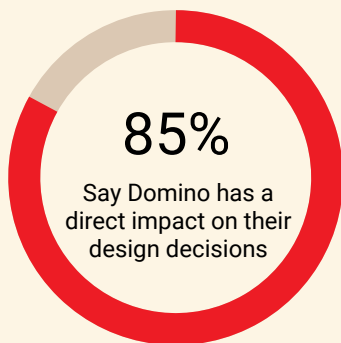
4.2M Email Impressions

114K Page Views

Lighting Purchasing Power



A Purchase Authority



Domino is the go-to resource for expressing personal style- from what to buy to where to get it. We take our audience from the point of inspiration to the point of purchase.

Our always-on content model escalates the path to purchase. Our content doesn't just drive sales, it accelerates them.

domino

Spotlighting talented creatives, emerging designers, and industry pros, we share personal spaces and hands-on design projects with a story. Our curated shopping guides, creative living solutions, and hardworking renovation ideas inspire readers to make their home a true reflection of their world.

Over the past 16 years, we've grown from a print magazine to a digital-first destination with multiple social channels, a popular podcast, special-edition publications, a newly-launched Kids vertical, and exclusive product collections and partnerships with premier brands. Domino is the ultimate guide to bringing your personal style home.



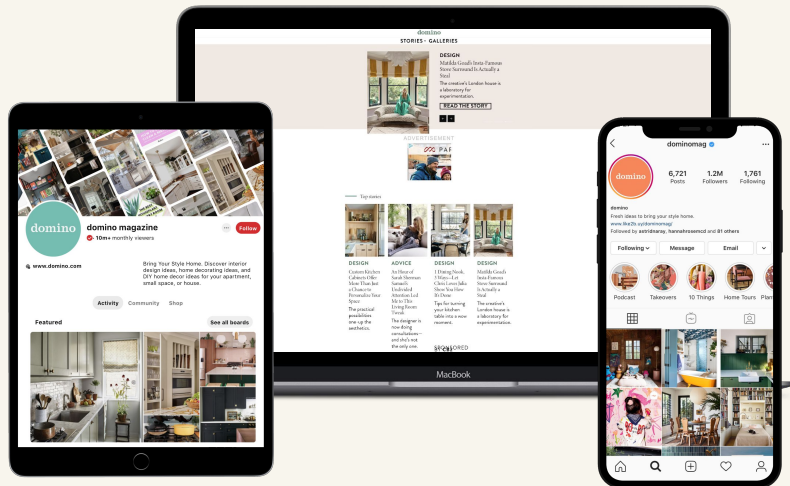
AGE: 25-44

HHI: \$115,000

M/F: 27/73

Domino Global Footprint

114M
TOTAL REACH



4M DIGITAL UNIQUES

4M INSTAGRAM IMPRESSIONS

2.6M FACEBOOK IMPRESSIONS

51M MONTHLY PINTEREST VIEWS

500K PODCAST DOWNLOADS

570k EMAIL SUBSCRIBERS

62k TWITTER FOLLOWERS

50M DIGITAL UNIQUES RECURRENT NETWORK

2M APPLE NEWS VIEWS

Domino Brand Evolution



2005

Domino, the print magazine, is launched by Conde Nast

CONDÉ NAST

Condé Nast ceases publication of Domino due to the economic climate

2009



400K+ Facebook group petitions to 'bring back Domino'

2010

Target purchases rights to distribute back issues of Domino due to popularity



Domino relaunches as an omnichannel media company

2013

2016

Domino launches experiential pop-ups and events with partners like AmEx Platinum and Home Depot



Domino collaborates on premium product collections with brands like Lenox and Robert Allen

2018



Domino launches a digital Wedding registry vertical and special print issue with Amazon

2019



Domino launches Domino Kids vertical and special print edition, as well as the Design Time Podcast

2020

recurrent

Recurrent acquires Domino

2021



Introducing Recurrent

Recurrent finds and scales the best audiences.

We connect consumers with media in a way that is **enjoyable**, **profitable**, and **sustainable**, while maintaining editorial integrity. Recurrent is on a mission to build, cultivate, and scale the world's most **passionate audience of experts and enthusiasts**.

ENGAGED ENTHUSIASTS

High-quality, targeted audiences that are ready to purchase and spend more.



