



MEDIA KIT // 2020



**URBAN COWBOY**

FORMER RODEO STAR RICKY BOLIN AIMS TO MAKE HATCO INC., THE GARLAND-BASED COMPANY BEHIND STETSON, RESISTOL, AND OTHER SIGNATURE HATS, A LEADER IN THE INDUSTRY ONCE AGAIN.

BY CAPTAIN CLARK  
photography by SEAN BERRY

**HATCO INC.**  
 1987 in New Mexico  
**OWNERSHIP:**  
 Garfield Wrentham  
 CEO  
 Rick Bolin  
 (former rodeo star)  
**OWNERSHIP:**  
 Incorporated in New Mexico  
 Started in 1987  
**ANNUAL REVENUE:**  
 \$10 million  
**EMPLOYEES:**  
 About 100 in Garland  
 and 30 in Longhorn

ENTREPRENEUR.COM • MAY 2014 | 53

**Ross Perot Jr.**  
Chairman, Hillwood  
portrait by Billy Surface



# We did the math.

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



## D CEO'S REACH

**80,000+**

D CEO monthly readership

**16,000+**

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.

**52**

average reader age

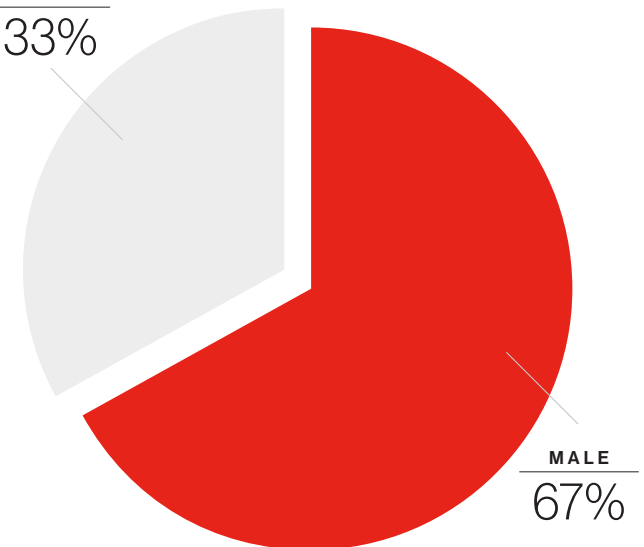


**\$355,994**

average household income

**FEMALE**

**33%**



**MALE**  
**67%**



## D CEO Magazine

**Executive 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 storytelling, reporting, and insights. Through its regular content and high-profile features, it's the who's who of North Texas business. The publication also connects the region's leadership class through frequent high-level branded events.

## D CEO REAL ESTATE ANNUAL

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

Coupled with the January/February issue, the *D CEO Real Estate Annual* has become a sought-after resource within the commercial real estate community — and beyond. Curated by veteran commercial estate journalist, and *D CEO*'s editor Christine Perez, it contains the market's most important trends, influencers and deals. Make sure decision-makers see your name as they plan their relocations and investments.

## D CEO HEALTHCARE ANNUAL - NEW!

**North Texas' healthcare market is booming. Reach its decision-makers.**

Building off of the readership and success of *D CEO Healthcare*'s online content channel, the *D CEO Healthcare Annual* will be included in the August issue of *D CEO*, and feature original editorial coverage and reporting on the state of the North Texas healthcare industry. Targeted distribution will also ensure that your brand is in front of key healthcare decision-makers. This is an ideal opportunity for services hoping to reach healthcare executives.

## DALLAS 500 ANNUAL EDITION

Unprecedented in scope, the *Dallas 500* provides an engaging, personal look at the people who make DFW such a powerful economic force. Selected by the editors, the book features the 500 most influential executives in the region. When you advertise in the *Dallas 500*, your brand maintains a year-long presence on the desks and coffee tables of the region's business elite and their clientele.



