



MEDIA KIT 2019



D Home is the most powerful, passionate, and inspiring shelter magazine in Dallas.

D Home is consistently recognized—locally and nationally—because of our editorial influence, loyal readership, and industry leadership.



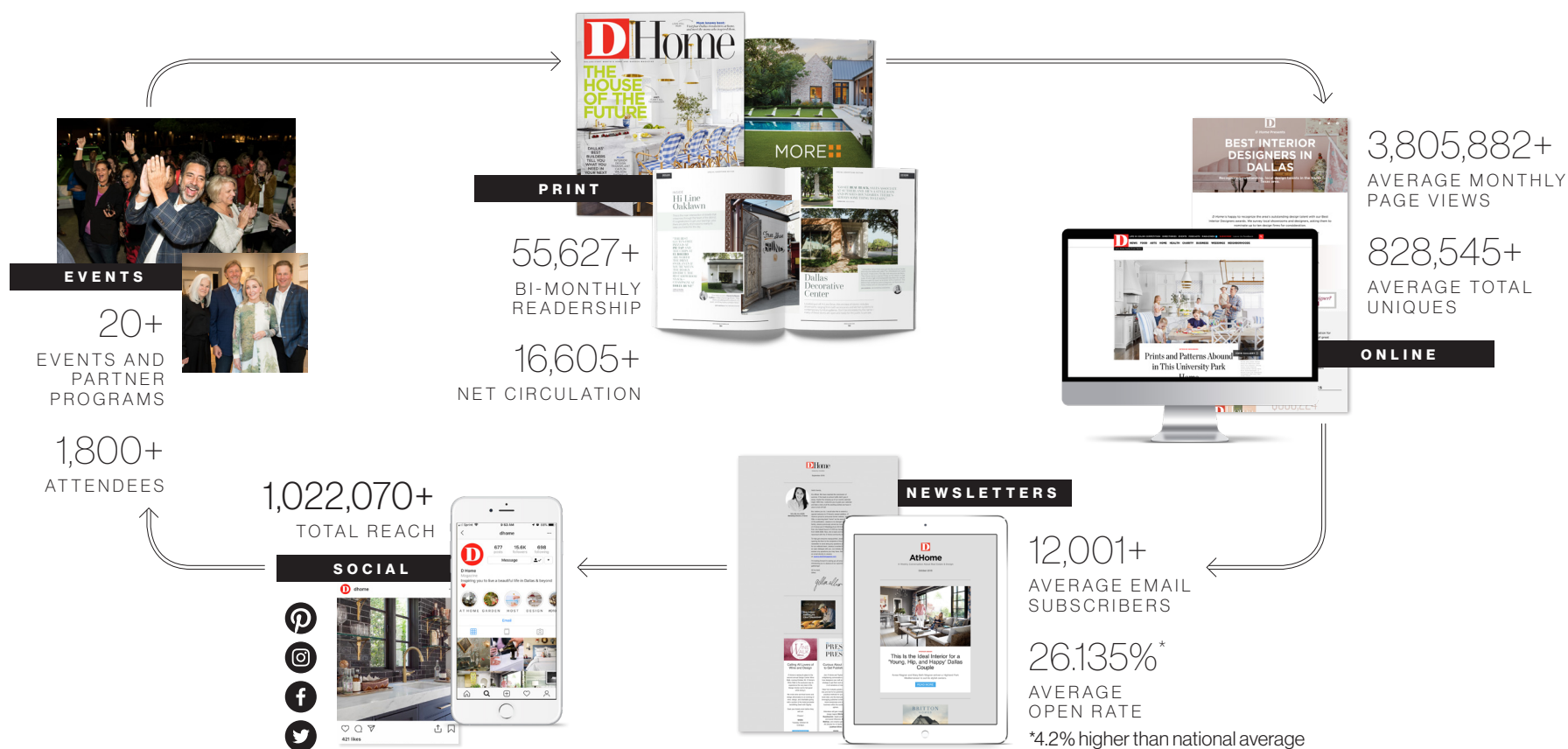
D Home is #1
ON NEWSSTANDS IN DALLAS
OUTSELLING

*Texas Monthly, Southern Living, Architectural Digest, Elle Decor, and Luxe Dallas.*¹

D Home's Sphere of Influence

Connect with our audience via many touch points.