50M Monthly Uniques

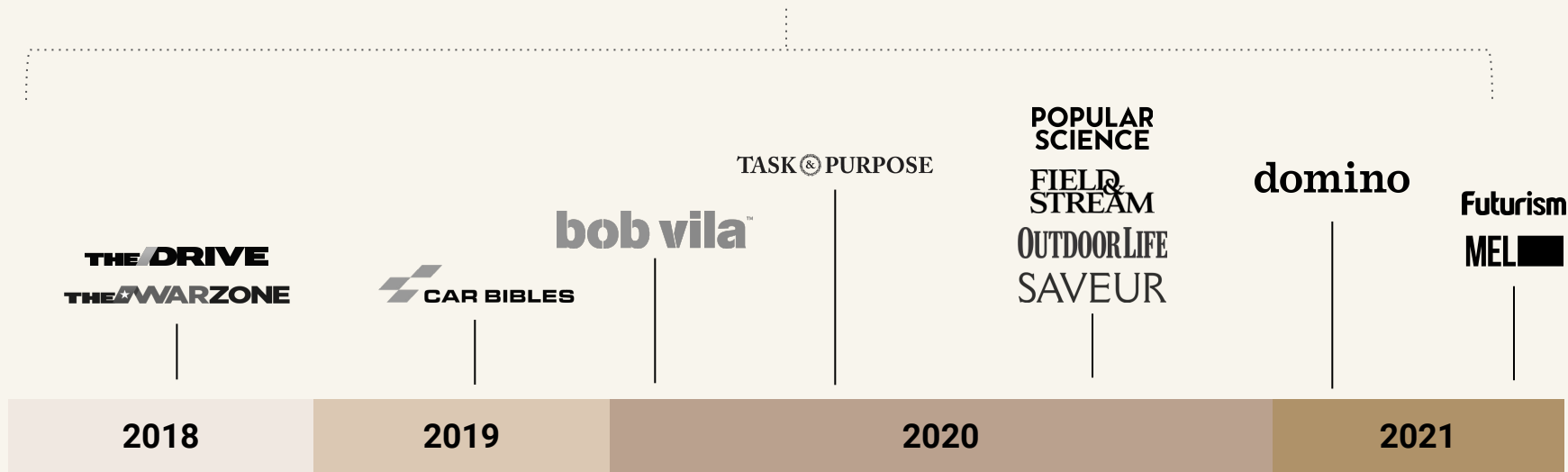
12M Social Followers

2.4M YouTube Subscribers

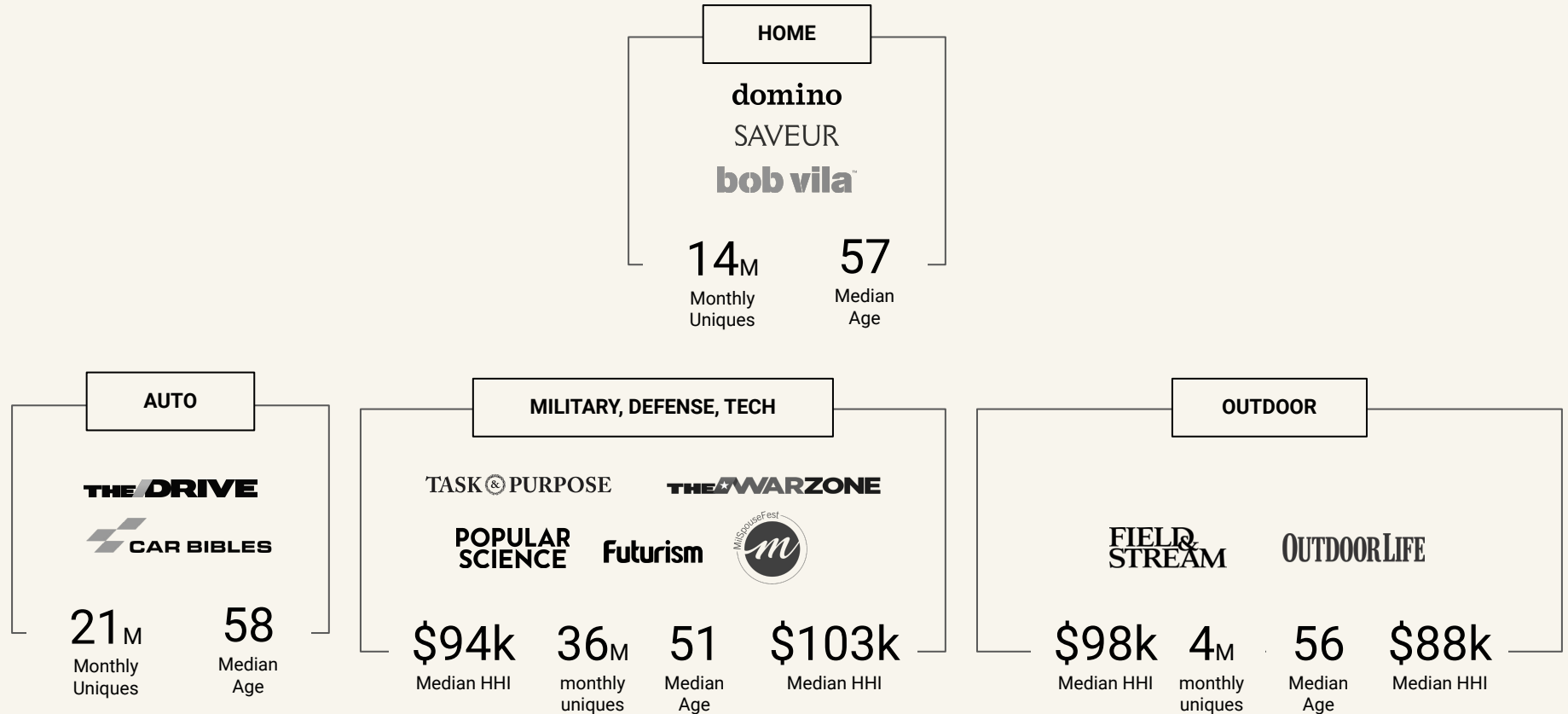
17 Brands With Rich Editorial Content

Trusted, expert content from renowned industry thought leaders attracts a savvy audience.

recurrent



Reach Passionate Communities.





Recommended Brands At a Glance

domino

Spotlighting talented creatives, emerging designers, and industry pros, we share personal spaces and hands-on design projects with a story. Our curated shopping guides, creative living solutions, and hardworking renovation ideas inspire readers to make their home a true reflection of their world.

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AGE: 25-44

HHI: \$115,000

M/F: 27/73

RENOVATOR'S NOTEBOOK: 48K



For More than 30 years, Bob Vila has shown people how to renovate and repair their homes. As the host of groundbreaking television shows, including This Old House, Bob Vila' Home Again, Bob Vila and Restore America, he has become known as the founder of the DIY category.

BobVila.com is the primary destination for accessing Bob Vila's expertise today. The site attracts millions of unique users each month with expert home improvement advice delivered in the familiar, approachable manner that earned Bob Vila the appellation of "The Most Trusted Name in Home Improvement."



AGE: 59

HHI: \$102,000

M/F: 70/30

