



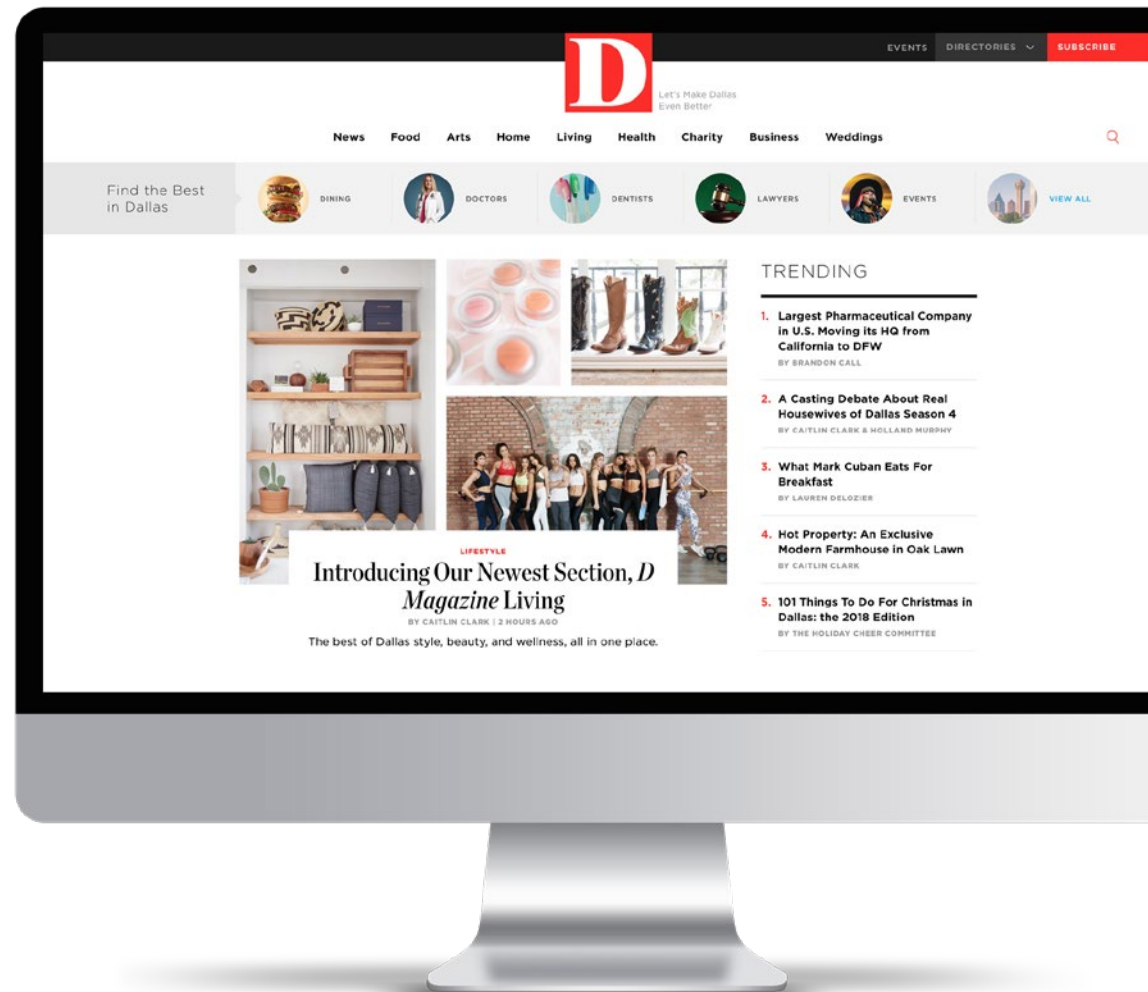
DMAGAZINE.COM

MEDIA KIT 2019

Dmagazine.com

Relevant. Passionate. Credible.

Monthly, more than **828,545+ digital users** consult dmagazine.com to keep tabs on trends, discover cultural events, and stay informed on the people, stories, and places that make Dallas a great place to live. **Now, be sure they connect with you too.**

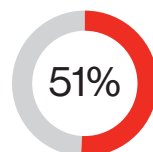




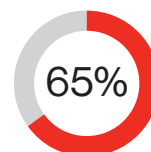
Who does dmagazine.com reach?

The educated, ambitious, and loyal.

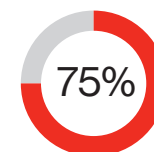
LET US HAVE THE PLEASURE OF INTRODUCING YOU.



of our users are between 25 and 44 years old.

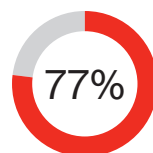


of our users are female.

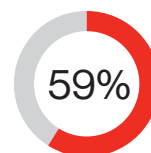


of our users have a bachelor's or professional degree (MBA, M.D., J.D.).

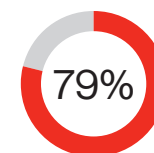
BETTER YET, THEY ARE READY TO ENGAGE WITH YOUR BRAND.



of our users visit dmagazine.com at least monthly.



of our users are more or just as likely to click on an article sponsored by a brand.



of our users trust sponsored content.

Dmagazine.com is built on user loyalty.

Engage our audience with custom content packages, **answer** their need when searching for a local service, and **appear** in their newsfeeds through a trusted source.

THE NUMBERS PROVE IT.

3,856,703+

AVERAGE MONTHLY PAGE VIEWS

828,545+

AVERAGE MONTHLY UNIQUES

115,996+

USERS VISIT DMAGAZINE.COM
UP TO 25 TIMES PER MONTH

70,000+

EMAIL NEWSLETTER
SUBSCRIBERS

SOURCE: smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/



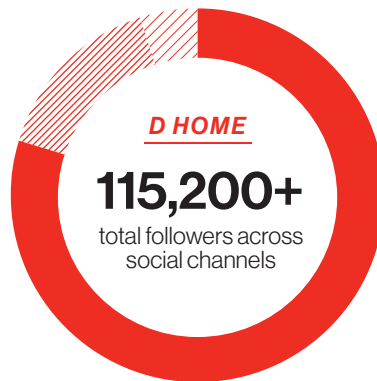
Social Influence

Our digital reach stretches across all *D*'s channels, penetrating niche communities across North Texas.

TAP INTO *D* AND *D HOME*'S SOCIAL CHANNELS



- Twitter 327,000+
- ▨ Instagram 149,000+
- ▨ Facebook 138,400+
- ▨ Pinterest 8,000+



- Pinterest 92,000+
- ▨ Instagram 17,500+
- ▨ Facebook 5,700+

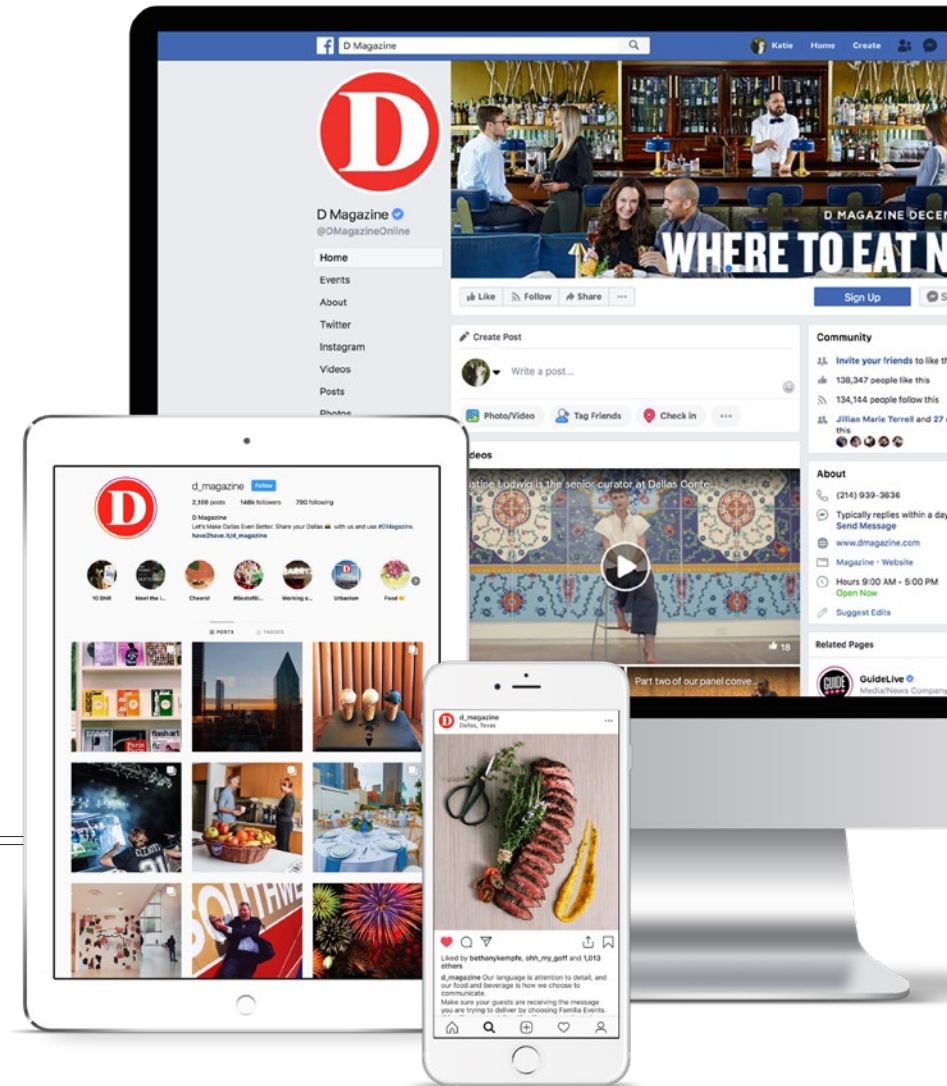
DID YOU KNOW?



