

Dwell in the News

"...award-winning shelter magazine Dwell is offering a potential lifeline in the form of business partnerships with others like it."

Mediaweek, Sept 28, 2009

"...the company has grown from a magazine publisher into a multi-channel content provider, offering everything from home products to pre-fab houses to one the biggest design events in the U.S., Dwell on Design. Earlier this year, the company unveiled a new redesign of its Web site, Dwell.com, and joined forces with like-minded companies to form the Dwell Partner Network, which itself is a unique take on a traditional ad network."

Mediabistro, Sept 23, 2009

"Dwell magazine has become successful because it believes there are educated people out there who like design but aren't rich or don't aspire to make it clear how wealthy they are. Many of the houses featured are attainable and interesting -- but not mainstream -- as in you'll see hundreds of these in a subdivision soon."

National Post, Jan 9, 2009

"It's somewhat easy to see how a niche publication like Dwell™ could become a major online destination... but harder to see how a newsweekly could do the same. In a title like Dwell, editorial content and advertising are contextually related in a symbiotic way (i.e., the articles and the ads are generally about the same things, and readers are inherently interested in both) that is impossible for general interest magazines like Time."

Adweek, February 2007

"...the bible of residential architecture and design."

Men's Journal, January 2006

"As Dwell enjoys its growth spurt, the magazine faces a delicate balancing act of building its circulation while maintaining its niche appeal. But media buyers are confident that the magazine can stay true to its roots."

Mediaweek, June 2005

"Lazor believes the Web and progressive design magazines like Dwell have introduced the public to a new, better-designed generation of prefab."

Chicago Tribune, May 2005

"Dwell presents architecture in a lively, simple form and offers readers advice on incorporating similar design into their own homes. The magazine turned a profit in 2004 and has seen circulation rise to 250,000, while also claiming a National Magazine Award in April."

Businessweek Online, May 2005

"Five years later, Dwell's rate base has increased five times, newsstand sales and ad pages continue to rise, Dwell TV is on the Fine Living Network, the Dwell Shoe is in stores, there's a Dwell Design Guide, Dwell Home I is complete and Dwell Home II is underway."

Media Industry News, May 2005

"Five years ago, San Francisco-based Dwell was just a 50,000 - circulation independent niche magazine about fine design... Dwell has blossomed, boosting its rate base to 220,000 and growing its ad pages."

Mediaweek, May 2005

"Domino will have to claw its way past a host of contenders in the latest rapidly crowding category [including] industry darling indie Dwell..."

Advertising Age, April 2005

"As the prefab movement gains converts, it could bring good, contemporary architecture within reach of the average person. For a peek at how stylish this stuff can be... pick up the April/May issue of Dwell magazine."

Milwaukee Journal Sentinel, April 2005

"Dwell, which publishes eight times a year, compares favorably to its monthly cousins in the shelter category: Architectural Digest, for instance, is down 1.9 percent from May 2004; Elle Decor is up 4.1 percent and Metropolitan Home is up 15 percent. Dwell, however, is up a whopping 34 percent, through its April/May issue, compared with 2004."

The New York Times, April 2005

"Such is the promise of prefab, an architectural trend championed in cutting-edge design magazines such as Dwell."

The Washington Post, March 2005

"The increasing popularity of magazines such as Dwell demonstrates the public's desire to practice what those magazines preach."

Minnesota Monthly, March 2005

"Small is the New Big" proclaims the January-February cover of Dwell, the magazine for modernists... certainly the Dwell pack is on to something."

Chicago Tribune, January 2005

"Dwell, the 5-year-old San Francisco-based independent shelter title for the design-savvy, announced last week that it had reached profitability..."

Folio, April 2004

"Its paying off... Dwell has won nearly three dozen awards for design, circulation, and content, including a gold medal and four merit awards from the Society of Publication Designers."

Folio, April 2005

"The American Society of Magazine Editors announced the finalists for this year's National Magazine Awards. The nominees [out of 1,562 entries] for the industry's most prestigious award, General Excellence, circulation of 100,000 to 250,000: [Include] Dwell."

Advertising Age, March 2005

"Turns out the Dwell television series is far better than I was expecting. You get so used to seeing poorly created non-scripted ugliness on cable lately that your expectations crumple. What a revelation then to find the same cool modernism of the Dwell pages put on the small screen."