MONTHLY UV: 7.9MM+

SOCIAL AUDIENCE: 1.5MM

SAVEUR

We believe food is, above all, a source for connection and exchange.

Our team of editors works closely with a network of international contributors and 400k nano-influencers—food writers, chefs, seasoned home cooks, and cultural experts among them—to share a modern epicurean lifestyle for everyone to enjoy.

With our extensive international community of passionate home cooks, expert chefs, and culinary explorers, Saveur shares food and drink ideas steeped in story and place. Our goal is to always delight readers—and, in the process, enrich their sense of connection across the globe.



AGE: 57

HHI: \$102,000+

M/F: 37/63

MONTHLY UV: 1.4MM

SOCIAL AUDIENCE: 2.1MM+



Reach & Capabilities

	AUDIENCE + REACH				DEMOGRAPHICS		
	MUV's	Social Audience	YouTube Followers	Email Newsletter	Gender (M/F)	Median Age	Median HHI
	(FB, IG, Twitter, Pinterest)						
HOME							
domino	4MM	3.1MM	2.4K	600,000	27/73	35	\$115,000
SAVEUR	1.4MM	2.1MM	33K	102,000	30/70	57	\$102,500
bob vila™	7.9MM	1.5MM	99K	150,000	70/30	59	\$102,000
TOTAL HOME	13.3MM	6.7MM	134.4K	852,000			
TECHNOLOGY							
POPULAR SCIENCE	5.0MM	4.9MM	61.1K	368,000	50/50	46	\$82,400
Futurism	6.0MM	8.1MM	73.4K	320,000	64/36	35	\$100,000
TOTAL TECHNOLOGY	11MM	13MM	134.5K	668,000			
TOTAL REACH	24.3MM	19.7MM	268.9K	1,520,000			

Our Solutions

Create an authentic connection with quantifiable results.