68%

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

# All access, all the time.

## Dallas executives turn to *D CEO* Online for daily insights.

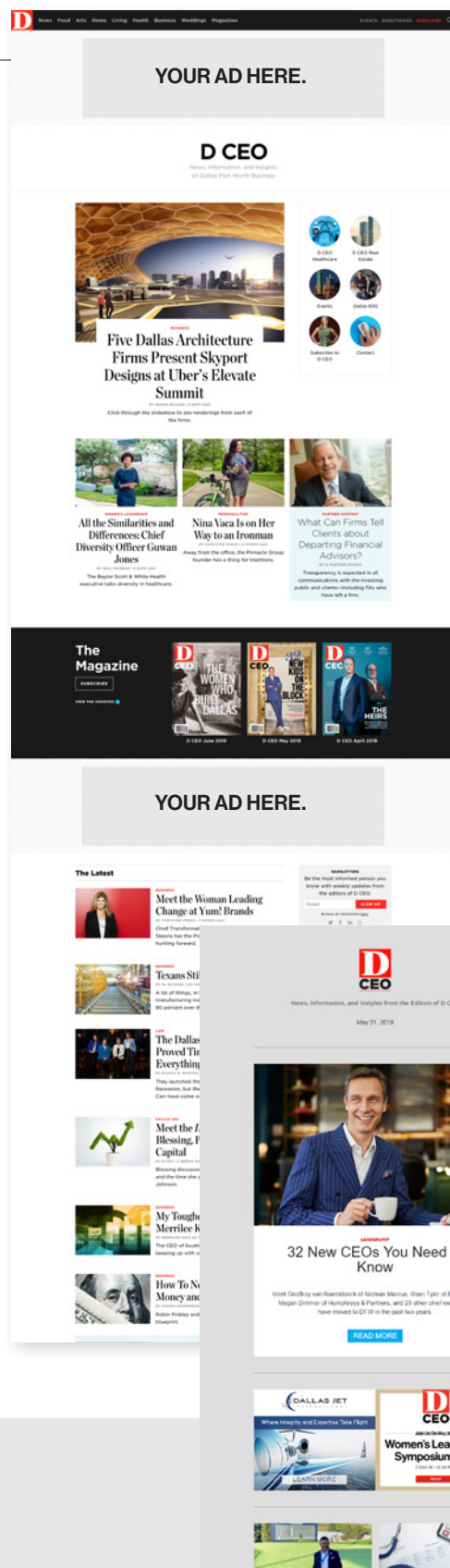
Position yourself with Dallas executives most trusted supplier of insights and updates for all things business. Our elite audience trusts *D CEO* to provide them with honest and informative coverage of the North Texas business community. As a sponsor, you will have unparalleled access to our core audience and be given the opportunity to promote your brand among key decision-makers.

## *D CEO* online is where your business can interact with our influential readers every day.

### Opportunities Include:

- Digital Newsletters
- Targeted Custom Emails
- Display Ads
- Native Content
- Sponsored Posts
- Video
- Category Sponsorships
- Programmatic and More

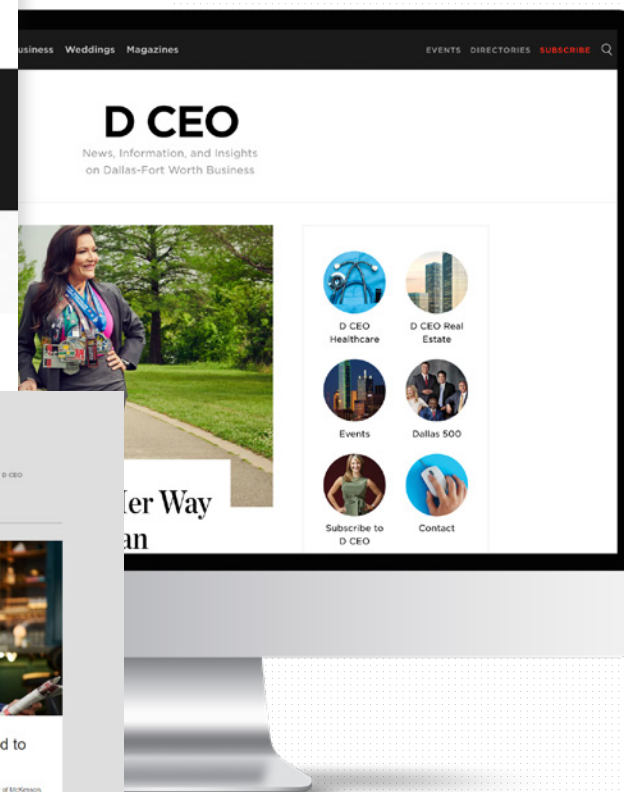
Contact your account representative for the full *D CEO* digital offering deck and to confirm availability.



D CEO digital products receive

# 2,730,000+

page views a year



# Align your brand with our core verticals.



## D CEO Business

D CEO keeps business leaders updated with daily insider news, behind-the-scenes interviews, and contributor commentary. The D CEO Weekly newsletter reaches executive readers who seek meaningful journalism, news of the day, influential networking opportunities, and industry insights.