Facebook ranks the 2nd highest among social networks for engagement actions for magazine brands.



Instagram content of magazine brands yields 37% more engagement compared to non-magazine mediums.



We own all the essential networks throughout the city.

Our audiences form around the issues, topics, and affinities that mean the most to them, and they view *D* as their trusted guide to one of the fastest-growing cities in the U.S. We provide **direct access** for you to connect with them.

Engaged, Educated Citizens

FRONTBURNER keeps Dallasites in the know with the latest updates on local politics, happenings, and opinions directly from our editors.

Foodies

SIDEDISH Dallas' foodies follow this popular section for the scoop on culinary trends, restaurant openings and closings, and bar and brewery reviews.

Entertainment Seekers

FRONTROW serves as an arts and entertainment guide for Dallasites to discover the wealth of culture within our city, including events listings, recommendations, and reviews.

The Party Set

NIGHTLIFE Dallas VIPs and trendsetters turn to this section for the details on Dallas after dark (and the lifestyles of the beautiful and sometimes famous). Our event and happy hour galleries generate an average of 200,000+ pageviews per month.

Trendsetters

LIVING is an insider's guide to the best of Dallas style, beauty, and wellness, featuring ways to better yourself, class reviews, design tips, and entertaining guides. Living now includes, Health, the section where local fitness and wellness experts offer users advice on staying healthy in Dallas. It also includes a comprehensive database of Dallas-area healthcare providers and a collection of beauty pro-tips.

Business Drivers

D CEO C-level executives and entrepreneurs find exclusive interviews, business news, and industry-specific content, such as commercial real estate and B2B healthcare features.

Design Lovers

HOME is an inspirational guide to living a beautiful life in Dallas. It includes gorgeous photography and advice on building, design, and local real estate.

Local Discoverers

NEIGHBORHOOD GUIDES takes a comprehensive look into Dallas neighborhoods and is the source of knowledge for newcomers. Maps, demographics, real estate snapshots, and profiles dive deep into every nook and cranny of the city.

Brides To Be

D WEDDINGS shows the well-heeled bride where to find the best in Dallas. It is an inspirational site filled with true stories of real Dallas brides along with gorgeous photography and bouquets, cakes, gowns, wedding plans, tablescapes, stationery, honeymoon destinations, and more.

ONLINE CAPABILITIES

**How do you want
to connect?**

Branded Content

SPONSORED | NATIVE

Do you know what makes
native content different
from sponsored content?

No need to guess.

Let us explain. [▶](#)

Sponsored Content

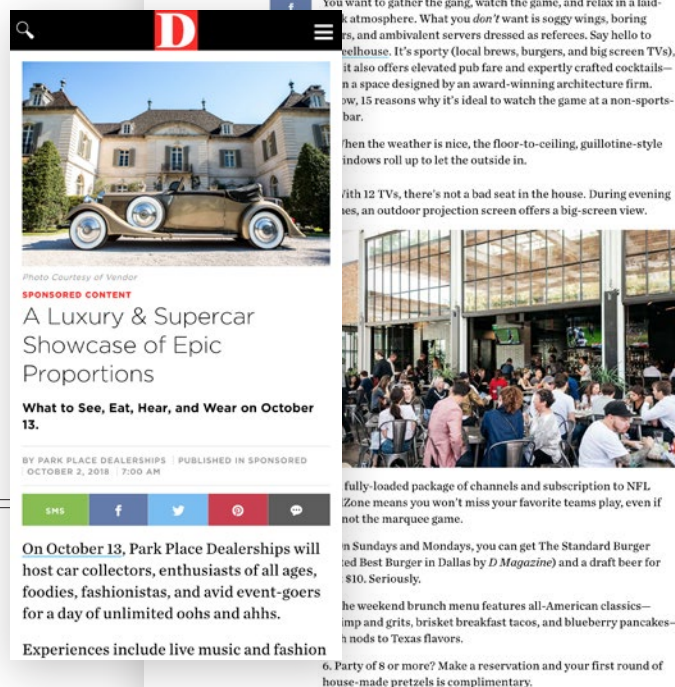
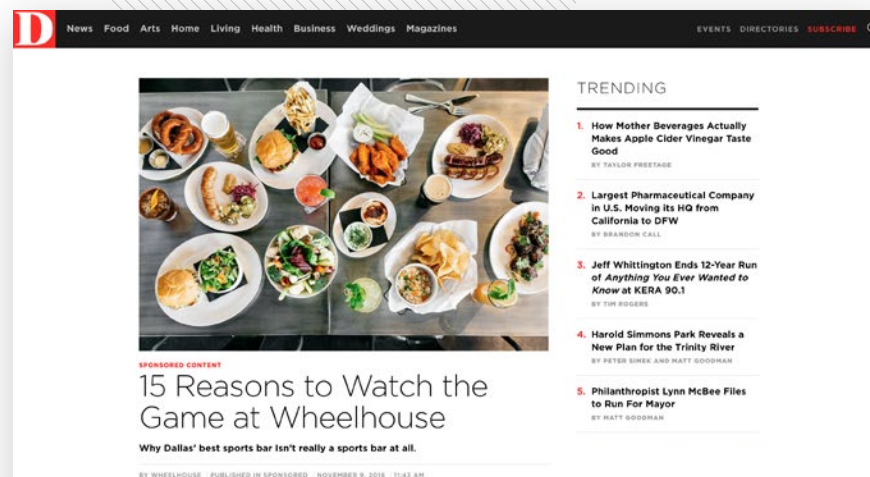
Your story. In your own words.

Sponsored blog posts give you the freedom to introduce your brand to D's 828,545+ *unique monthly digital users* in **your own voice**. Tell your brand story directly—and target the demographic most likely to align with it.

DELIVERABLES

- One (1) featured header image
- Additional images for consideration
- Up to 250 words of body copy, headline, and sub-head
- Preferred click through link

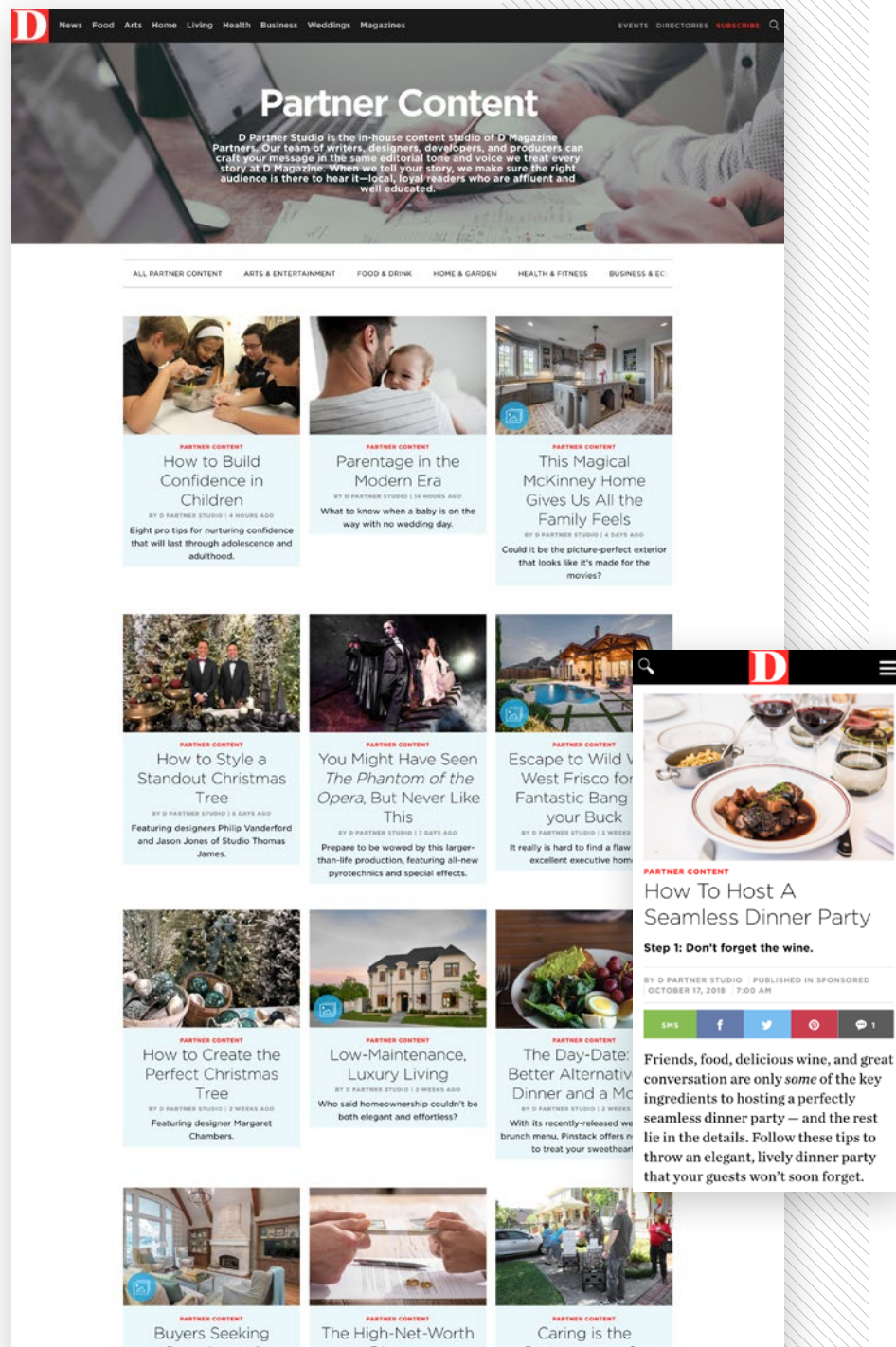
SPONSORED CONTENT EXAMPLES



7. The outdoor pavilion is covered from the elements, dog-friendly, and kid-friendly with lawn games and lounge seating.

8. That pavilion (known as Center Court) was designed by the world-renowned Seattle architecture firm Olson Kundig. Its showpiece, Daniel Arsham's *Moving Figure*, juts out onto Oak Lawn Avenue and is both an arresting public artwork and prime

NATIVE EXAMPLES



Native Content

Custom content by our in-house team.