D Home introduces its advertising partners to our readers through dynamic and beautiful multimedia platforms. Whether you want to **showcase** your business on coffee tables in the most affluent homes in Dallas, or in the studios of the top designers, builders, and architects, D Home can customize a program to **attract** your desired audience. Through print, events, digital, and special publications, D Home creates innovative campaigns to seamlessly **align** your brand with ours.



Let us introduce you to the most relevant, trend-setting industry experts and affluent homeowners in North Texas.

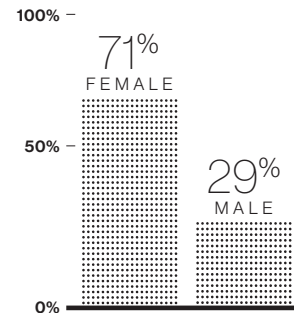
WHO ARE OUR READERS? REPUTABLE. DEVOTED. DESIRABLE.²



55,627+
AVERAGE READERSHIP PER ISSUE

\$327,849
AVERAGE HOUSEHOLD INCOME

\$721,568
AVERAGE READER HOME VALUE



50
AVERAGE READER AGE

How we define
brand loyalty.



of readers consider *D Home* a reliable resource when making home-related purchases.²



of readers plan to remodel or redecorate their home in the next year!¹



of readers frequently purchase products or services from ads seen in *D Home*.²

Position yourself in print.

Leverage luxury print exposure in the Dallas market to showcase your brand.



THE LATEST TRENDS

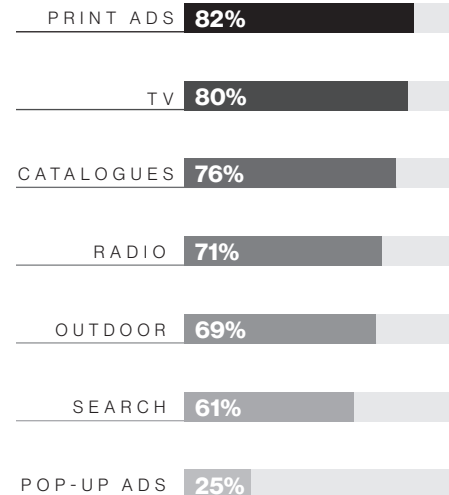
90%

of adults say they have read magazines in the last six months, the highest of all time.¹

1,400+

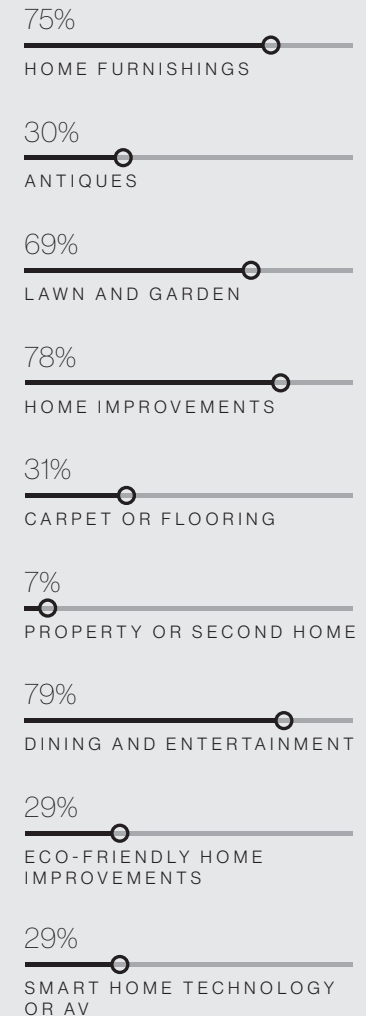
advertisers say magazines offer the highest ROI over any other medium.²

Internet users say they trust print media the most.³



Where Our Readers Spend:

D Home readers plan to purchase the following products or services within the next twelve months.⁴



Editorial Vision 2019



D Home won

THE FOLIO - EDDIE & OZZIE AWARD

FOR BEST ANNUAL PUBLICATION

"100 Ideas to Living a Beautiful Life in Dallas" received the 2018 Annual award in the consumer and custom category.