Creative Services

- Content Creation
- Media Consulting & Market Insights



Branded & Custom Content

- Branded/Sponsored Articles
- Branded/Sponsored Videos
- Multimedia Podcasts



Display Advertising

- High Impact / Takeovers
- Targeting: Geo, Behavioral, Contextual
- Pre-Roll (6s, 15s and 30s)



Email Sponsorships

- Dedicated email
- Sponsored Newsletters
- Weekly and Daily



Video Production

- Content Creation



Live & Virtual Events

- Virtual & Live Events
- Sponsored Panel Discussions



Influencer Marketing

- Access to Proprietary Network
- Organic and Boosted Social Posts
- Content Integration



Custom Insights

- Proprietary network of insights
- Product reviews, testing
- Custom focus groups



Social Media

- Facebook Audience Sharing
- Lead Generation
- Branded/Sponsored Distribution



Podcasts

- Design Time Podcast
- Ask about sponsorship opportunities

Targeting Capabilities

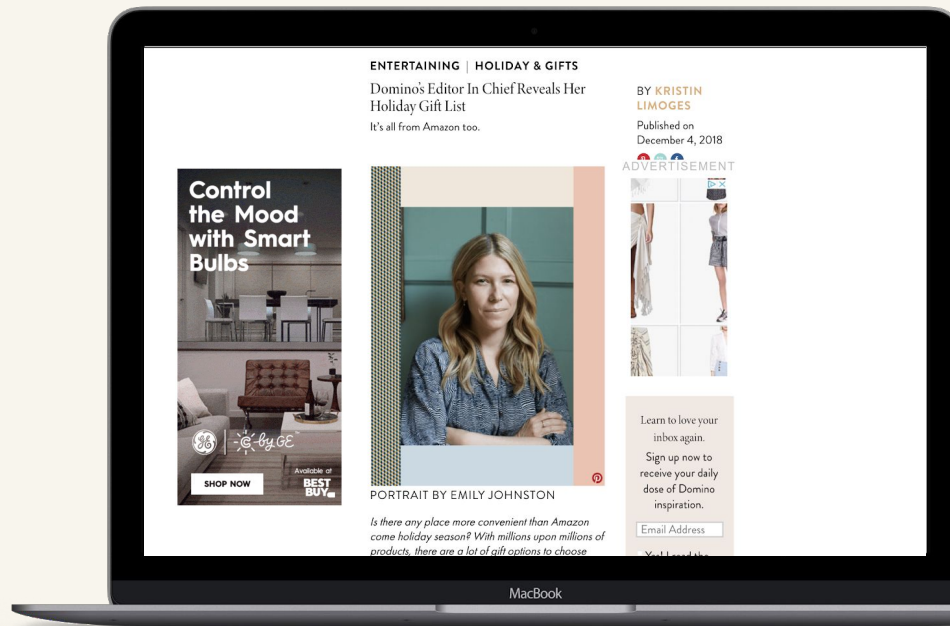
Co-branded ad units to promote sponsored content and drive further traffic

Paid Facebook, Instagram and Pinterest Targeting

- Demo
- Behavioral
- Location

Google Ad Manager 3rd party audience targeting

- Age, geo-targeting, gender, occupation



Avalanche Units

A rich media ad suite designed to package and scale content with your brand message. Ability for units to feature shoppable points of interest, editorial content and video.

All Avalanche units adaptive to mobile.

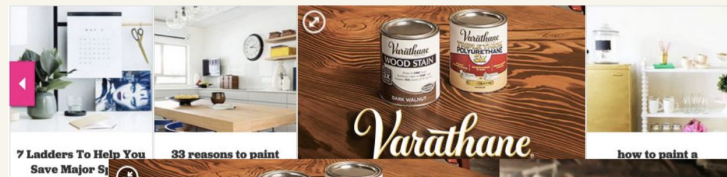
Cartograph - Shoppable Pinboard

Feature shoppable points of interest on a “pinboard.” Users click to learn more and/or buy.