Appearing like an editorial piece, native posts are written by our team to educate or entertain users on a topic aligning with your brand's core values.

This means your message is crafted for the audience it's being delivered to. Frequently, our native content pieces **become 'trending' content on our site**, proving that advertising is effective when written to meet an interest and a need. Clients who feature four or more native posts will have the option to create a custom landing page to hub native content.

DELIVERABLES

- Custom content created by D Magazine Partners (up to 500 words)
- Images provided by you
- Roadblock of branding ads on your post
- Preferred click through link

Newsletters and Targeted Emails

**SIDEDISH | FRONTROW | DBRIEF | DEXCLUSIVE | DSELECT |
ITLIST | TRAVEL CLUB | ATHOME | INDUSTRY INSIDER**

Reach opted-in email subscribers and target your desired audience through a selection of demographic and psychographic criteria, including age, zip code, gender, and digital behavior. When you advertise through dmagazine.com's newsletters and email blasts, you gain access to users ready to engage, right in their inbox.

We deliver 9+ high-performing newsletters, hyper-focused on content and community interests, including foodie-craved discoveries and the latest local interior design trends to deep dives into local news and politics. [➤](#)

Editorial Newsletters

Reach users who crave the scoop.

SIDEDISH NEWSLETTER

Where Dallas hears of the hottest dining spots and news on breweries, cocktail hours, and more, directly from our online dining editor. Sent every Wednesday, SideDish provides access to 20,000+ foodie followers.

FRONTROW NEWSLETTER

Our editors give Dallasists the scoop on all things fun and local from shows and festivals to arts and entertainment across North Texas. Sent every Thursday, FrontRow serves as a guide to 13,000+ subscribers.

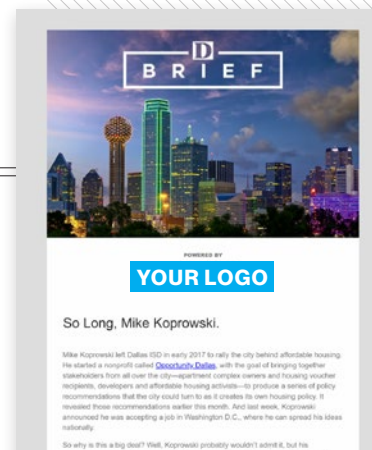
D BRIEF NEWSLETTER

The perfect Sunday catch up session. Web editor Matt Goodman provides a recap to brief subscribers on the best stories from the week and provides a primer for the days ahead to ensure they are equipped with the topline they need to know.

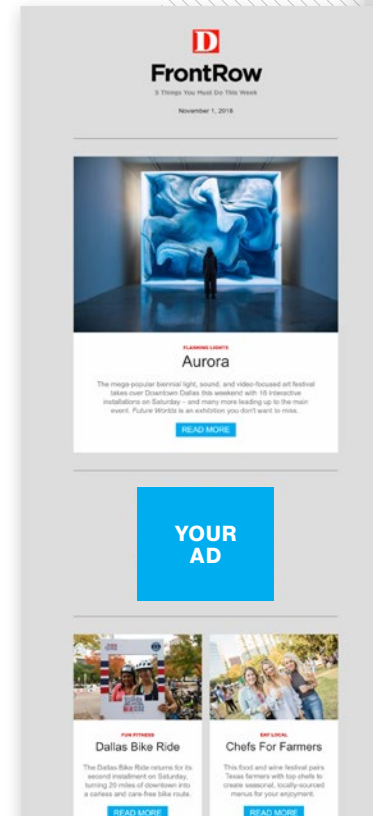
DELIVERABLES

- “Presented by” logo featured in header
- Monthly sponsorship exclusive to you

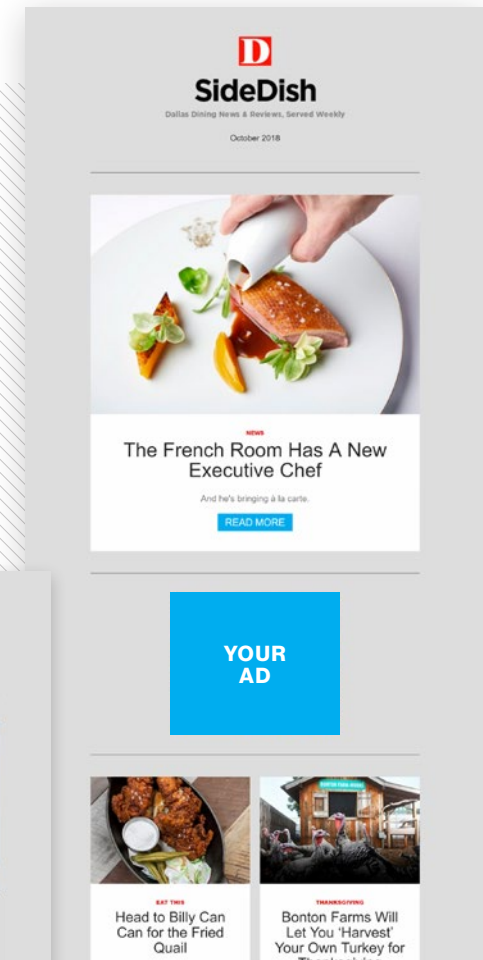
D BRIEF EXAMPLE



FRONTROW EXAMPLE



SIDEDISH EXAMPLE

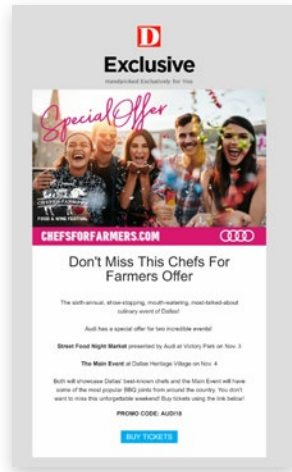


DELIVERABLES

- Two (2) 300x250 available ad slots
- Sponsored content slot available (ability to link to a sponsored post)
- Mobile-friendly layout ensures readability on any device

D Exclusive Newsletter

D EXCLUSIVE EXAMPLE



Sent every Friday, the “D Exclusive” newsletter provides advertising partners an opportunity to have **exclusive** access to Dallasites who actively seek the latest scoop on where to go, what to do, and what to eat. Content is submitted by you.

DELIVERABLES

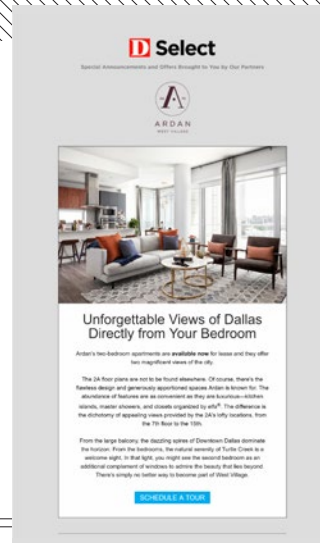
- 600x400 image
- 100-200 words of copy
- Link to your site to purchase tickets or learn more

D Select

“D Select” custom email blasts provides our advertising partners with an opportunity to target their preferred demographic at the time they decide. Available two times per month, this newsletter is as targeted as you can get—sharing a special offer, product, or upcoming event to a select audience.

DELIVERABLES

- 600x400 header image
- Logo inclusion
- 100-200 words of copy
- Link to your site



D SELECT EXAMPLE

ItList Newsletter

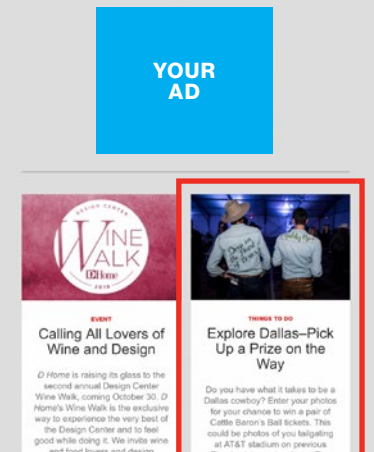
ITLIST EXAMPLE

“ItList” shares upcoming events and activities to opted-in subscribers on the second Tuesday of every month. Web users refer to this newsletter as a guide for things to do all month long. Perfect for event listing, giveaway promotions, and openings.



DELIVERABLES

- Three (3) 300x250 available ad slots
- ItList blurbs available (50 words, single image inclusion, and url link)
- Mobile-friendly layout ensures readability on any device





Let Us Be Your Home For The Holidays

Book and save 20% off luxurious accommodations with complimentary parking.

YOUR
AD



Join us this Holiday season with this exclusive offer and make it a getaway to remember in the Texas Capital. Whether you are looking for a place to relax after a day of exploring The Live Music Capital of the World or shopping and eating your way through Austin, let us be your perfect place for you to come Home for the Holidays.