		AD CLOSE	ART DUE	NEWS STAND
JAN/ FEB	BUILDER PACKAGE Ad Sections: Stone and Tile Profiles, NARI Contractor of the Year Awards Event: Best Builders Voting Kickoff	NOV 23	NOV 27	JAN 4
MAR/ APR	BEST DESIGNERS Ad Sections: Best Designers Profiles Event: Best Designers	JAN 25	JAN 29	FEB 28
MAY/ JUN	BEST BUILDERS Ad Sections: Best Builders Profiles, Smart Homes and AV Technology, Landscape Architecture, Luxury Living Event: Best Builders	MAR 15	MAR 19	APR 25
JUL/ AUG	10 MOST BEAUTIFUL HOMES Ad Sections: Curb Appeal	MAY 24	MAY 28	JUN 27
SEP/ OCT	BEST OF BIG D HOME Ad Sections: Design District: An Insider's Guide Event: Wine Walk	JUL 26	JUL 30	AUG 29
NOV/ DEC	HOLIDAY ENTERTAINING; LIFE IN COLOR WINNERS Ad Sections: ReNesting, Shopping Guide	SEP 20	SEP 24	OCT 31
ANNUAL GUIDE	DESIGN BOOK Annual Resource Guide for Dallas' Design Industry and Consumers	AUG 16	AUG 20	JAN 6



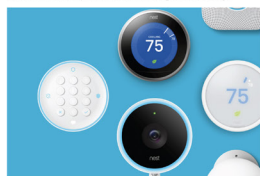
How to Make Your Home Both Smart and Secure

Can we all agree that some of the latest smart products have gone a little over the top? Do we really need microwaves, dental floss dispensers, and water filters that connect to the internet? (Yes, those really exist!) Even smart products that sound like they'll be worthwhile often end up locked in the back of the closet after a few months.

But if we push aside the smart wine bottles and smart jump ropes (yes, those exist, too), we find that there are actually a number of new smart products that can truly make a difference in our daily lives. Some of the best of these come from Nest.

INTRODUCING NEST SECURE

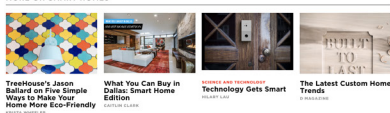
A functional smart product revolutionizing home security.



Nest, founded in 2010 by Apple alumni, has grown by leaps and bounds since being purchased by Google in 2014. The company's first major product release was the Learning Thermostat, which keeps track of the habits and temperature desires of a home's occupants and uses that data to optimize its function and conserve energy. Nest has also put out smart door cameras and smoke and carbon monoxide detectors. It has come to be known for its elegant designs, innovation, and functionality.

In September of this year, Nest debuted its most important product yet: Secure, a home security system. Integration with smart phones and tablets, motion-detecting path lights, and silent deactivation options are just a few of the innovations Secure has to offer.

MORE ON SMART HOMES



Treehouse's Jason Ballard on Five Simple Ways to Make Your Home Eco-Friendly
BY JASON BALLARD

What You Can Buy in Dallas' Smart Home Edition
BY JASON BALLARD

Where to Find the Latest Custom Home Trends
BY JASON BALLARD

The Latest Custom Home Trends
BY JASON BALLARD

YOUR AD

NEST SECURE + TREEHOUSE

A perfect match in delivering innovative home security.



A beautiful life is a beautiful life.

ALL HOW TO LIVE A BEAUTIFUL LIFE

How to Live a Beautiful Life

How to Live a Beautiful Life

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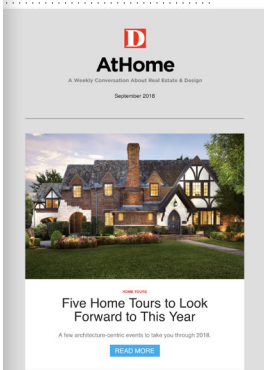
How to Live a Beautiful Life

How to Live a Beautiful Life

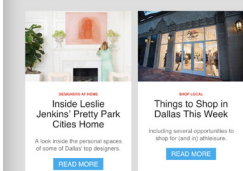
How to Live a Beautiful Life

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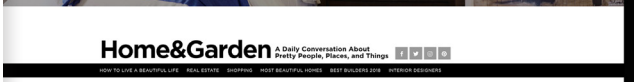
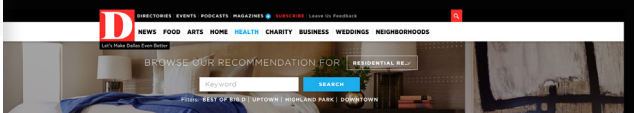
How to Live a Beautiful Life



YOUR AD



YOUR AD



D Home's digital nook.

D Home users seek local inspiration for their home and life—online and off. Our digital landscape attracts your dream audience.