Carousel - Editorial Content

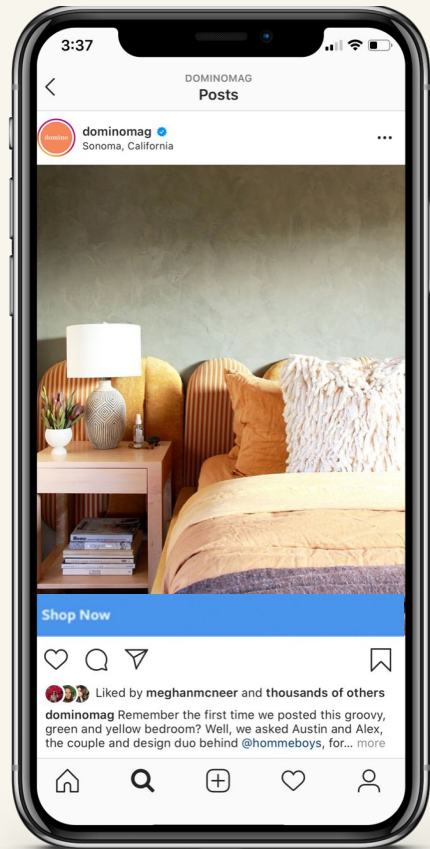
Package editorial content with a brand message through a targeted, measurable, and integrated Avalanche experience.

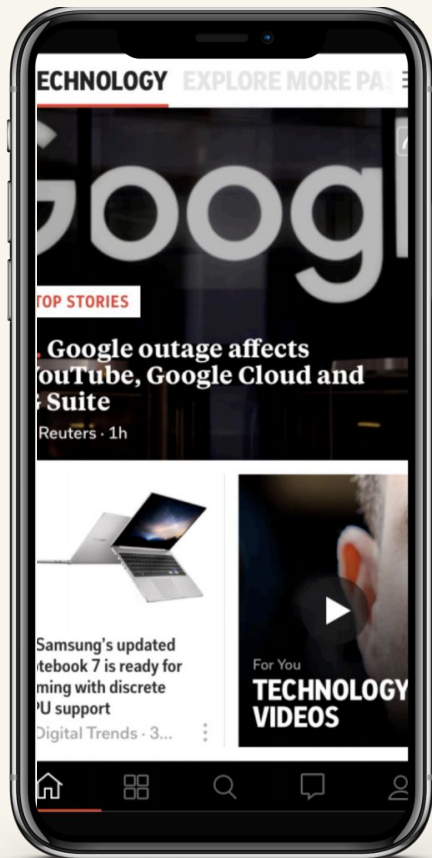


Designed Ad Posts

Boost awareness and drive sales when users are actively looking for new products and ideas.

- Decide how much to spend and which audience actions to pay for—views, engagement or click throughs
- Precise targeting tools get your ads in front of the design audience you care about most
- Options include Pinterest, Instagram Feed, Instagram Story, Facebook and Twitter