Austin offers rich cultural history, yet continues to be an ever-evolving city. Experience the stunning outdoors or explore the countless music venues that string together the Live Music Capital of the World.

The hotel boasts five restaurants and bars, from four offerings on the hotel's ground level to rooftop bar on the 7th floor. Please see website for more information.

TravelClub Newsletter

The “TravelClub” is exclusive to advertisers, featuring the opportunity to highlight your destination to our opted-in subscribers who are passionate travelers. Available three times per month, this newsletter includes images, text, branding ads, and links to your preferred site.

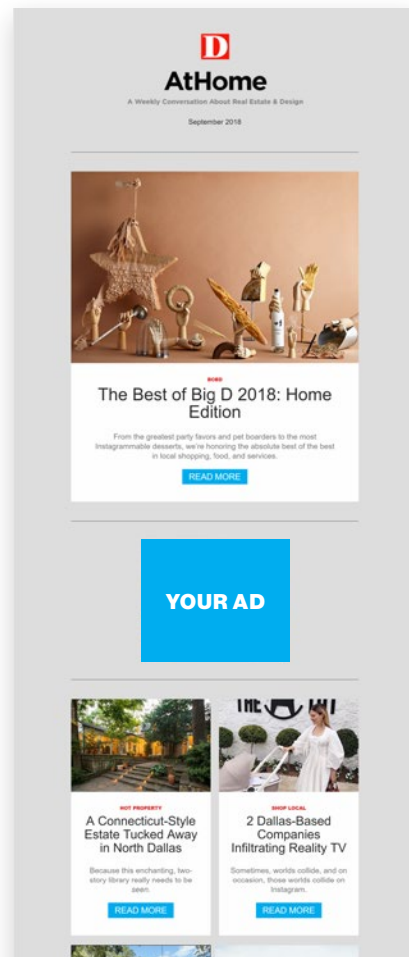
DELIVERABLES

- 600x400 header image
- Three (3) additional images
- Two (2) 300x250 available ad slots
- 100–200 words of copy about your destination

AtHome Newsletter

“AtHome,” produced by *D Home*’s editors every Thursday, is where Dallas home aficionados stay up to speed on the latest trends, hot properties, and tips from local designers to help them nest in style.

ATHOME EXAMPLE



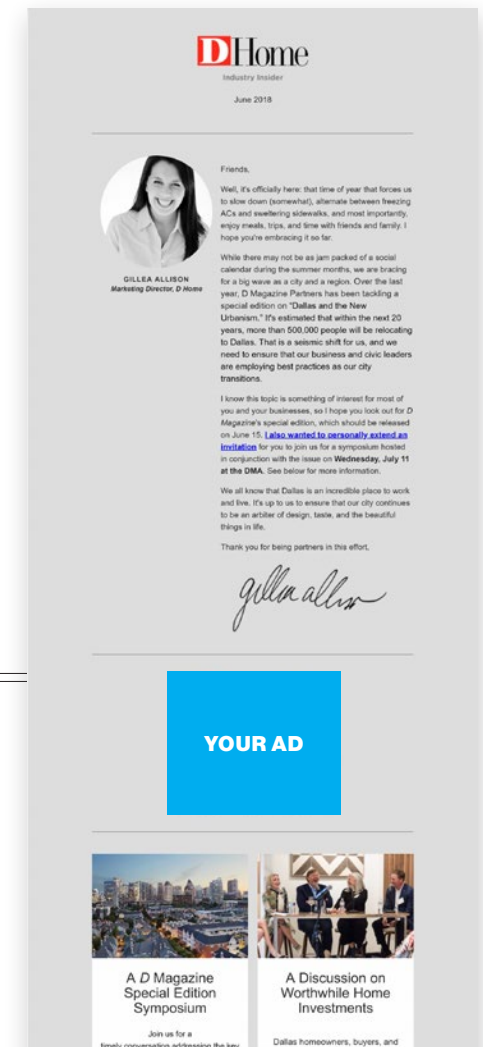
DELIVERABLES

- Up to three (3) 300x250 ad slots
- Preferred click through link
- Mobile-friendly layout to ensure readability on any device

D Home Industry Insider Newsletter

On the first Tuesday of every month, *D Home*’s B2B “Industry Insider” shares a curated list of industry news and exclusive invites, meant just for our friends in the Dallas design community. It is sent to 2,200+ industry partners and leaders.

INDUSTRY INSIDER EXAMPLE



DELIVERABLES

- Three (3) 300x250 branding ads
- Preferred click through link
- Content slot to promote your brand with photo, copy, and link
- Mobile-friendly layout to ensure readability on any device

Branding Ads

**RUN OF SITE | ROADBLOCK | ABOVE THE FOLD |
PROGRAMMATIC TARGETING**

**Advertise throughout
dmagazine.com at the scale
you choose.** We can work with
you to create a customized
marketing plan that meets your
goals and speaks to our desired
class of digital users. [➤](#)

Run of Site Ads

Make an impression.

Your brand can cast a wide net by threading advertising throughout our site to meet your impressions goal, or you can specify key demographics to reach mobile users or target a certain section of our site. Similarly, you can own an entire portion of our content or site for maximum visibility among your target audience (think: foodies, party-goers, or affluent homeowners).

SPECIFICATIONS

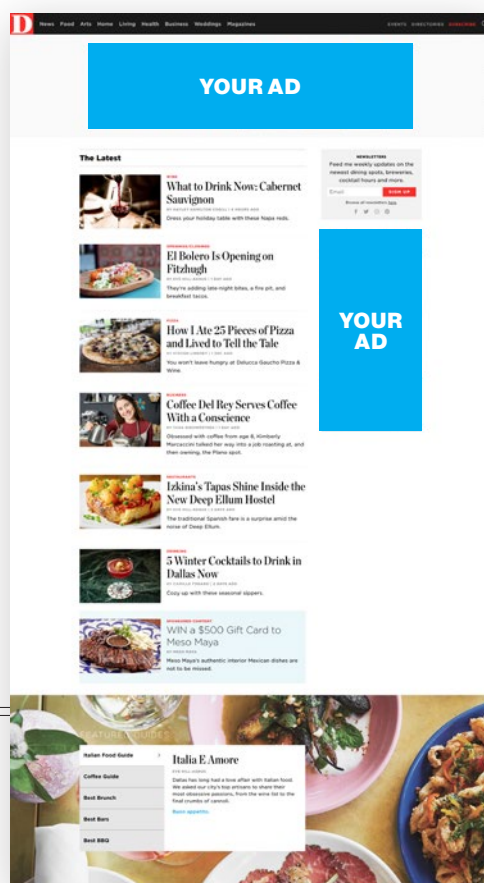
- **File max size:** 1mb
- **Accepted file types:** jpg, gif, png, 3rd party tag
- **Animation max length:** 15 seconds
- **Preferred click through link**



Roadblock Ads

Reinforce your brand with total coverage.

Own the branding surrounding the content your target audience has eyes on. Barricade all ad units on the page or section you want to align with to ensure your brand is captured with every glance.



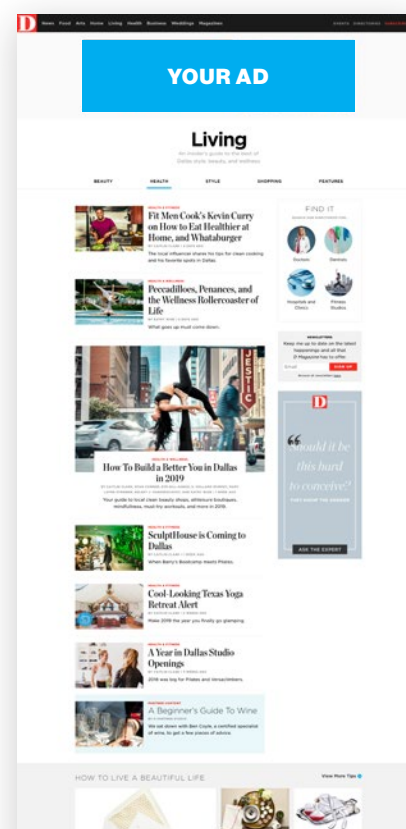
DELIVERABLES

- 970x250 or 728x90, 300x250, 300x600, and 320x50 mobile.
- Preferred click through link

Above-the-Fold Ads

Premier positioning.

Leverage a high-impact branding ad with premium positioning on the section of your choice. This top billboard ad is customizable and can rotate creative with each impression or feature an engaging GIF to keep our audience intrigued.