D Home can optimize your digital impact via:

BRANDED CONTENT

- Sponsored blog post
- Native-custom blog post

DISPLAY ADS

- Branding ads
- Programmatic Targeting

NEWSLETTERS AND TARGETED EMAILS

- AtHome
- Industry Insider-B2B

ENHANCEMENT OPPORTUNITIES

- Promotional digital boosts

- Professional services directories
- Social media
- Event listings
- Custom giveaways

SPONSORSHIPS

- Homepage
- Category
- Landing page
- Gallery
- Custom bracket or interactive
- Above the fold

ADDITIONAL INITIATIVES

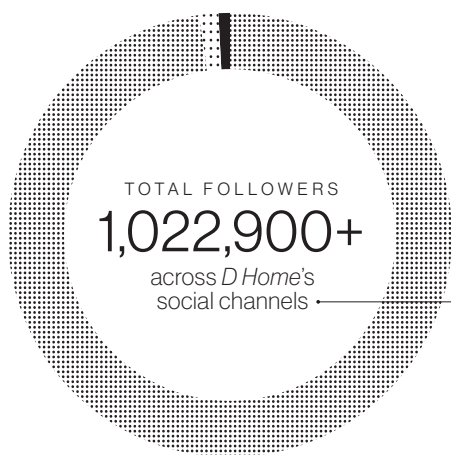
- Why Hire a Designer

ASK YOUR REPRESENTATIVE FOR ADDITIONAL INFORMATION ON DMAGAZINE.COM'S DIGITAL OFFERINGS.

Staying social.

Our digital reach doesn't stop on our website. We are penetrating the niche communities of Dallas' design scene through our social coverage, and your business can align with our presence too.

GROWING ABOVE AND BEYOND



- Pinterest 1,001,000+
- Instagram 16,200+
- Facebook 5,700+

Since 2017, our social following increased by 9,807+.

DID YOU KNOW?



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



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





Get acquainted with *D Home's* network.

We introduce our clients to the trade community and high-end consumers.

D Home can help you creatively **engage your target audiences** with a spectrum of custom activation opportunities. Event experiences range from quarterly meetings that allow select partners to strategically expand their industry networks, to purposeful consumer events that **deliver optimal foot traffic into showrooms and retail businesses**.



2019 *D Home* Events at a Glance:*

PANEL PROGRAMS

- Design Forecast
- State of Design
- Architect Showcase
- Elevating Your Brand

AWARD PROGRAMS

- Best Designers
- Best Builders

TRADE AND CONSUMER EVENTS

- Wine Walk
- Life in Color Celebration
- *D Home* Vendor Showcase

**D Home* events are subject to change year to year.



Partnering with *D Home* means your brand is visible in front of prominent community groups.



**DALLAS
ARCHITECTURE
FORUM**



DallasBuilders
ASSOCIATION

+ MORE!

Premium Partner opportunity for optimal connections.

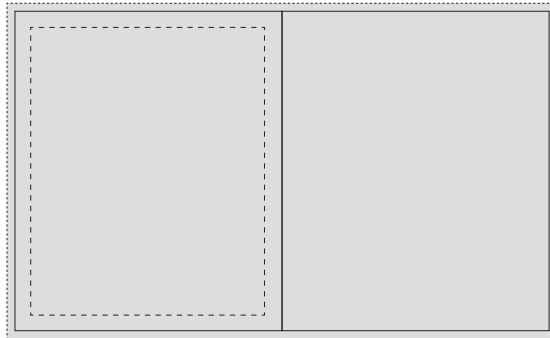
Join the most desirable network in town.

D Home Premium Partners Receive:

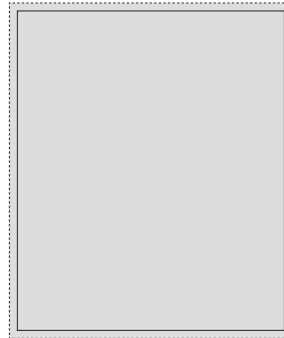
- Invitations to private networking events featuring notable expert speakers who present information that keeps your business in the know of latest insights, trends, and best business practices.
- Recognition as a Premium Partner in print and digital and promotions in *D Home* branded media.
- Listed in a directory on our *D Home* page that includes links to your website or blog.
- Special rates extended for ads online and in *D Home*.
- One sponsored blog post per year.
- One electronic reprint of a *D Home* ad of your choice (\$750 value).



