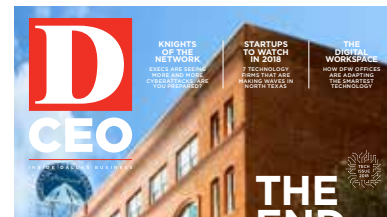




MEDIA KIT // 2019



***D CEO* is more than an award-winning business publication.**

**It's an elite community of Dallas' most
respected business leaders.**

Executives turn to *D CEO* to reach influencers in North Texas business, from entrepreneurs launching the city's hottest startups to the area's most recognizable corporate executives. Partnering with *D CEO* gives your brand a seat at the boardroom table.



D CEO has
been named
America's
best regional
business
magazine

5
TIMES



Who are we reaching?

The
**Powerful. Affluent.
Influential.**



68%

of *D CEO* readers are the **Chairpersons, CEOs, Owners, or Presidents** of their companies.

We did the math.

That's more than **56,000 C-Suite executives** at your fingertips.

D CEO'S REACH

82,600+

D CEO monthly
readership

18,300+

Distribution

D CEO'S READER

85%

of our readers influence
purchasing decisions for
their companies

60%

of our readers contacted
a company because of an
advertisement in *D CEO*

\$355,994

Average Household Income

67%

Male

33%

Female

52

Average Reader Age

The Power of Print.



» **D CEO's Monthly Publication**

D CEO MAGAZINE

Readers look to *D CEO* for the pulse of business in Dallas-Fort Worth.

D CEO builds community among top North Texas executives through insightful and authoritative articles about local executives, written by the region's leading journalists. *D CEO* has been named the nation's best regional business magazine five out of the past six years. The publication also connects the region's leadership class through branded community events.

» **D CEO's Renowned Annual Publications**

D CEO REAL ESTATE ANNUAL

We cover every inch of DFW's commercial real estate scene. You can, too.

The *D CEO Real Estate Annual* establishes a picture of the North Texas commercial real estate market's most important trends and influencers.

When your business is included in *D CEO's Real Estate Annual*, you connect with businesses considering pivotal transformations. Make sure they see your name as they plan their relocations and choose financial advisors, real estate brokers, and legal and accounting consultants.

Supported by Major Industry Organizations: CREW | CoreNew Global | Downtown Dallas Inc. | ICSC | North Texas CCIM | NTCAR | The Real Estate Council

DALLAS 500

Make your business part of the narrative.

Unprecedented in scope, the *Dallas 500* provides an engaging, personal look at the people who make DFW such a powerful economic force.

The *Dallas 500* celebrates the most influential leaders in North Texas, prints at luxury quality, and ultimately serves as a reference tool and keepsake.

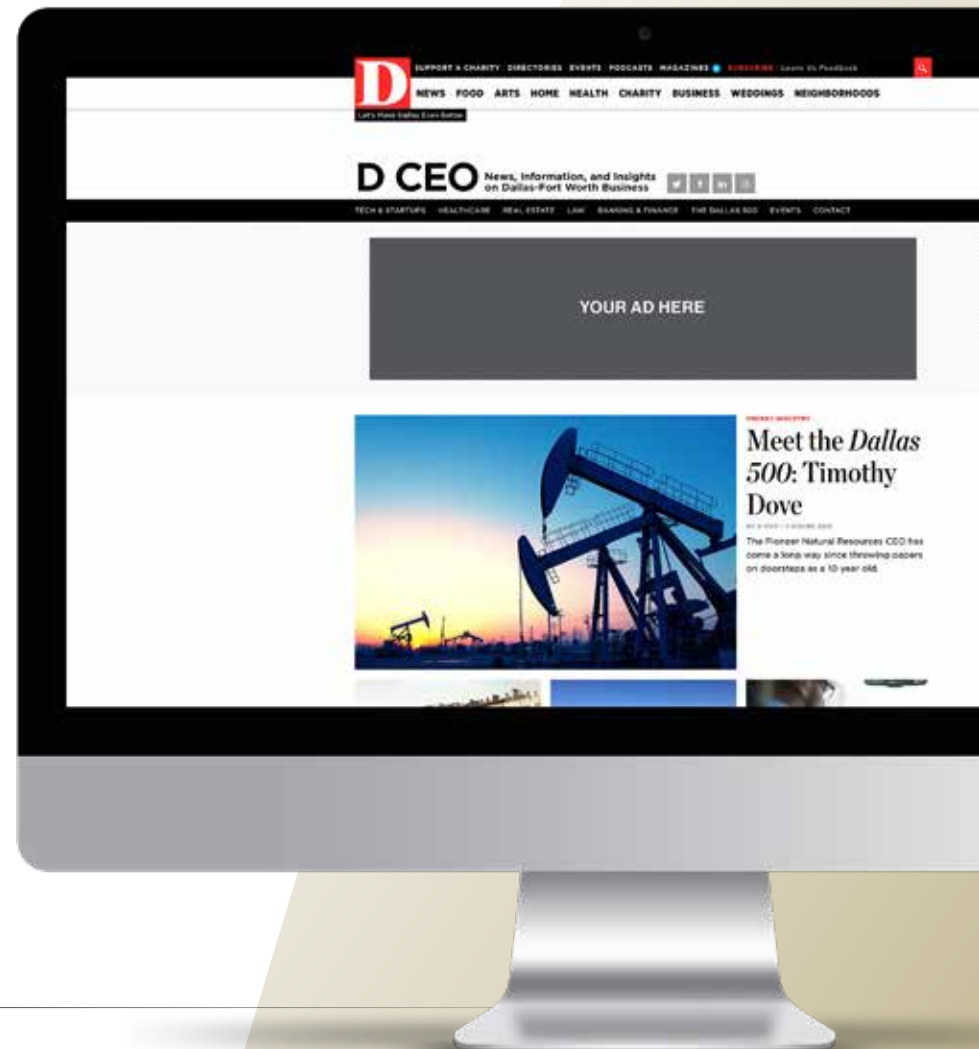
When you advertise in the *Dallas 500*, your brand maintains a year-round presence on the desks and in the lobbies of the region's most established business leaders and their clientele.

