

A Design Well-Placed Process + Pricing Guide

2025 — THE STORIED GROUP



SG

HELLO!

For nearly two decades, we have been collaborating with interior designers at every stage of their journey, from emerging talents to renowned design firms whose projects have graced the pages of AD.

We created this service because we believe PR should never be a one-size-fits-all approach. Every completed project has a unique and compelling story to tell, and our streamlined process offers an effortless way to share yours - without a long-term commitment.

We can't wait to help showcase your work, and secure a feature in your dream publication!

- Molly + Jenn



MEET MOLLY SCHONEVELD

CEO
Southerner
Veteran Publicist
Former Angeleno



Molly began her career in Hollywood working directly under Academy Award-winning producer Brian Grazer the year he won an Oscar for “A Beautiful Mind.” Soon, she was recruited to powerhouse entertainment firm PMK, where she worked with A-list talent like Kevin Bacon, Gerard Butler and Olivia Wilde.

She started her PR firm, The Storied Group, in 2008, and soon developed a niche expertise at the intersection of entertainment and lifestyle. She represented several interior designers who had celebrity clients, which was her foray into the high-end design world in Los Angeles. Since then, she has worked with design and lifestyle clients across the country, helping to publish their projects, launch stores, books and product collaborations.

Career highlights include positioning Hammer and Spear as a luxury design firm in LA, and helping to transform Golden Door, which had become a tired brand that was once a pioneer in the wellness industry, back into what *Conde Nast Traveler* recently called, “The Most Iconic Spa.”

Molly has been a speaker at The Design Influencer’s Conference, spoken on numerous industry podcasts, and was invited to be a member of the International Academy of Digital Sciences, where she served as a Webby judge in 2023 alongside Tan France and other industry luminaries.

MEET JENNIFER WEAVER

Brand Strategist Mom of Two *Veteran Publicist* Cali Native



Jenn earned a degree from USC's Marshall School of Business and started her career at top LA advertising agencies before diving into celebrity PR with the legendary firm PMK/HBH. Quickly making a name for herself as a personal publicist, she joined industry icon Stan Rosenfield, representing stars like Kelly Ripa, Geoffrey Rush, and Hank Azaria.

In 2008, Jenn co-founded a boutique PR firm with fellow PMK alum Molly Schoneveld, building a diverse roster of celebrity talent, entrepreneurs, and lifestyle experts. Their work included launching a celebrity designer's store and book and helping a client transition from HGTV to the luxury market with Hammer and Spear in downtown LA.

Over the years, Jenn has collaborated with brands, publishers, and studios to promote films, create products, and launch books. She's handled everything from red-carpet appearances to international press junkets, baby announcements, and exclusive wedding photo deals. Known for her hands-on approach, Jenn excels at crafting narratives and strategies that propel her clients forward while building lasting industry relationships.

OUR PROMISE TO YOU

WE STAND *for* CLEAR STRATEGY,
METICULOUS EXECUTION and
REMARKABLE RESULTS
COMBINED *with* FREQUENT
COMMUNICATION, and DEEPLY
PERSONAL SERVICE.

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HOW *it* WORKS

PHOTO REVIEW

SEND YOUR PROJECT PHOTOS VIA DROPBOX, ALONG WITH A LIST OF YOUR TOP 5 GOAL PUBLICATIONS, AND WE WILL REVIEW THEM AND LET YOU KNOW IF WE CAN ACCEPT YOUR PROJECT.

THE NITTY GRITTY

WE WILL SEND OVER A PROJECT QUESTIONNAIRE FOR YOU TO FILL OUT. THIS WILL GIVE US THE MAJOR DETAILS NECESSARY SO THAT WE CAN DEVELOP A LIST OF SUGGESTED OUTLETS, AND WRITE A COMPELLING PITCH. SOMETIMES A PHONE CALL WILL BE NECESSARY.

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THE PITCH

ONCE WE HAVE YOUR PROJECT DETAILS, IT'S GO TIME! OUR GOAL IS TO PLACE YOUR HOME WITH ONE EXCLUSIVE OUTLET. WE PITCH ONE OUTLET AT A TIME, AND AIM TO GET A RESPONSE BEFORE MOVING ON TO THE NEXT OUTLET. WE WILL PITCH UP TO FIVE OUTLETS. PLEASE SEE FAQ FOR MORE.