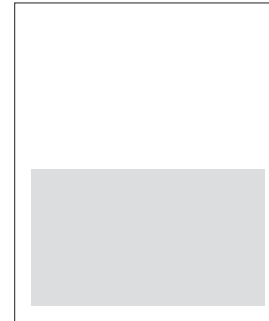
Specs 2019



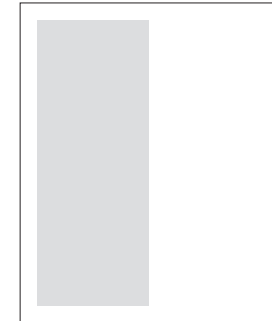
SPREAD (TRIM)
18" X 10.875"
SPREAD (W/BLEED)
18.25" X 11.125"
SPREAD (LIVE AREA)
8.5" X 10.375" EACH SIDE



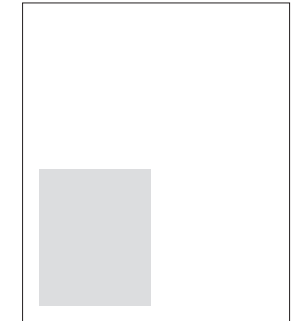
FULL (TRIM SIZE)
9" X 10.875"
FULL (W/BLEED)
9.25" X 11.125"
FULL (LIVE AREA)
8.5" X 10.375"



1/2 HORIZONTAL
7.5" X 4.875"



1/2 VERTICAL
3.625" X 9.875"



1/4 VERTICAL
3.625" X 4.75"

MECHANICAL REQUIREMENTS

DIGITAL FILES ONLY:

- High-resolution PDF, InDesign (with all supporting images and fonts), Illustrator, EPS, or TIF files are accepted.
- All images should be 350 dpi and color as RGB.
- Please supply a composite proof for color. Without a proof, *D Home* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

MAGAZINE TRIM SIZE:

- 9" x 10.875" with a bleed of .125" beyond all trim.
- Keep live matter .25" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D Home* for one year from date of use.

AD UPLOAD INFO:

Upload ads to dbinbox.com/dhome.

D HOME ANNUAL

Specs for *D Home's* annual resource guide are available upon request.

D Home is your home and a wise partner as you finalize your marketing strategy for this year and beyond.

"*D HOME* HAS THE BEST CONTENT AND DESIGN OF ALL DALLAS/ TEXAS SHELTER MAGAZINES. MY CLIENTS CONTINUALLY SHOW ME WORK FROM *D HOME*; THEREFORE, I KNOW IT REACHES THE CORRECT AUDIENCE."

JENNIFER FORDHAM,
POGGENPOHL

"Through the years, many people have told me that they have looked up all the designers on *D Home*'s Best Designers list. Then they tell me that my work resonated with them. The result is a very solid potential client because I have been vetted by *D Home* and they have landed on my work after reviewing others."

LINDA FRITSCHY,
LINDA FRITSCHY
INTERIOR DESIGNER

DHome

D Home opened the door to granting Christopher Peacock access to the relevant, valid, professional, and local influencers in the Dallas market. There is a sense of respect and loyal connection within the Dallas design community to *D Home*'s brand, and because of that, we have committed to an annual campaign with the team..

ROBERT HUGHES, GLOBAL BUSINESS DIRECTOR, CHRISTOPHER PEACOCK

"I'm no design expert but I do read a lot of magazines as part of my job—you and your outstanding team present Dallas in a fashion that we are thrilled to be associated with—approachable, fun, trend-setting and always comfortable."

GREGORY W. SWEENEY,
DIRECTOR OF RETAIL
MARKETING, MITCHELL
GOLD + BOB WILLIAMS

"THE POSITIVE MARKETING IMPACT *D HOME* HAS ADDED TO OUR COMPANY'S PROFILE, LOCALLY AND NATIONALLY, HAS BEEN TERRIFIC. MOST NEW CLIENTS WE MEET HAVE SEEN US IN SOME FORM OR ANOTHER IN *D HOME*. THE PRE-VETTING WE ENJOY FROM THAT EXPOSURE IS INVALUABLE. WE THINK *D HOME* IS THE GOLD STANDARD MAGAZINE FOR DALLAS INTERIORS." BILL CATES, PETERS CATES DESIGN

We can't wait to build your brand, and make Dallas an even more beautiful place to live—together.