All access, all the time.

Dallas executives turn to *D CEO* Online for daily insights and updates on the region.

42%

of *D CEO* print readers visit our website **at least once per week.**



D CEO digital products receive

2,840,000+

Page Views Per Year



D CEO online is where your
business can interact with our
high-impact readers every day.

**Digital Newsletters • Custom Emails • Display Ads • Native Posts
Sponsored Posts • Social Promotions • Category Sponsorships**

Align your brand with our core audiences.



D CEO

D CEO keeps business leaders updated with insider news and behind-the-scenes interviews with the region's most influential executives. *D CEO* Weekly newsletter reaches business-minded readers who seek impactful journalism, news of the day, influential networking opportunities, and industry insights.

NEWSLETTER SUCCESS

12,600+

Opt-in Email Subscribers

29%

Open Rate

29%

Click Through Rate

SITE TRAFFIC

55,050+

Average Monthly Unique Visitors



D CEO Healthcare

The *D CEO* brand is the backbone for Dallas' medical industry community news. *D CEO Healthcare* takes it to another level by serving as the daily content hub that informs and supports the medical community in Dallas.

NEWSLETTER SUCCESS

3,600+ 10,800+

Daily Email Subscribers

Weekly Roundup Subscribers

33%

Daily Email Click Through Rate

24%

Weekly Roundup Click Through Rate

SITE TRAFFIC

24,800+

Average Monthly Unique Visitors



D CEO Real Estate

Our *D CEO* Real Estate online hub keeps readers abreast of the latest deals, relocations, industry movers and shakers, and insights on all things commercial real estate. Office, retail, industrial, data centers, and multi-family alike—we cover it all.

NEWSLETTER SUCCESS

3,100+

Weekly Email Subscribers

26%

Open Rate

17%

Click Through Rate

SITE TRAFFIC

20,100+

Average Monthly Unique Visitors



Every *D CEO* event is a first-class, VIP marketing opportunity.

***D CEO* events bring together the brightest, most driven
C-Suite executives in North Texas under one roof.**


We carefully select our attendees—nearly every event is invitation only—so you can speak directly with potential clients for your business, based on our targeted B2B audience. You won't find a more curated or impactful professional networking experience in town.



Last year,
more than

5,000+

business leaders
attended a
D CEO event.



“One of the best networking opportunities out there. I have seen an increase in sales and received great referrals.”

RYAN BEAUPRE // DALLAS COWBOYS FOOTBALL CLUB

“If you want unique insights into the leaders who make Dallas such a dynamic place to do business, I suggest you pick up the latest issue of D CEO.”

ROGER STAUBACH // EXECUTIVE CHAIRMAN OF JLL AMERICAS

“You can bank on D CEO for the news on business in Dallas.”

ELAINE AGATHER // CHAIRMAN OF JP MORGAN CHASE IN DALLAS

Connect with leaders.