### NEWSLETTER SUCCESS

**12,850+**

Opt-in Email  
Subscribers

**25.5%**

Open Rate

**29%**

Click Through Rate

### SITE TRAFFIC

**58,144+**

Average Monthly Unique Visitors



## D CEO Healthcare

D CEO Healthcare serves as the daily content hub for the medical leadership community in Dallas. Through daily and weekly round-up newsletters, and quarterly content events, the D CEO Healthcare community is powerful—online and off.

### NEWSLETTER SUCCESS

**3,660+**

Daily Email  
Subscribers

**10,700+**

Weekly Roundup  
Subscribers

**31.5%**

Daily Email Click  
Through Rate

**35.3%**

Weekly Roundup  
Click Through Rate

### SITE TRAFFIC

**33,528+**

Average Monthly Unique Visitors



## D CEO Real Estate

The D CEO Real Estate digital portal 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—we cover it all.

### NEWSLETTER SUCCESS

**4,040+**

Weekly Email  
Subscribers

**28.2%**

Open Rate

**23.7%**

Click Through Rate

### SITE TRAFFIC

**19,272+**

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, in one room.

We carefully select our attendees—nearly every event is invitation-only—so you can speak directly with potential clients. You won't find a more curated or impactful professional networking experience in town.





**“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 // FORMER DALLAS COWBOYS QB**

**“I was very impressed by this year’s awards. To draw that incredible crowd in August is a testament to the brand and need in the community.”**

**BYRON SANDERS // PRESIDENT & CEO OF BIG THOUGHT**



## Connect with leaders.

***D CEO* hosts numerous events throughout the year to honor the pioneers and visionaries who drive our region's growth.**

## Awards & Recognition Programs

### The Innovation Awards

**EVENT:** January  
**ISSUE:** Jan/Feb  
**ATTENDANCE:** 300

*D CEO* and Dallas Innovates host important technology and corporate innovators together to honor the very best tech leaders making a splash in today's market. All finalists are honored at the event and featured in the January issue of *D CEO*.

### Power Broker Awards

**EVENT:** February  
**ISSUE:** March  
**ATTENDANCE:** 300+

In collaboration with leaders of commercial real estate firms in North Texas, *D CEO* editors reveal brokers who are generating the most revenue for their companies. This pre-publication event honors the dealmakers and sets the scene for impactful networking.

### Commercial Real Estate Awards

**EVENT:** March  
**ISSUE:** April  
**ATTENDANCE:** 400+

*D CEO* honors the best 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 Executive Awards

**EVENT:** April  
**ISSUE:** May  
**ATTENDANCE:** 250

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

### Mergers & Acquisitions Awards

**EVENT:** April  
**ISSUE:** May  
**ATTENDANCE:** 250

*D CEO* editors, in partnership with the Association for Corporate Growth, honor the region's top deals and dealmakers and hosts panel discussions on the latest issues and trends.

### Nonprofit & Corporate Citizenship Awards

**EVENT:** August  
**ISSUE:** August  
**ATTENDANCE:** 600

Honors nonprofit organizations making a positive impact and corporate executives who provide support—through volunteerism and financial investments. In partnership with the Communities Foundation of Texas.

### Corporate Counsel Awards

**EVENT:** September  
**ISSUE:** October  
**ATTENDANCE:** 200+

This annual program recognizes the significant roles in-house counsel play in strategy and overall business success. *D CEO* editors identify the region's outstanding corporate attorneys to be honored at a VIP reception and featured in *D CEO*.

### North Texas Oil & Gas Awards

**EVENT:** October  
**ISSUE:** November  
**ATTENDANCE:** 250+

The North Texas region has become an international epicenter for oil and gas and for energy finance. *D CEO* celebrates individuals and organizations leading innovations in the upstream, midstream, services, and finance sector.

### Excellence in Healthcare Awards

**EVENT:** November  
**ISSUE:** December  
**ATTENDANCE:** 300

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

## Networking Receptions

### **Dallas 500 Annual Release Reception**

**EVENT:** November  
**ISSUE:** November  
**ATTENDANCE:** 250

This invite-only reception brings together the most powerful business leaders in DFW for an unprecedented networking event. Leaders across a range of industries have the chance to connect with other influential executives.

### **D CEO Real Estate Cocktail Receptions**

**EVENT:** Twice a Year  
**ATTENDANCE:** 200+

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

### **D CEO Winner's Circle**

**EVENT:** Q1  
**ATTENDANCE:** 150+

This invite-only event brings together finalists from the past year's *D CEO* awards programs to honor and build on recognition of achievements and provide the opportunity for continued networking amongst high-level executives.