San Francisco Chronicle, October 2004

"The less fussy but still opinionated Dwell, founded in 2000 in San Francisco and aimed at young, green-leaning readers, is doing well for a smaller publishing endeavor, growing to about a 200,000 circulation."

Wall Street Journal, September 2004

"[Dwell] has proved consistently interesting in its vision of modern design, its layout and its writing. I picked up the very first issue and haven't looked back... I look at the idea of Dwell Television as a huge educational step forward."

San Francisco Chronicle, May 2004

"A new generation of architects is making prefab more fun... Joseph Tanney and his architectural partner, Robert Luntz, [the Dwell Home Architects] have jumped into pre-fab full force."

Time, Style & Design Supplement, Summer 2004

"Dwell magazine, which focuses on modern housing design, has thrived during its four years of publication."

Denver Post, March 2004

"[Dwell is] The best of the lot... As opposed to most other design mags, it's not just the aesthetic novelty of a new design that is praised here; it is how well the design works that's important to the dwell reader. ...Pushing the borders makes dwell continually fresh and interesting. It's the perfect magazine for a design-conscious person who has recently outgrown the Ikea-filled flat full of room-mates and is looking for that starter house that breaks the mold."

San Francisco Chronicle Magazine, February 2004

"There are some gems out there ... Dwell magazine is my favorite mag-of-the-moment. It champions modern home designs and ideas, with a social and environmental consciousness. The biggest appeal: Featured homes look lived in; they're not the museum quality homes pictured in most magazines."

Miami Herald Tribune, January 2004

"Dwell, a San Francisco Shelter magazine, is doing very well."

The New York Times, December 2003

"There is a larger segment of the population interested in modern design than builders and real estate agents think."

Allison Arieff, Former Dwell Editor-in-Chief, Chicago Tribune, January 2003

"Since its launch in August 2000, Dwell magazine—with its accessible, inclusive take on modern architecture and design—has carved out a unique niche in the crowded shelter-book category. The magazine has quadrupled its circulation over the past three

years, building a loyal readership that is as passionate about affordable prefab housing as it is about Eames chairs and Noguchi tables."

mediabistro.com, July 2003

"[Modern] goes beyond style to encompass a system of beliefs, a way of looking at and thinking about the world. Being modern is about living in your own time, taking full advantage of all the latest technology, creativity, and innovation available in the creation of your own home. It's about being curious about the world around you."

Allison Arieff, Former Editor-in-Chief, mediabistro.com, July 2003

"Whereas Wallpaper and Surface are so hip and modern, we don't understand them, 2 1/2-year old Dwell is the alternative shelter and design magazine for people who can distinguish between cutting-edge homes, people and design matters, and those that have fallen off the normalcy curve."

Chicago Tribune, The 50 Best Magazines, June 2003

"...interesting, affordable, mass-market houses. What we do know is that, at least among a certain class of Americans, there is a strong appetite for just such a thing... Dwell has made itself something of a bible for this tribe, discussing costs frankly and showing youthful people in modern houses in such unglamorous locales as Kansas."

Wall Street Journal, May 2003

"San Francisco-based Dwell, which launched in October 2000, has upheld its lifestyle approach to modern architectural design, with positive results. Through the last half of 2002, Dwell's total circ was 142,778, a hefty 25 percent increase, according to U.S. ABC figures. The modern design shelter publication added Infinity to its June issue advertisers, and Microsoft..."

Media Week, May 2003

"A fresh, young magazine... packed with unique modern houses that don't all look like they've been styled by the same photographer... Dwell is leading the charge for the next generation."

Toronto Star, January 2003

"Design is shaped by what is in the air. Modern is hot; look no further than the \$4,600 replicas of a 1928 Le Corbusier sofa. Or the popularity of local Dwell magazine, a 2-year-old bastion of self-described "nice modernists."

San Francisco Chronicle, November 2002

"Kudos for putting out a magazine that differs from all the other shelter publications—from designer-oriented magazines like Metropolis and from mass-market titles like Architectural Digest, House and Garden, and House Beautiful."

SF Chronicle, August 2002

"...Dwell magazine, an arbiter of hip domestic style."

NPR All Things Considered essay on Prospect development, April 2002