D CEO hosts numerous events throughout the year to honor the pioneers and visionaries who drive our city's innovative reputation.

Awards & Recognition

CIO/CTO of the Year Awards & Technology Reception

EVENT: January
ISSUE: Jan/Feb
ATTENDANCE: 250+

The role of today's CIO and CTO has significantly changed over the past 10 years. With technology impacting every aspect of business, from productivity and efficiency to

security and information management, today's technology leaders face immense challenges and hold tremendous responsibilities. Now in its fourth year, this program honors Chief Information Officers, Chief Technology Officers, and others in top IT posts throughout the Dallas-Fort Worth region.

Commercial Real Estate Awards

EVENT: March
ISSUE: April
ATTENDANCE: 400+

D CEO honors the best and the brightest in commercial real estate across multiple categories—including developers, executives, architects, and top office, industrial,

retail and mixed-use projects. This is your opportunity to build relationships with the people building Dallas.

Financial Executives Awards

EVENT: April
ISSUE: May
ATTENDANCE: 300+

In collaboration with veteran leaders of the Dallas CPA Society and Financial Executives International, we honor the innovative financial executives driving bottom-line results for their companies.

Mergers & Acquisitions Awards

EVENT: May
ISSUE: May
ATTENDANCE: 250+

Our annual Mergers and Acquisition Awards program brings together the dealmakers who read *D CEO* and support the Association for Corporate Growth at one high-

profile event. Finalists are announced and honored in front of the most strategic and active industry movers and shakers in Dallas.

Nonprofit & Corporate Citizenship Awards

EVENT: August
ATTENDANCE: 300+

This program is designed to honor professionals and organizations in the nonprofit world who continue to make a positive impact on

the community, often doing so under difficult financial constraints. Many corporate executives volunteer time on boards and lend support through financial donations and sponsorships to contribute to the nonprofit community. These awards recognize both equally important groups.

Diversity in Business Awards

EVENT: September
ISSUE: September
ATTENDANCE: 250+

Celebrating Diversity in Business, a new signature event for *D CEO* that recognizes a broad spectrum of communities helping to drive the local economy. *D CEO* is excited

to honor the achievements of diverse businesses and leaders throughout North Texas.

Corporate Counsel Awards

EVENT: September
ISSUE: October
ATTENDANCE: 300+

In its 10th year, this program recognizes the significant roles that in-house counsel play in strategy and overall business success. Each

year, the editors of *D CEO* identify the region's most impressive corporate attorneys. All finalists are honored at a VIP evening reception and featured within the pages of *D CEO*. Attendees include in-house attorneys, managing partners from law firms, and those who support our legal community.

North Texas Oil & Gas Awards

EVENT: October
ISSUE: November
ATTENDANCE: 250+

The North Texas region has become a national and international epicenter for energy finance and activity. *D CEO* will host its second North Texas Oil & Gas Awards to celebrate

the individuals and organizations who are leading innovations in the upstream, midstream, services, and finance sectors.

Residential Real Estate Outlook & Awards

EVENT: October
ISSUE: November
ATTENDANCE: 150–200

The Residential Real Estate Awards recognize outstanding developers, real estate agents, projects, and residential communities changing the Dallas landscape for the better.

This is a pre-publication event, putting your brand at the forefront of the industry's event of the year.

Excellence in Healthcare Awards

EVENT: November
ISSUE: December
ATTENDANCE: 250

The Excellence in Healthcare Awards recognizes standout medical industry professionals, from practitioners and innovators to medical research, community

outreach, and medical real estate. A Lifetime Achievement Award is also presented to a local icon who has had a profound impact on the healthcare field.

Creating Networks

D CEO Real Estate Annual Reception

EVENT: January
ISSUE: January
ATTENDANCE: 200+

Top industry executives join us to celebrate the release of our *D CEO Real Estate Annual* special issue, which features market outlook reports for the coming year, blog excerpts from *D CEO Real Estate*, and a comprehensive list of DFW lease and sales transactions.

Power Brokers Reception & Awards

EVENT: February
ISSUE: March
ATTENDANCE: 300+

The editors of *D CEO* work with the leaders of commercial real estate firms in North Texas to reveal their top brokers in our March issue. This pre-publication event honors the winners and sets the scene for impactful networking. New this year, *D CEO* will recognize the top Power Brokers in each category.

Dallas 500 Annual Release Reception

EVENT: November
ISSUE: November
ATTENDANCE: 200+

This annual event brings together the most powerful business leaders in Dallas-Fort Worth in an unprecedented, targeted networking event. Leaders across a wide range of industries have a chance to mingle and discuss the opportunities and challenges in their respective fields.