DELIVERABLES

- 970x250 banner and 320x50 mobile
- Preferred click through link

YOUR BRANDING AD WILL BE FEATURED ON WEBSITES BEYOND DMAGAZINE.COM

Programmatic Targeting

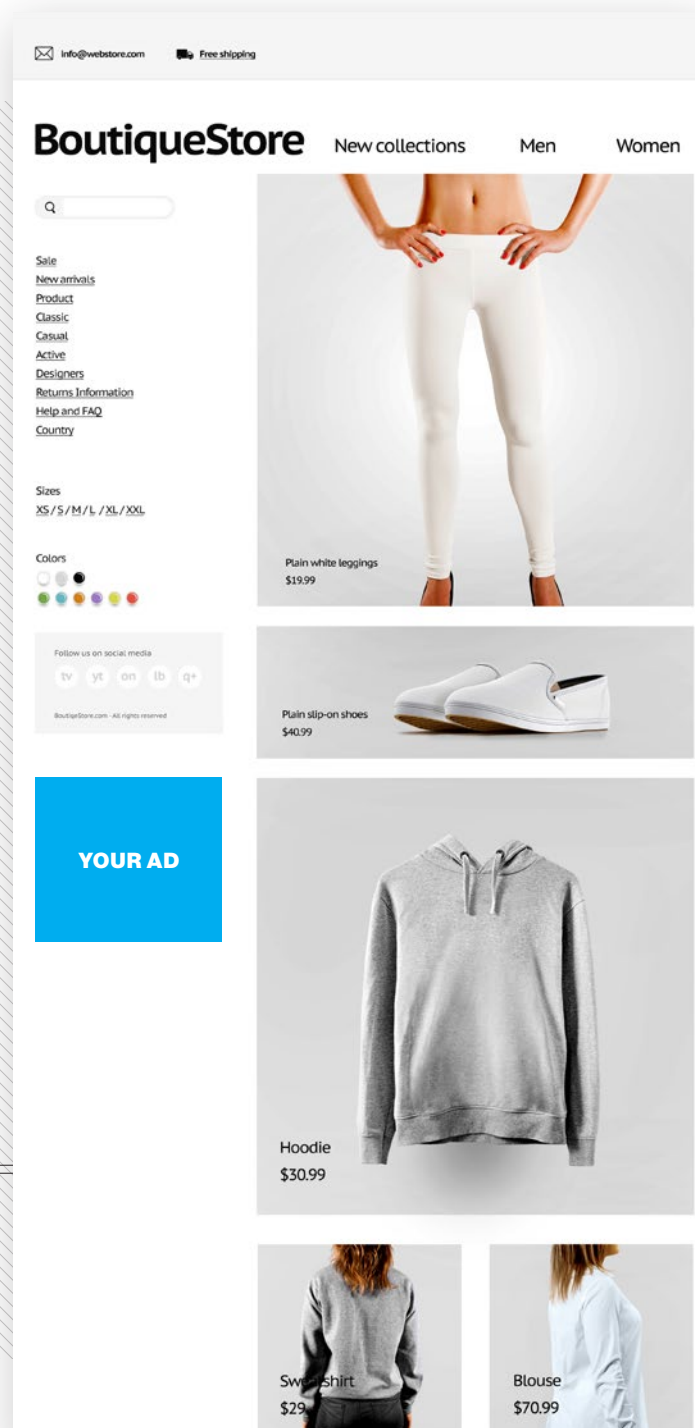
A direct targeting tool.

Our team can work with you to go beyond dmagazine.com. Programmatic functions as an **extended audience**, using specific retargeting techniques to follow web users on the rest of the internet based on location, demographics, or behavior. Let us help you reach them, wherever they are.

Extended-audience emails are also available upon request. This option allows you to reach an audience outside of D's email database and craft your message for your preferred demographic through our digital partners.

DELIVERABLES

- Branding ads (all sizes welcome)
- Preferred click through link
- Preferred targeting specifications



Enhancement Opportunities

VIDEO SOLUTIONS | DIRECTORIES | SOCIAL MEDIA |
EVENT LISTINGS | GIFT GUIDES | GIVEAWAYS

Increase the impact and reach of your marketing program by meeting our digital audience in all the right places, in all the right ways. [➔](#)

Video Solutions

Show, don't just tell, your story.

Select a video product that will stimulate the senses of our audience. Dmagazine.com specializes in a variety of video product offerings, including montage, advanced montage, and full motion. Video segments range from a series of how-to tutorials to professional profiles.

VIDEO SEGMENT EXAMPLES

The screenshot displays the Dmagazine.com website layout. At the top is a navigation bar with the 'D' logo and links for News, Food, Arts, Home, Living, Health, Business, Weddings, and Magazines. On the right side of the header are links for EVENTS, DIRECTORIES, and a SUBSCRIBE button with a search icon. Below the header is a large blue rectangular area labeled 'YOUR AD'. The main content area features a large image of a couple sitting by a pool at night, with the headline 'Turn Date Night into a Date-cation' and a sub-headline 'Four Seasons Dallas is the ideal couples' escape.' To the right of this image is a 'TRENDING' section with a list of five articles. Below the main image is a 'PARTNER CONTENT' section titled 'How to Create a Casual and Elegant Tablescape' featuring Designer Erin Sander. This section includes a video player with a play button and social media sharing icons. To the right of the video player is another blue rectangular area labeled 'YOUR AD'. The bottom of the page shows the beginning of an article about happy hour at Four Seasons Dallas.

News Food Arts Home Living Health Business Weddings Magazines

EVENTS DIRECTORIES SUBSCRIBE

YOUR AD

TRENDING

1. Things To Do in Dallas This Week: Jan. 21 - Jan. 23
BY NATALIE GENFEL
2. Jennifer Gates on Whether VisitDallas CEO Phillip Jones Should Keep His Job
BY TIM ROGERS
3. Dallas' Female Anchors Share Their Fitness Favorites
BY KIMBER WESTPHALL
4. The Best Happy Hours in Dallas
BY CATHERINE DOWNES
5. Texas State Rep. Eric Johnson is a Surprise Entrant Into Dallas Mayor's Race
BY RATT GOODMAN

courtesy of vendor

Turn Date Night into a Date-cation

Four Seasons Dallas is the ideal couples' escape.

How to Create a Casual and Elegant Tablescape

Featuring Designer Erin Sander.

BY D PARTNER STUDIO PUBLISHED IN SPONSORED NOVEMBER 7, 2018 3:10 PM

When hosting for the holidays, ambience is key. A well-dressed tree and twinkling lights will set the stage, but don't forget about the heart of your gathering—the table. Designer Erin Sander shows us how to craft a tablescape that welcomes guests with easy sophistication.

Watch later Share

Share

ples in
se on your
the TPC
y. Enjoy
poolside in
live music
e perfect
ed cocktails.

Can your drink around the bar—the music plays loud 6 to 9 p.m. Thursday through Saturday, and happy hour is from 3 to 6 p.m. Monday through Friday. Make sure to try The Janis (as in Texan musician Janis Joplin), a favorite of the bar manager and tequila specialist Alfredo Sanchez. The cocktail is made with a Patrón-certified custom batch of single barrel Patrón Anejo, bottled exclusively for Four Seasons Dallas. The main event, of course, is dinner (if, for no other reason than tonight, you're not cooking).

Directories

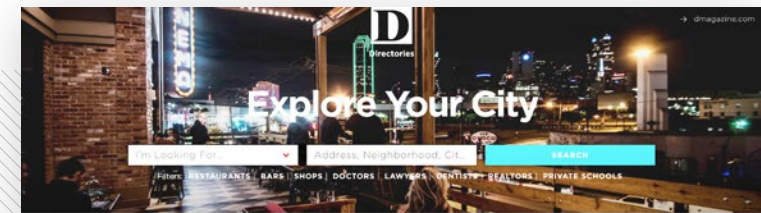
Highlight your business year-round for prospective clients.

D Magazine's enhanced online directory listings allow profiles of business professionals and their expertise to have premium visibility above peers on our directory, as well as top Google search placement.

“Our online directory ad has been the easiest I’ve ever had to maintain [and] has been a great marketing tool. A good amount of our new patients have been referred from *D Magazine*.”

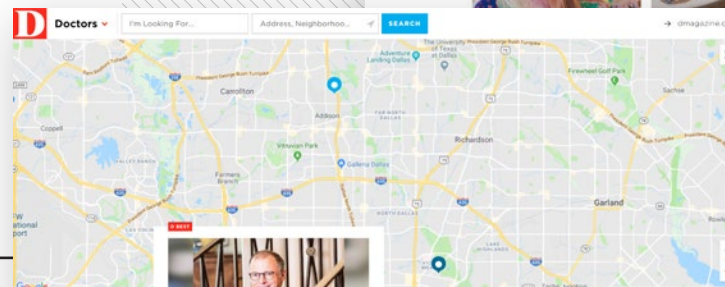
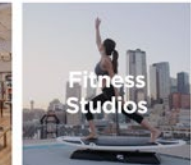
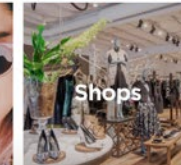
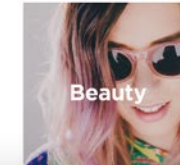
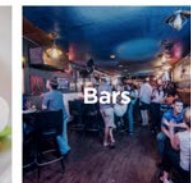
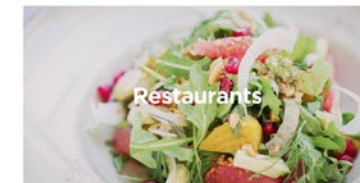
– DAVID BREHM, M.D., BREHM MEDICAL CENTER

DIRECTORIES EXAMPLE



YOUR AD

What do you want to do today?