## Thought Leadership

### **Women Leaders in Law Roundtable**

**EVENT:** February  
**ATTENDANCE:** 150+

*D CEO*'s annual Women Leaders in Law Breakfast Roundtable is an opportunity to network with women impacting the legal community and businesses throughout the region. Panelists share insights on their experience and leadership.

### **Women's Leadership, Symposium**

**EVENT:** May  
**ISSUE:** June  
**ATTENDANCE:** 500+

This half-day symposium informs, educates, and inspires women managers and leaders on key subjects including mentorship, growth, and entrepreneurship. Attendees have an opportunity to learn and meet with likeminded business professionals and executive speakers.

### **Women's Leadership Quarterly Speaker Series**

**EVENT:** Quarterly  
**ATTENDANCE:** 150+

*D CEO* hosts this quarterly Breakfast Panel Series with women leaders featured in *D CEO*. Each panel provides attendees with the opportunity to learn and connect. Topics include issues impacting women in leadership roles, business success stories, lessons learned, and more.

### **CFO Business Outlook**

**EVENT:** February  
**ATTENDANCE:** 150+

Exemplary CFOs provide invaluable insight into the future business climate. This *D CEO* Breakfast Panel hosts regional financial executives from leading industries to discuss the overall business environment, visions for the coming year, and best practices to navigate economic conditions.

### **D CEO Healthcare Panels**

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

*D CEO* hosts an exclusive group of healthcare professionals, business owners, and C-Suite executives, giving attendees access to the latest trends, insights, perspectives and analysis on important issues and trends within DFW healthcare.

### **Diversity & Inclusion Symposium**

**EVENT:** September  
**ISSUE:** September  
**ATTENDANCE:** 300+

Research proves that diverse teams are smart business. This *D CEO* symposium informs and connects business leaders as they strive to establish D&I best practices.



# 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.**

Participation in a *D CEO* event puts your business and its key industry role top of mind for the most elite, curated professionals in North Texas. Leverage your business with our exclusive audience and make networking connections you can't make anywhere else.



**Megan Dimmer**  
CEO, Humphreys & Partners Architects  
portrait by Jonathan Zizzo



## 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)
- Sponsor post on *D CEO* Online highlighting your sponsorship or 100,000 ROS banner ads on dceomagazine.com to final

**Total Investment of 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
- 50,000 ROS banner ads on dceomagazine.com

**Total Investment of Sponsorship:**  
**\$12,500**

## Signature Sponsorship Benefits

### Pre-Event

- Logo inclusion on event website
- Logo 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 Sponsorship:

**\$8,500** with full page  
**\$6,250** with half page

\*Category exclusive for award events



## Advertising Specs 2020

### 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 CMYK.
- 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:

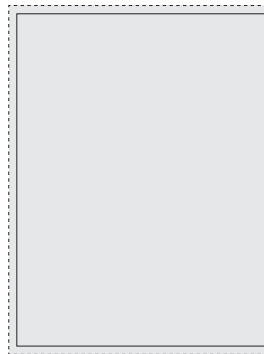
- 8.75" x 10.75" with a bleed of .125" beyond all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D CEO* for one year from date of use.

### AD UPLOAD INFO:

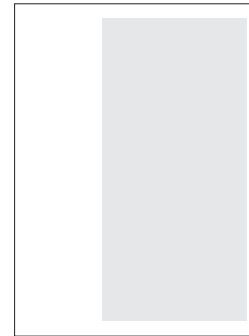
Upload ads to [dbinbox.com/dceo](https://dbinbox.com/dceo)



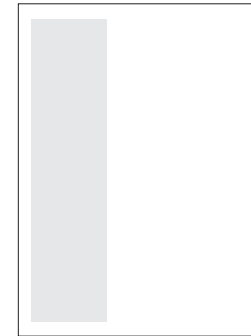
**SPREAD (TRIM)**  
17.5" X 10.75"  
**SPREAD (W/BLEED)**  
17.75" X 11"  
**SPREAD (LIVE AREA)**  
7.75" X 9.75" EACH SIDE



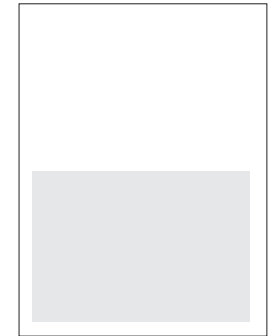
**FULL (TRIM)**  
8.75" X 10.75"  
**FULL (W/BLEED)**  
9" X 11"  
**FULL (LIVE AREA)**  
7.75" X 9.75"



**2/3 VERTICAL**  
5.125" X 9.75"



**1/3 VERTICAL**  
2.5" X 9.75"



**1/2 HORIZONTAL**  
7.75" X 4.875"

# D EDITORIAL CALENDAR 2020



May 2019



June 2019



July 2019

“BEST IN THE U.S.”