D CEO Real Estate Cocktail Reception

EVENT: Twice a Year
ATTENDANCE: 200+

We bring together our impressive roster of contributing *D CEO Real Estate* editors for an exclusive networking opportunity. This is a key event for any business looking to capture the attention of Dallas' top tenant reps and other commercial real estate pros blazing trails in our city.

Thought Leadership

Women Leaders In Law Roundtable

EVENT: February
ATTENDANCE: 150+

D CEO will host its annual Women Leaders in Law Breakfast Roundtable in February. This event is an opportunity to meet with women impacting not only the legal community, but businesses throughout the region. Industry experts will discuss issues impacting women in law and in business.

Women's Leadership Symposium

EVENT: June
ISSUE: June
ATTENDANCE: 500+

D CEO holds a half-day symposium to inform, educate and inspire women managers and leaders on subjects such as: mentorship (both seeking and providing), community involvement (both getting involved on business boards and giving back), leadership success stories and entrepreneurship. Through a series of impactful local female executive speakers, attendees will have an opportunity to learn and meet with like-minded business professionals. The program will include fantastic networking opportunities both before and after the program as well.

Women's Leadership Quarterly Speaker Series

EVENT: Quarterly
ATTENDANCE: 150+

D CEO will host a quarterly Breakfast Panel Series with women leaders featured in *D CEO*. Each panel will provide readers with an opportunity to learn and connect. Topics include issues impacting women in leadership roles, the state of the region and economic forecasts, business success stories, lessons learned along the way, and more.

CFO Business Outlook

EVENT: February
ATTENDANCE: 150+

Today's Chief Financial Officers provide invaluable insight into tomorrow's business climate. We'll sit down with regional financial executives from leading industries and discuss the overall business environment, their vision for what the next year will bring, as well as best practices for navigating economic conditions.

D CEO Healthcare Panels

EVENT: 3-4x per year
ATTENDANCE: 100+

Whether a panel discussion or interview of top industry leaders, the Healthcare Breakfast brings together an exclusive group of healthcare professionals, business owners, and C-Suite executives. Attendees are the first to learn about the latest trends, insights, thoughts, and analysis on important changes happening within the DFW healthcare community.

You are the company you keep.



Our sponsors look for a **connected** media brand that brings together the **most engaged** and most respected leaders of Dallas.

That's why they choose *D CEO* events.

Title Sponsorship Benefits

Pre-Event

- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements

Event

- Stage presence during event — presenting and/or speaking role at event
- 20 tickets to event (10 for company use + 10 for inviting clients)
- Logo inclusion in AV display at event
- Logo inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event
- Table space for marketing and collateral during the event
- Opportunity to include item in gift bag at event (when applicable)

Post-Event

- Full-page advertisement in *D CEO* either distributed at the event or recapping the event
- Company mention in post-event coverage in *D CEO* and/or online
- 25 extra copies of the *D CEO* issue featuring the event
- 10 *D CEO* subscriptions for clients — includes letter from the publisher
- First right to renew for following year (valid for 90 days post event)

Total Investment of Title Sponsorship:

\$16,500

Premier Sponsorship Benefits

Pre-Event

- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements

Event

- 15 tickets to event for company use or for inviting clients
- Logo inclusion in AV display at event
- Logo inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event
- Table space for marketing and collateral during the event
- Opportunity to include item in gift bag at event (when applicable)

Post-Event

- Full-page advertisement in *D CEO* either distributed at the event or recapping the event
- 15 extra copies of the *D CEO* issue featuring the event

Total Investment of Premier Sponsorship:

\$12,500

Signature Sponsorship Benefits

Pre-Event

- Company name inclusion on event website
- Company name inclusion on event invitations and advertisements

Event

- 10 tickets to event for company use or for inviting clients
- Company name inclusion in AV display at event
- Company name inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event

Post-Event

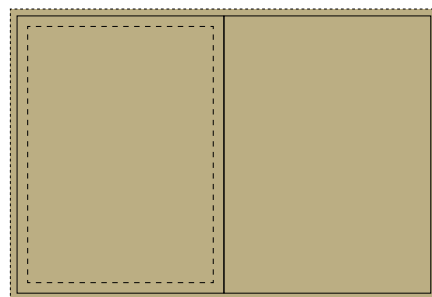
- Advertisement in *D CEO* either distributed at the event or recapping the event

Total Investment of Signature Sponsorship:

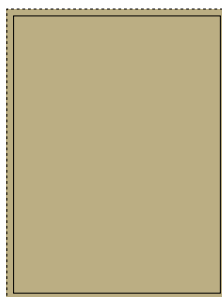
\$8,500 with full page

\$6,250 with half page

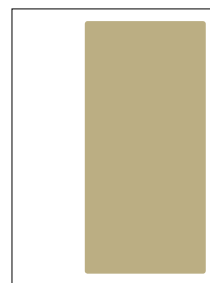
Stand out from the crowd.