YOUR AD

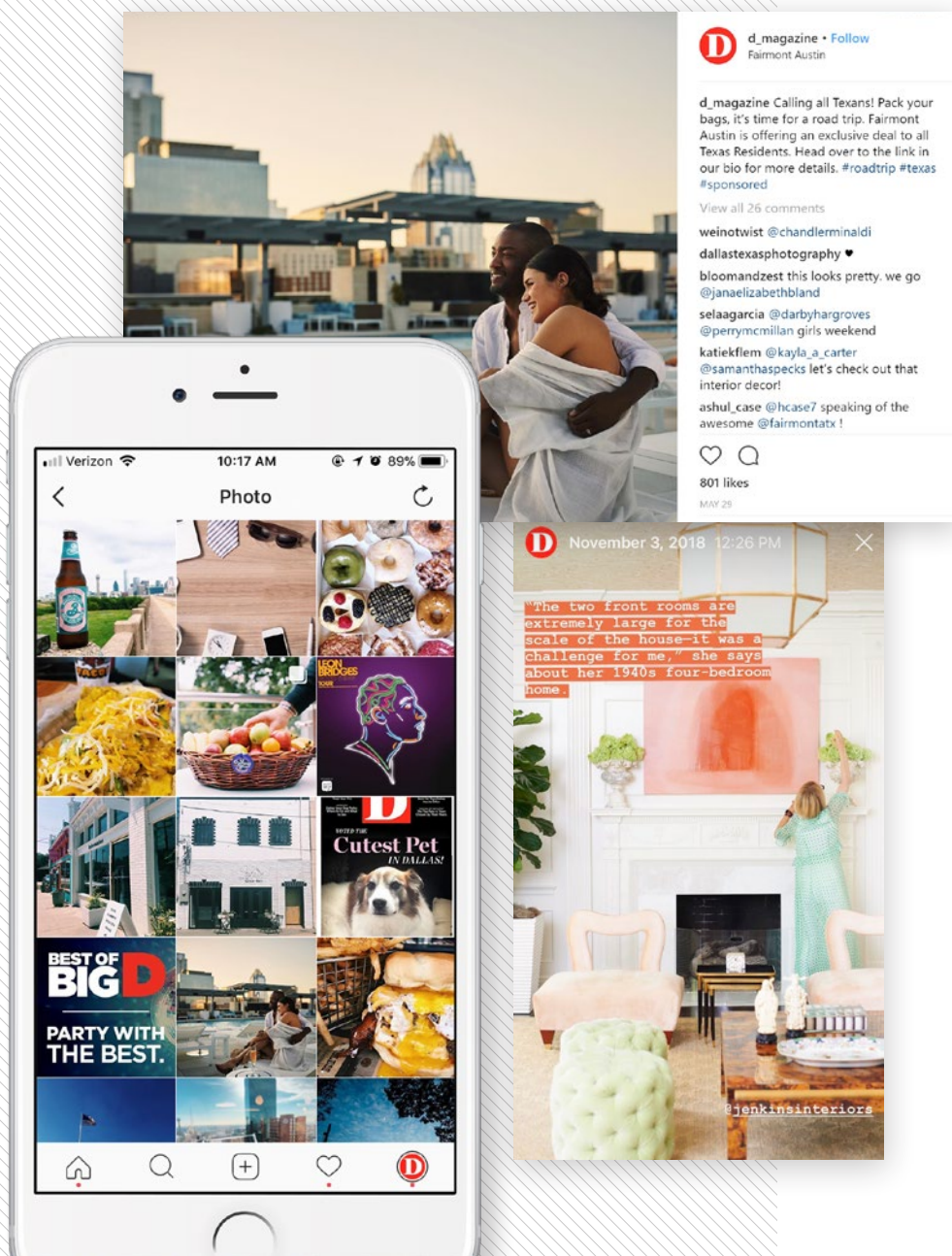
YOUR AD



Social Media

Captivate our audience with your instagramable moments.

Leverage *D* and *D Home*'s Instagram presence and meet highly desired followers. Partner with our accounts through a single post or tap into our stories for even more interactions with our highly social audience on various channels.



Sponsored Event Listing

Spread the word about your upcoming event.

D readers discover the city through our recommendations. Showcase your upcoming event with an enhanced event directory listing, and be sure you're a part of our readers' plans.

SPONSORED EVENT LISTING EXAMPLE

D Events I'm Looking For... Address, Neighborhood... **SEARCH** → dmagazine.com

MORE FILTERS: Category Venue Name Critic's Picks

Results for Things to Do Showing 1-18 of 27

Sponsored Placement

Cirque du Soleil Amaluna
at Lone Star Park
WED, JAN 23 - SUN, FEB 17 · THEATER AND DANCE, HAPPENINGS
Cirque du Soleil is bringing Amaluna to Dallas. Drift away with Amaluna to a mysterious island. Plunge into a thrilling adventure filled with amazing acrobatic feats that unfold to the beat of a vibra...
Phone: (972) 263-7223

1 **Fetch Clay, Make Man**
at Wyly Theatre
WED, DEC 5 - SUN, JAN 13 · THEATER AND DANCE, DRAMA

2 **Hamlet**
at Moody Performance Hall
FRI, JAN 11 - SUN, JAN 20 · THEATER AND DANCE, DRAMA

3 **Denton Black Film Festival**
at Alamo Drafthouse Cinema
WED, JAN 23 - SUN, JAN 27 ·

Find Things to Do in Dallas

What are you in the mood for?

- Critic's Pick
- Free Events
- Visual Arts
- Music
- Fairs & Festivals
- Happenings
- Theater & Dance
- Food & Wine
- Kid Friendly

Big Camera/Little Camera
Fort Worth
PHOTOGRAPHS AND GALLERIES, EXHIBITS

Fragile Beauty
PHOTOGRAPHS AND GALLERIES, EXHIBITS

Dallas

DELIVERABLES

- One (1) photo
- Company or event name
- Preferred website
- Up to 500 words detailing your event
- Contact information including your phone number, address, and event hours

Gift Guides

Your brand can be the answer to our readers' quest for the perfect gift.

Dmagazine.com visitors use *D* as a guide to purchasing the ideal gift for all occasions, including the holidays, Mother's Day, and Father's Day.

Dmagazine.com presents gift guides throughout the year to give our audience recommendations during peak spending seasons. Users are introduced to a series of thoughtful ideas on our customized gift guide platform.

Here's your opportunity to reach our web users who crave quality products and services—keeping your brand top-of-mind when they are in the market for something special.

DELIVERABLES

- Presenting sponsorship opportunity includes roadblock of all ads (billboard and portrait size), gift mentions, and logo inclusion.
- Gift mention opportunity includes information about your item, hi-res photo, and a click-through link to purchase.

GIFT GUIDE EXAMPLE

D Magazine's 2018 Holiday Gift Guides

2018

BY CAITLIN CLARK | PUBLISHED IN SHOPPING & FASHION | NOVEMBER 2017 | 8:00 AM | PHOTOGRAPHY COURTESY OF VENDORS

YOUR AD

The gift potential in Dallas is vast. Our city is home to inspiring makers and entrepreneurs creating present options aplenty, while well-stocked, locally-owned gift shops can be found in practically every Dallas neighborhood. So how do you choose the best of the best for the ones you love?

Fortunately, Dallas is also home to veritable curating experts, a few of whom generously lent a hand. From textile artist to aficionado behind great taste) have you

SPONSORED

1302 Watch Co. — Men's Pioneer Collection

1302 Watch Co. was founded by a sister-in-law duo on the belief that high quality doesn't have to mean high price. By pairing elegant, stainless steel watch faces with interchangeable, Italian leather straps, 1302 makes it easy for him to change his entire look.

\$79.99

BUY NOW

for Him

Men may be notorious for looking at Liz Vidri's one but 14 options to please. Naturally, whiskey-based literature.

SPONSORED

Mizzen+Main — Palmetto, The City Flannel

The City Flannel is a new genre of shirt. It's rugged with a soft appearance and a cashmere type feel. Refined enough for the office or dinner party, relaxed enough for anything. This is a new go-to fall staple. Two-way stretch, moisture wicking, zero cotton, cashmere feel.

\$145

BUY NOW

leather straps, 1302 makes it easy for him to change his entire look.

\$79.99

BUY NOW

Seasonal Giveaways

Give a little, and get a lot (of emails).

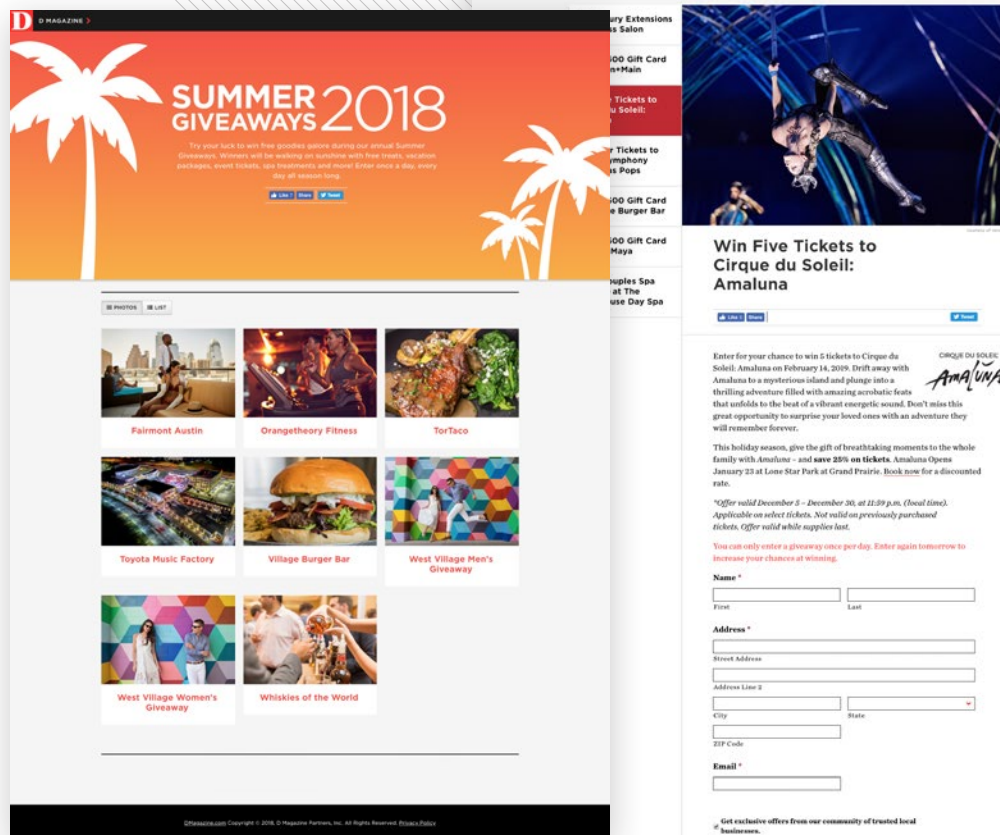
Dmagazine.com's 828,545+ monthly unique web visitors purchase thoughtful gifts, plan lavish vacations, and pamper themselves and those they love. Not only do our affluent readers like to buy, they also like to win. Giveaways allow you to gain direct access to our email subscribers, social following, and online audience.