THE PLACEMENT

WHEN AN EDITOR CONFIRMS THAT THEY WOULD LIKE TO PUBLISH YOUR PROJECT, WE WILL ARRANGE ANY NECESSARY INTERVIEWS AND SEE THE PROCESS THROUGH FROM BEGINNING TO END, INCLUDING SENDING YOU THE STORY WHEN IT IS PUBLISHED.

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INVESTMENT

UPFRONT DEPOSIT RANGE	\$2000– \$2500
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FINAL PAYMENT DUE AT PLACEMENT	\$2000– \$2500
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TOTAL INVESTMENT:	\$4000– \$5000
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*Pricing is based on several factors—primarily the estimated number of hours required to secure press for your project. While some projects are press-ready out of the gate, others may require more time and support upfront—whether that’s guidance ahead of the shoot, or getting the necessary details we need to tell a compelling story. To account for this, we offer a price range rather than a fixed rate.

CHECKLIST

- You have a professionally shot project ready to be pitched to the media.
- You have at least 20 images of your project including all the major rooms.
- You have permission from the homeowner to publish photos of their house.
- You haven't posted the entire project to your social media.
- This project has never been pitched or published before.
- This project was completed in the last year. (If not, please talk to us about that ahead of time. Some outlets care, others don't.)
- Your client is ok being interviewed for the story. If not, please tell us ahead of time.
- Your client is ok with their project being photographed again if the magazine wants to reshoot. (Most times, the publication will prefer to use the existing artwork.)

TESTIMONIAL

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“WE HAVE KNOWN MOLLY FOR A WHILE AND HAVE WATCHED HER WORK OVER THE YEARS. WHEN WE NEEDED SOMEONE TO HELP WITH OUR HOME REMODEL STORY, MOLLY WAS THE FIRST PERSON WE THOUGHT OF FOR THE JOB. FROM THE BEGINNING, SHE WAS HONEST, FAIR, AND DIRECT. BUT BEST OF ALL, SHE OVER-DELIVERED. MOLLY TRULY KNOCKED IT OUT OF THE PARK WITH AN AD FEATURE, SUPPORTED BY TONS OF SOCIAL MEDIA. IT IS SO NICE TO WORK WITH SOMEONE WHO IS REALISTIC YET POSITIVE AND GUIDES YOU THROUGH THE PROCESS IN A STRESS-FREE WAY.”



[read the feature here](#)



— CELEBRITY CHEF LUDO LEFEVBRE

FAQ

WHAT IF YOU CAN'T GET MY PROJECT PLACED?

In the rare event that we can't find a home for your project, you only pay the deposit. This is to cover our time and guidance. We are very selective about the projects we choose to take on, but there are many variables out of our control when it comes to the ultimate editorial decisions.

HOW LONG DOES IT TAKE TO GET MY PROJECT PLACED?

This varies from publication to publication. We have placed projects within a few weeks, and others take many months. What we can promise is consistent communication about the process, and that we will work to get your project the best placement possible.

HOW LONG DOES IT TAKE FOR THE PRESS TO COME OUT?

Digital placements are usually a faster turnaround—but can still take months. Print works extremely far out—a year to a year and a half is not uncommon.

HOW MANY OUTLETS WILL YOU PITCH?

We will pitch up to five outlets total with the goal of securing one exclusive placement. Most design publications ask for exclusivity. Yes, this means leaving your hero images off social media and your website. Once we have a firm offer from an approved outlet, we will consider the project placement service complete and will not continue to pitch additional outlets.

CAN YOU GET ME IN AD OR ELLE DECOR?

These publications are the holy grail for many designers and are extremely competitive. Their print issues tend to prioritize celeb content, avant-garde design stories, cutting-edge global architecture, and houses with incredible collections. Digital is now almost as competitive as print. If you have a world class project with these elements, then absolutely! We have secured amazing placements in both AD and Elle Decor.

NEXT STEPS

We hope this has been helpful for you
and look forward to learning about your
project.

[APPLY NOW](#)

STILL HAVE QUESTIONS?
EMAIL US AT:
INFO@THESTORIEDGROUP.COM

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