

GROWING UP GREEN

- Sustainability is core to modern principles
- October 2000 – launch issue essay espousing “GOOD DESIGN” as sustainable design
- Practicing what we preach
- Partnering to strengthen our contribution

Blue Prepare Certificate

BLUE PREPARE™

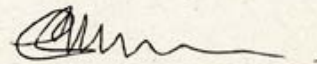
Recognition Certificate is hereby granted to

Dwell

September 10, 2007

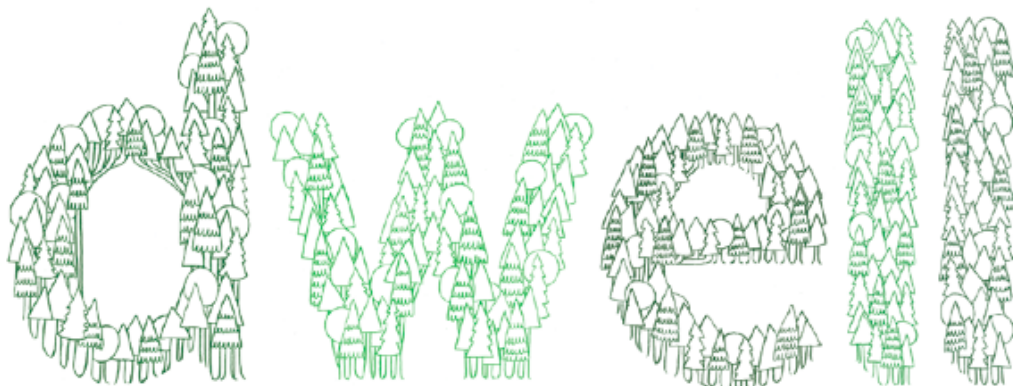
THIS CERTIFICATE RECOGNIZES Dwell's COMPLETION OF tcg's BLUE STEP PROGRAM BY WHICH THEY HAVE SUCCESSFULLY IMPLEMENTED AT LEAST SIX ENVIRONMENTALLY-FRIENDLY ACTIONS INTO THEIR STANDARD BUSINESS PRACTICES.

BY COMPLETING THIS PROGRAM, Dwell HAS JOINED A GROWING COMMUNITY OF BUSINESSES SEEKING TO LESSEN THEIR ENVIRONMENTAL IMPACT BY REDUCING POLLUTION AND PROMOTING SUSTAINABILITY; THUS HELPING TO MAKE THE WORLD A CLEANER, HEALTHIER PLACE TO LIVE.



CLARE E. MUNN
CEO, THE COMMUNICATION GROUP





Taking Stock

At Dwell we believe that good design—really good design—is long lasting, and while we've always eagerly promoted projects that are sustainable in terms of their ecological footprint, we believe that every project we feature is sustainable in terms of its timeless design. Since our launch in 2000, our annual green issue has explored ways in which the built environment impacts our natural one, and our monthly "Off the Grid" department has featured homes that go that extra step, fusing lasting design with sustainable building practices.

Promoting great architecture and design—the belief that good design makes a difference—is Dwell's reason for being, which is why we think printing and packaging a thoughtful, visually engaging product is so important. Just as we believe that well-designed homes are everlasting, we hope our magazine will withstand the test of time, and perhaps warrant an archival space on your bookshelf, instead of in your local landfill.

In 2008 we will begin printing our issues on recycled stock. This decision was admittedly slow in coming, but we are now confident that we have reached that ideal balance—like the great examples of architecture regularly featured in our pages—of aesthetic and environmental integrity.

Our move to recycled stock will be made in partnership with Stora Enso, our paper supplier known for its commitment to sustainability worldwide. Stora Enso has

systems in place to trace the origin of all wood and fiber, and all production capacity is third-party-certified. They are committed to reducing their energy use, and continue to research ways to create beautiful paper with higher portions of recycled content.

We are also proud to support our printer, Quebecor World, and their efforts to be an environmental leader in the printing industry through their strong initiatives in energy reduction, waste disposal, recycling, and pollution control, not to mention their effort to comply with the environmental standards set by the International Organization for Standardization.

Over the past couple of years, Dwell has also been making more sustainable choices outside of the printed magazine. Our marketing collateral to the advertising community is now available in digital format and, when printed, on recycled paper. In this issue, our cover and text stock contain 10 percent post consumer recycled content.

This is, of course, just the beginning. Dwell will continue to explore ways to lessen the environmental impact of our business, in addition to showcasing other people's smart environmental solutions, to ensure that being at home in the modern world means ensuring a sustainable future. ■

LARA HEDBERG DEAM, OWNER & FOUNDER
lara@dwell.com

Founder's Note

A Good Start

- All CFL bulbs
- No water bottles
- No weekend light or heat
- Natural ventilation when possible
- Natural light during working hours
- Remote workers one day per week
- Recycled Paper for all materials
- 10% PCW body stock and cover
- Reduced trim size
- Added digital editions and archives
- And much more

We Are Held Accountable

Readers

- They want the ultimate reading experience with the GREEN at the core
- They want to know every aspect of our business

Advertisers

- They expect us to walk the walk and are counting the GREEN factor in their decision making
- They want to align their brands with Sustainable Leaders

Retail

2008

The background of the slide is a sunburst pattern consisting of numerous thin, radiating lines in shades of blue and teal, creating a dynamic, starburst effect.

Matt Cooper

Washington Editor
Condé Nast Portfolio

Retail 2008

Retail

2008