Custom giveaways available upon request.

DELIVERABLES

- Custom designed landing page
- Giveaway announcement e-blast
- Lead generation for you
- Social coverage on Facebook
- 100,000 Run of Site impressions as added value

GIVEAWAY EXAMPLES



Sponsorships

HOMEPAGE | SECTION | GALLERY |
CONTENT | CUSTOM

*COMPLETE TAKEOVER AND ABOVE-THE-FOLD BANNERS AVAILABLE.

Align your brand with a community. We have plenty of channels available to meet your needs and generate maximum ownership of a desired vertical. [➤](#)

Homepage Sponsorship

Go big and go home.

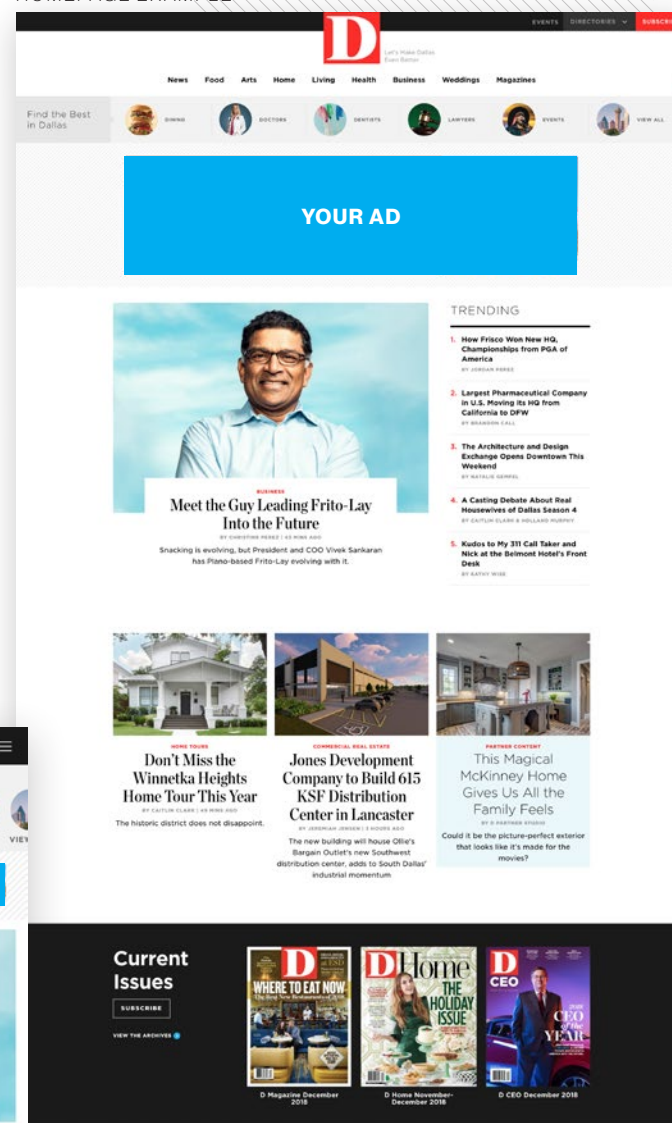
The biggest impression you can make on dmagazine.com? Sponsor our homepage with a full takeover. With 100,000+ monthly page views, our homepage is a sure way to capture the attention of our affluent, educated digital users.

With a homepage sponsorship, you are positioned as the number-one brand in partnership with D Online.

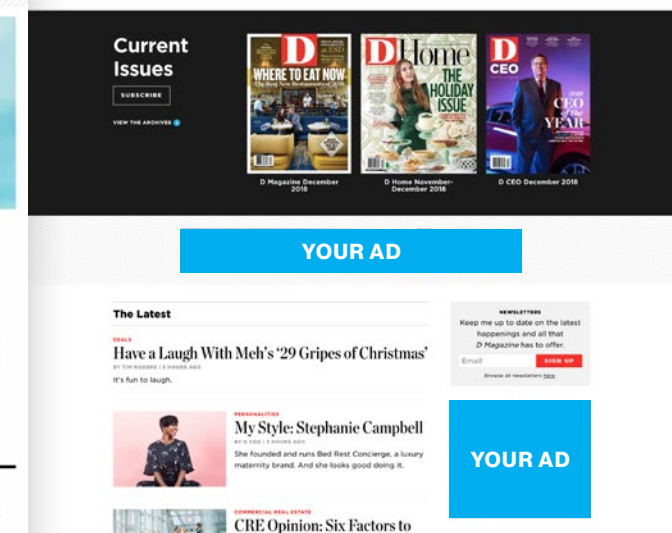
DELIVERABLES

- Roadblock of all ads (billboard and portrait size) on homepage
- Five (5) ads on initial load, additional ads as the user scrolls throughout the page
- Mobile Leaderboard

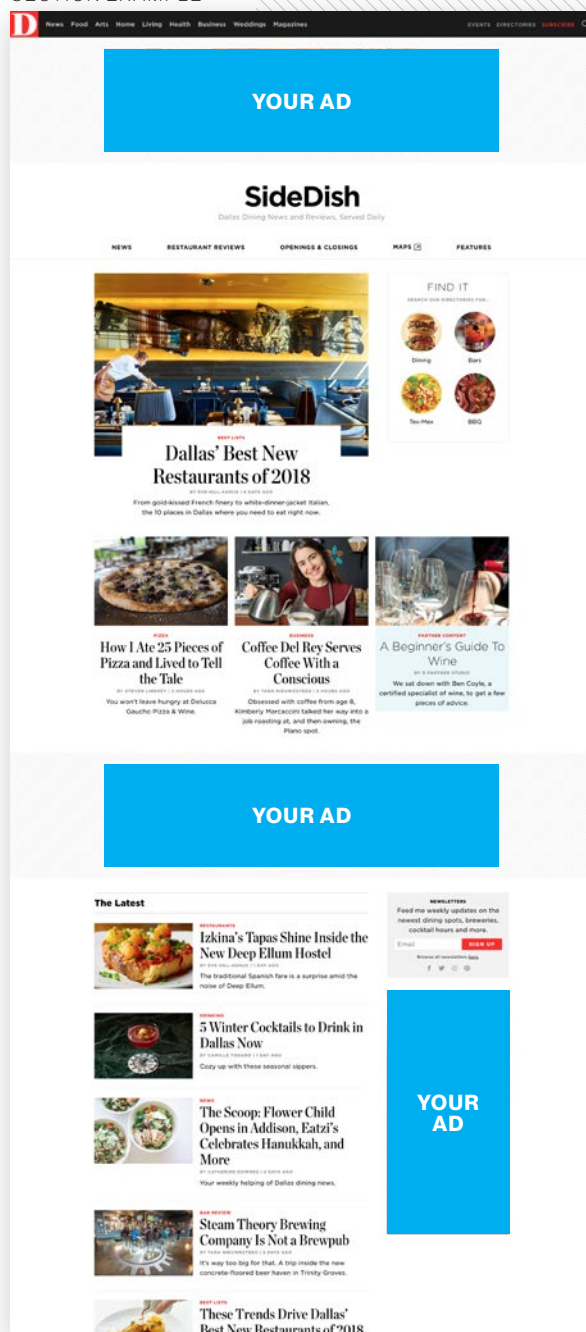
HOMEPAGE EXAMPLE



MOBILE EXAMPLE



SECTION EXAMPLE



Section Sponsorship

Get the best seat in the house.

Full section sponsorships allow you to align your brand with all the content that reaches a specific community.