ALLIANCE OF AREA BUSINESS PUBLICATIONS  
2018, 2017, 2016, 2015, 2014, 2013

		AD CLOSE	ART DUE	NEWS STAND
<b>JAN/FEB</b>	<b>INNOVATORS</b> <b>Editorial Special Section:</b> 2020 Real Estate Annual <b>Ad Section:</b> Women Leaders in Law <b>Events:</b> The Innovation Awards, CFO 2020 Outlook, Real Estate Annual Reception, and Women Leaders in Law	<b>NOV 30</b>	<b>DEC 4</b>	<b>JAN 2</b>
<b>MAR</b>	<b>POWER BROKERS</b> <b>Ad Section:</b> Executive Travel <b>Events:</b> Power Brokers Reception	<b>JAN 17</b>	<b>JAN 20</b>	<b>FEB 27</b>
<b>APR</b>	<b>COMMERCIAL REAL ESTATE</b> <b>Ad Section:</b> Faces of Dallas Business <b>Event:</b> Commercial Real Estate Awards	<b>FEB 21</b>	<b>FEB 24</b>	<b>MAR 26</b>
<b>MAY</b>	<b>FINANCE</b> <b>Ad Section:</b> Corporate Meetings + Events Guide, Education Roundtable <b>Events:</b> Financial Executives Awards, M&A Dealmaker Awards + Panel	<b>MAR 20</b>	<b>MAR 23</b>	<b>APR 30</b>
<b>JUN</b>	<b>WOMEN'S LEADERSHIP</b> <b>Ad Section:</b> Healthcare Roundtable <b>Event:</b> Women's Leadership Symposium	<b>APR 24</b>	<b>APR 27</b>	<b>MAY 28</b>
<b>JUL</b>	<b>ENTREPRENEURS</b> <b>Ad Section:</b> Manufacturing Roundtable <b>Editorial Feature:</b> EY Entrepreneur Of The Year	<b>MAY 22</b>	<b>MAY 25</b>	<b>JUN 25</b>
<b>AUG</b>	<b>CORPORATE CITIZENSHIP</b> <b>Editorial Special Section:</b> 2020 Healthcare Annual <b>Event:</b> Nonprofit and Corporate Citizenship Awards	<b>JUN 19</b>	<b>JUN 22</b>	<b>JUL 30</b>
<b>SEP</b>	<b>DIVERSITY &amp; INCLUSION</b> <b>Ad Section:</b> Banking Roundtable <b>Event:</b> Diversity & Inclusion Symposium	<b>JUL 24</b>	<b>JUL 27</b>	<b>AUG 27</b>
<b>OCT</b>	<b>LAW</b> <b>Ad Sections:</b> State of DFW Economic Update <b>Events:</b> Corporate Counsel Awards, Women's Leadership Breakfast Panel	<b>AUG 21</b>	<b>AUG 24</b>	<b>SEP 24</b>
<b>NOV</b>	<b>OIL &amp; GAS</b> <b>Ad Section:</b> Executive Gift Guide <b>Event:</b> North Texas Oil & Gas Awards	<b>SEP 11</b>	<b>SEP 14</b>	<b>OCT 29</b>
<b>DALLAS 500</b>	<b>DALLAS 500</b> <b>Special Publication:</b> 2021 Edition <b>Event:</b> Dallas 500 Release Party	<b>SEP 25</b>	<b>SEP 28</b>	<b>NOV 20</b>
<b>DEC</b>	<b>HEALTHCARE</b> <b>Editorial Features:</b> CEO of the Year, Executive Gift Guide <b>Ad Sections:</b> Annual MBA Guide, Co-Working Spaces <b>Event:</b> Excellence in Healthcare Awards	<b>OCT 16</b>	<b>OCT 19</b>	<b>NOV 19</b>
<b>JAN/FEB 2021</b>	<b>INNOVATORS</b> <b>Editorial Special Section:</b> 2021 Real Estate Annual <b>Ad Section:</b> Women Leaders in Law <b>Events:</b> The Innovation Awards, CFO 2020 Outlook, Real Estate Annual Reception, and Women Leaders in Law	<b>NOV 20</b>	<b>NOV 23</b>	<b>DEC 31</b>



# Let's talk business.

For advertising or sponsorship information, contact  
your account representative or *D* CEO President.

**Gillea Allison at [gillea@dmagazine.com](mailto:gillea@dmagazine.com)  
or 214.939.3636, x133.**