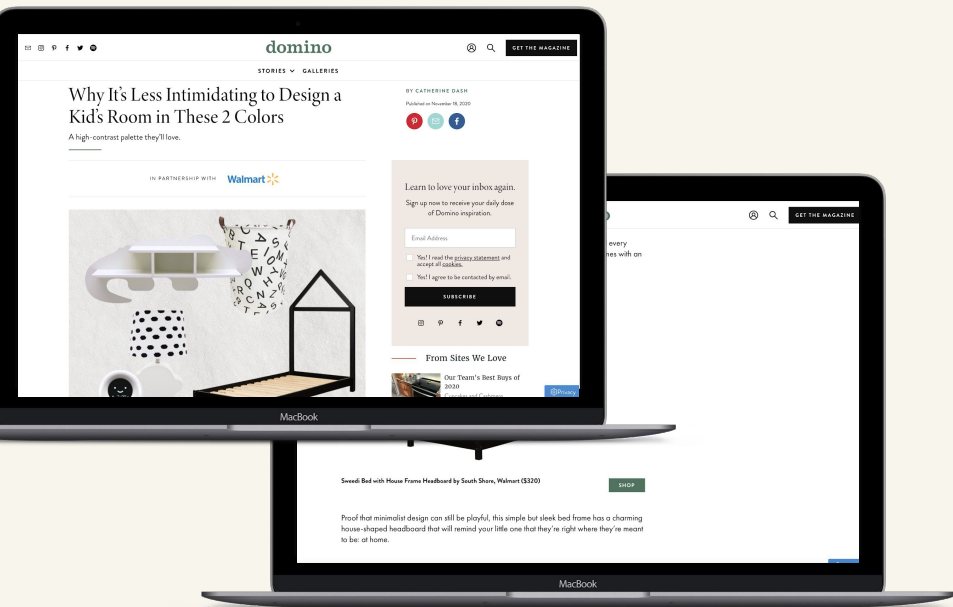
Flipboard Audience Extension

Reach an extended audience through paid amplification and interest targeting with Flipboard, a content discovery platform with 800MM visits to premium content each month, designed to inform and inspire your work, life, and play.

CONTENT DISCOVERY + INTEREST TARGETING

Leverage proprietary Interest Graph to reach your audience based on their demonstrated passions.

Curated audience segments built using demographic and behavioral data from premium third-party sources



Search Optimized Content

Achieve content longevity with Recurrent's search optimized content package, increasing user engagement and search traffic performance.

Domino's editorial and SEO teams will produce branded content for your brand utilizing audience and performance data, keyword clusters that represent searchers with similar purchase intent, and a gamified feature template engineered to win search optimizations.

Ecommerce

Shoppable hot spots embedded in sponsored content to drive higher ROI

Paid social and email drives high amounts of traffic back to sponsored content increasing click thrus

CPC allows for organic inclusions in editorial, email and social and link back to O&O for purchase



Talent Collective

Reach, engagement, expertise,
authenticity

- Ranging from emerging tastemakers to established designers who are experts in their craft. They have the skills and the authority to shape the future.
- Voices with a strong and unique point of view. They don't follow trends—they create them.
- More than their follower count. They cultivate and foster highly-engaged communities



Talent-Led Custom Content

Working with us grants your brand **access to talent that creates custom editorial and visual content** for Recurrent brands, with the option of activating their voice on your own channels, from on-site to social.



Alvin Wayne is the king of practical curation. Here, in partnership with Amazon Home, they show us three different ways to style out one kitchen corner using items you (probably) already have and use everyday.

His expert tips? Don't be afraid to get creative and make it your own.

[Amazon Home](#)

SAMPLE TALENT

**Maison Trouvaille****INTERIOR DESIGNER****Instagram:** [@maison_trouvaille](#)**Followers:** 115K**Arvin Olano****DESIGN CONTENT CREATOR****Instagram:** [@arvinolano](#)**Followers:** 77.1K**Ishka Designs****INTERIOR DESIGN FIRM****Instagram:** [@ishkadesigns](#)**Followers:** 20.3K



Case Studies

PARTNERSHIP OVERVIEW

Domino x Lumens

2.8M

Impressions

32.5K

Page Views

1M

Social Impressions

In 2021, Domino & Lumens partnered to raise awareness for Lumen's rechargeable lamps collection with multi platform content across digital, social, email and print.

Advertiser KPI: Awareness and Engagement

Campaign Components:

DIGITAL CONTENT

EMAIL

PRINT

INSTAGRAM

TWITTER

FACEBOOK

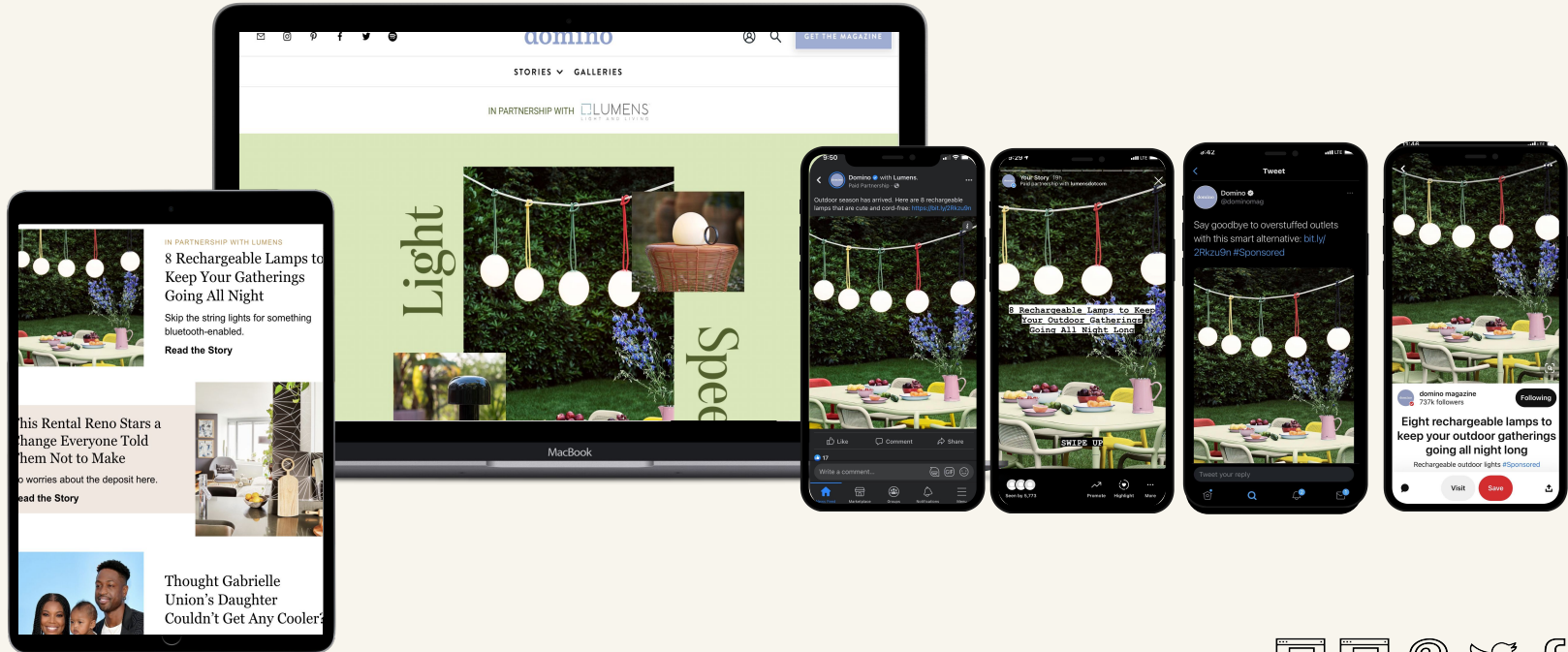
PINTEREST

Custom
article
delivered 7K
in AV
impressions!



LIVE EXAMPLES

Domino x Lumens



CLICK ICONS FOR LIVE LINKS

PARTNERSHIP OVERVIEW

Domino x Hudson Valley Lighting

68K

Email Opens

19K

Total Clicks

28%

Email CTR

In 2021, Domino & Mitzi partnered to engage consumers with a shoppable dedicated email.

Advertiser KPI: Awareness and Engagement

Campaign Components:

EMAIL

SPONSORED CONTENT

WHITE LABEL ASSETS


TALENT PROMOTION

CTR
exceeded
Domino
benchmark
by 7x



Domino x Mitzi

domino



A Light Touch

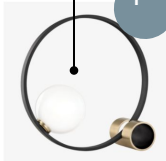
IN PARTNERSHIP WITH MITZI

Finding high-quality lighting—without the unreasonable price tag—has never been easier. With Mitzi, you can finally feel confident about fixtures for your home.

Top Performing Product

GET THE LOOK

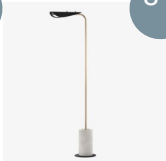
1



Zena Table Lamp

SHOP NOW

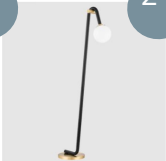
3



Layla Floor Lamp

SHOP NOW


2



Whit Floor Lamp

SHOP NOW


4



Willi Floor Lamp

SHOP NOW


5



Mia Table Lamp

SHOP NOW

6



Lani Wall Sconce

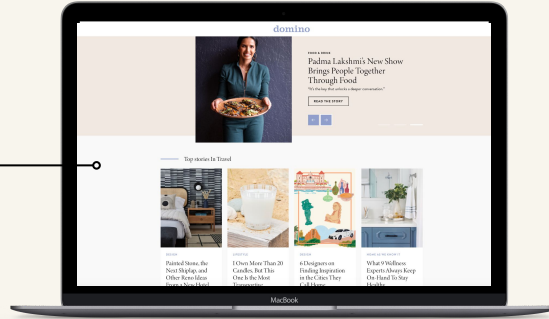
SHOP NOW



CLICK ICONS FOR LIVE LINKS

Domino Travel Vertical

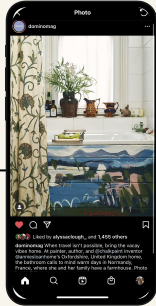
Domino
Travel
Landing Page
[Link here](#)