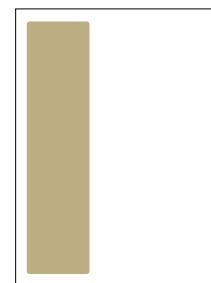
SPREAD (TRIM)
16" X 10.75"
SPREAD (W/BLEED)
16.25" X 11"
SPREAD (LIVE AREA)
7" X 9.75" EACH SIDE



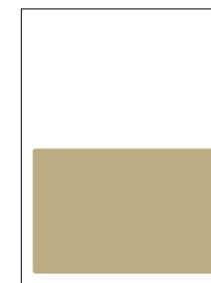
FULL (TRIM)
8" X 10.75"
FULL (W/BLEED)
8.25" X 11"
FULL (LIVE AREA)
7" X 9.75"



2/3 VERTICAL
4.5" X 9.75"



1/3 VERTICAL
2.25" X 9.75"



1/2 HORIZONTAL
7" X 4.875"

Print Rates

ADVERTISING DISPLAY RATES (GROSS)

SIZE	1X	3X	6X	9X	12X
SPREAD	\$12,260	\$11,031	\$10,420	\$9,800	\$8,585
FULL	\$8,480	\$7,635	\$7,205	\$6,785	\$6,360
2/3 VERTICAL	\$7,960	\$7,165	\$6,770	\$6,370	\$5,575
1/2 HORIZONTAL	\$6,900	\$6,205	\$5,865	\$5,520	\$4,830

AD CREATION

SIZE	RATE
SPREAD	\$400
FULL	\$350
2/3	\$300
1/2	\$250

Includes type with one logo and one image.

- Creation of ads includes a color laser proof and one round of proofing changes
- An additional \$50 will be charged per change after initial proofing
- An additional \$100 will be charged for changes made after approval
- An additional \$100 will be charged for ad materials received after deadline.
- Additional charges will be incurred for resizing, type changes, scans, etc.

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 CEO 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:

- 8" x 10.75" with a bleed of .125" beyond all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at D CEO for one year from date of use.

AD UPLOAD INFO:

Upload ads to dbinbox.com/dceo

PREFERRED POSITION

15% premium on an issue-by-issue basis and 10% premium on a contract basis, excluding cover positions.

DEADLINE FEES

- An additional \$100 will be charged for ad materials received after deadline.
- Additional charges will be incurred for resizing, type changes, scans, etc.

INSERTS/GATEFOLDS

Available. Contact for details.

2019 DEADLINES:

Issue	Space Reservation
March	1.18.19
April	2.22.19
May	3.22.19
June	4.19.19
July	5.17.19
August	6.21.19
September	7.26.19
October	8.22.19
November	9.20.19
December	10.18.18
Jan/Feb	11.29.19

Maximize your investment.

Digital Rates

WEBSITES

DCEOmagazine.com:

Top Billboard	970 x 250	\$4,400
Portrait (2)	300 x 600	\$3,600
Middle and Bottom Billboard	970 x 250	\$3,000

NET RATES PER MONTH

DCEO Real Estate

Top Billboard	970 x 250	\$1,550
Portrait (2)	300 x 600	\$1,400
Middle and Bottom Billboard	970 x 250	\$1,000

NET RATES PER MONTH

DCEO Healthcare:

Annual sponsorship packages available; contact advertising account executive for details

Rectangle	300 x 250	\$2,050
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NET RATES PER MONTH

DIGITAL NEWSLETTERS

Custom Dedicated Email: \$5,000 per email

D CEO Weekly:

Rectangle	300 x 250	\$750
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NET RATES PER WEEK

D CEO Real Estate Weekly:

Rectangle	300 x 250	\$250
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NET RATES PER WEEK

D CEO Healthcare:

Rectangle	300 x 250	\$500
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NET RATES PER WEEK



Let's talk business.

For advertising or sponsorship information, contact
your account representative or D CEO president,
**Gillea Allison, at gillea@dmagazine.com
or 214.939.3636, x133.**