All channels available:

- **BUSINESS:** *D CEO*
- **D WEDDINGS**
- **ENTERTAINMENT/CULTURE/NIGHTLIFE:** FrontRow
- **FOOD & DRINK:** SideDish
- **HEALTH/BEAUTY:** Living
- **HOME & REAL ESTATE:** Home
- **NEWS:** FrontBurner

DELIVERABLES

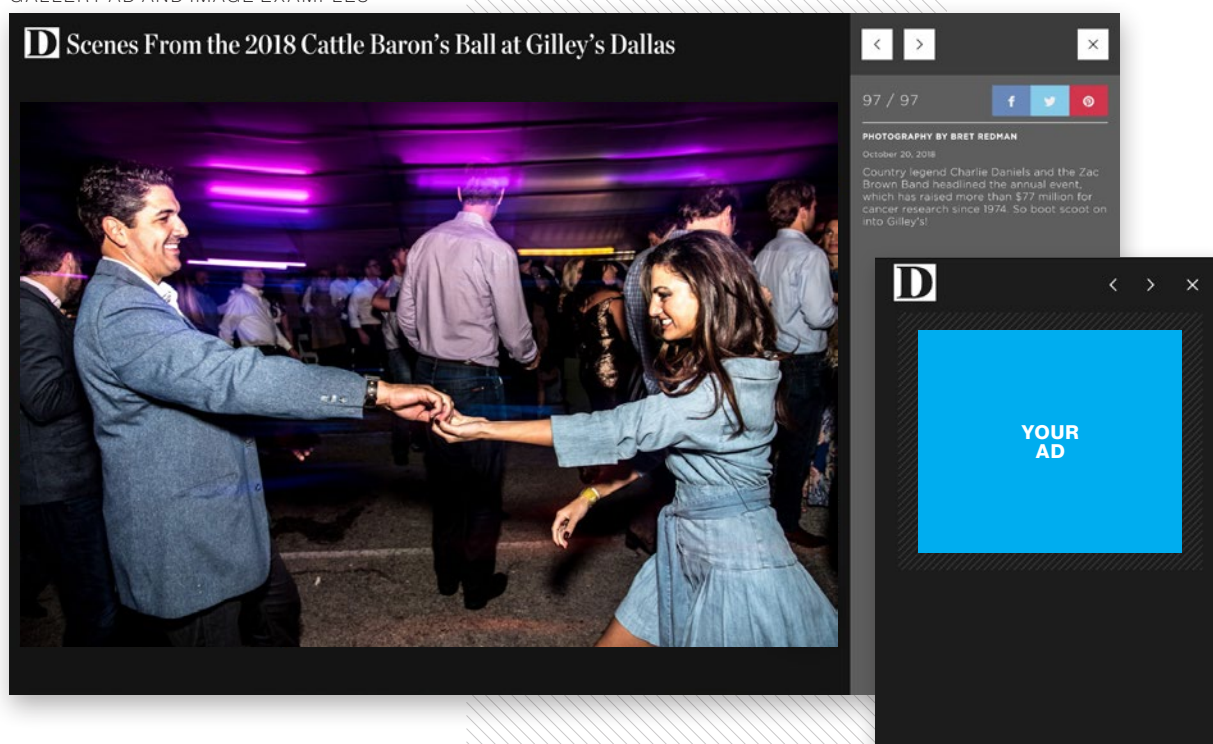
- Roadblock of all ads (billboard & portrait size) on page
- Five (5) ads on initial load, additional ads as the user scrolls throughout the page
- Roadblock of all unsold category pages
- Roadblock of all stories published within a section

Gallery Sponsorship

Follow their eyes.

Photo galleries are some of our most popular forms of content on the website. The full-screen photos and easy scrolling means your ads seamlessly integrate with our users' viewing experience.

GALLERY AD AND IMAGE EXAMPLES



DELIVERABLES

- Roadblock of all 300x250 ads in preferred gallery
- One (1) ad every three (3) images, including mobile



YOUR AD



REAL ESTATE

The 100 Most Expensive Homes in Dallas

Our guide to the most over-the-top houses in the city returns. Here are the sprawling spreads of Tony Romo, Mark Cuban, and the rest of Dallas' 1 percent.

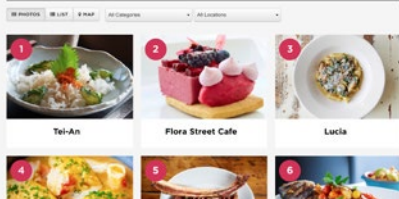
BY TIM RODGERS PUBLISHED IN D MAGAZINE JULY 2018

PRESENTED BY

YOUR LOGO



YOUR AD



pped to the top of the list this year, perhaps
ean parking garage at his HP home that

first fortune in soft drinks
faas lives on the Preston
list, with neighbors Jerry
se, and Ed Cox.



t Tom Hicks' place and then flipped it to
owns The Statler hotel and has caulk problems.
acres, and Moayed plans to chop them up into

ze of SMU's business school secured a 1993
on a bank fraud conviction. That move was

Content Sponsorship

Where the influencers are.

These content sponsorships align your brand to specific (and, mostly, evergreen!) content your audience is seeking out, leading to optimal alignment and conversions.

Including:

- Urbanism
- 50 Best Restaurants
- Most Expensive Homes
- Happy Hours
- Coffee Guide
- Weekend Getaways
- And more!

DELIVERABLES

- Logo on top of page introducing content
- Roadblock of all ads (billboard & portrait size) on section landing page
- Five (5) ads on initial load, additional ads as the user scrolls throughout the page

Custom Sponsorship

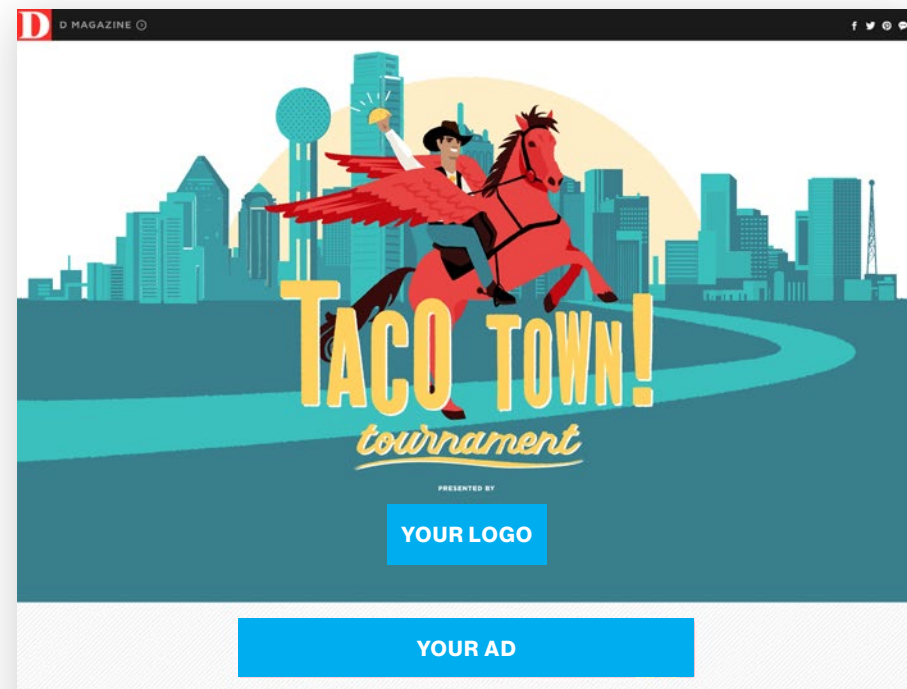
Dallas loves a lil' competition.

Our users are eager to make their voice heard. Dmagazine.com customizes engagement campaigns and voting platforms to have our audience weigh in with their votes, and have some fun while doing it.

This is your chance to encourage some friendly competition in our city and align with popular promotions like Best of Big D voting, Cutest Pets face-off, Best Tacos bracket, and Most Beautiful Homes in Dallas showdown.

Topics change yearly.

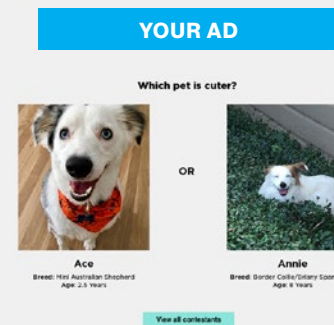
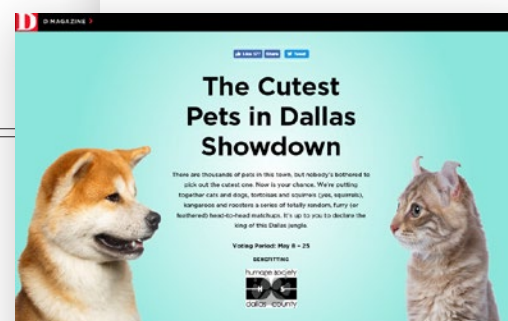
EXAMPLES OF CUSTOM COMPETITIONS



DELIVERABLES

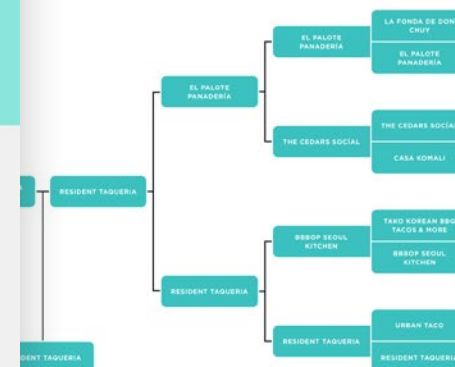
- Presenting logo on the competition page
- Opt-in for lead generation on the voting form
- Roadblock of branding ads on the competition page
- Social posts tagging your brand on Facebook and Instagram
- Inclusion in relevant editorial newsletter(s)
- 100,000 impressions for your branding ads to run throughout dmagazine.com during competition month
- Roadblock of photo gallery

SHOWDOWN STYLE AND BRACKET STYLE EDITORIAL COMPETITIONS ARE AVAILABLE FOR SPONSORSHIP THROUGHOUT THE YEAR



...Dallas a Taco City on our cover, then offered up 37 tacos to see the best of the best. In the bracket below, you'll find the story. All you have to do is pick your favorite.

ne: September 4-8
o: September 10-12
ee: September 13-15
ur: September 17-19
d: September 20-22



ANNING TACO



Give your brand the *D* distinction.

Leverage strategic content, engagement programs, and brand alignment on **dmagazine.com** to reach Dallas' most desirable online audience.

We have the offerings and innovations, and one of the most trusted and influential brands in the city.

We can't wait to see how we can build your business, and together make Dallas an even better place to live.