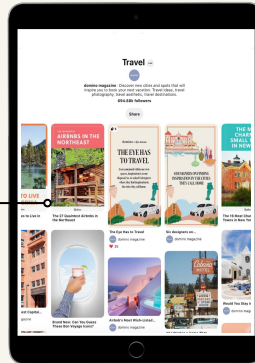
Domino Summer
Travel Print
Issue (2019)
[Link here](#)



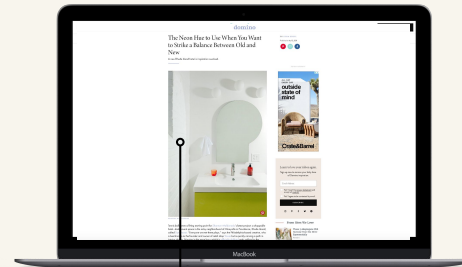
Instagram
in-feed
[Link here](#)



Travel
Pinterest
Board
[Link here](#)



Content that
brings Travel
home
[Link here](#)



Design Time
podcast, Travel
theme
[Link here](#)





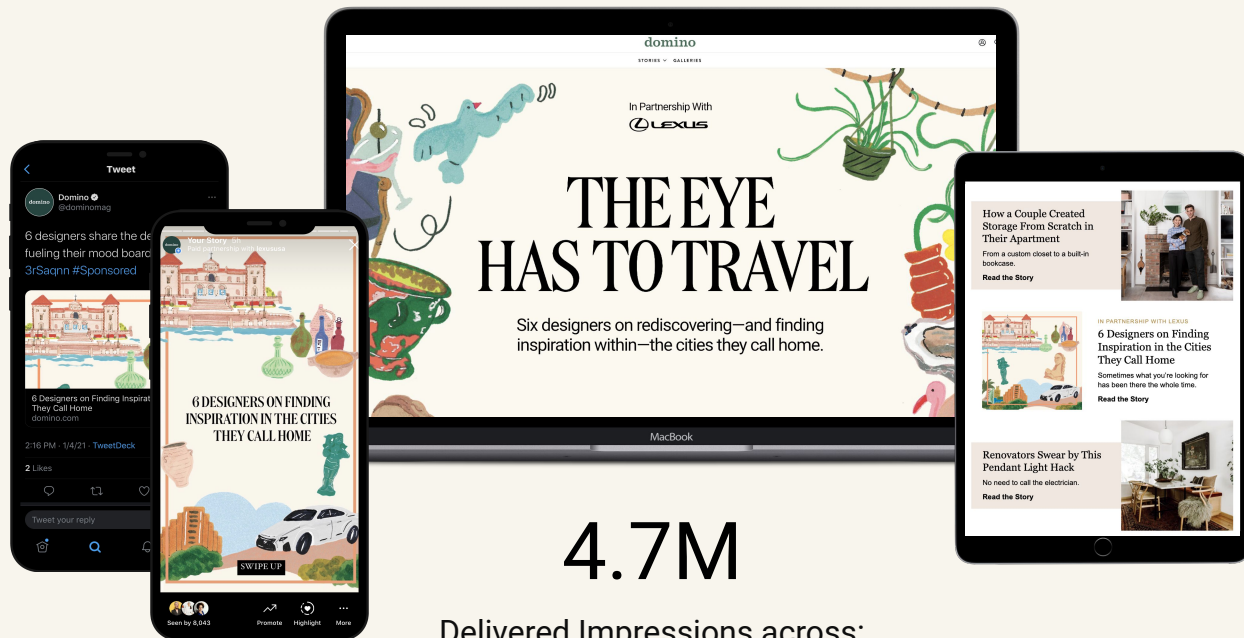
Domino Field Guides

70% of Domino users seek expert destination guides.

When you only have days (or hours) to explore a new city, Domino's *Field Guide* is a digital, cross-platform need-to-know edit of the coolest bars, hotels, restaurants, galleries, and boutiques in the top design cities.

CONTENT PROGRAM

Domino × Lexus



Podcast Season Sponsorship
Interactive Content

Instagram Stories Series
Talent Integration



domino

2021 CAPABILITIES