



MEDIA KIT 2020



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 partners.



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 affluent 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, and digital, 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.

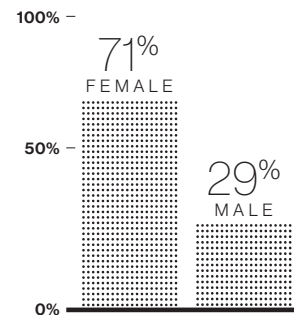
WHO ARE OUR READERS? REPUTABLE. DEVOTED. DESIRABLE.²



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.

Access luxury print exposure in the Dallas market and showcase your brand.



THE LATEST TRENDS

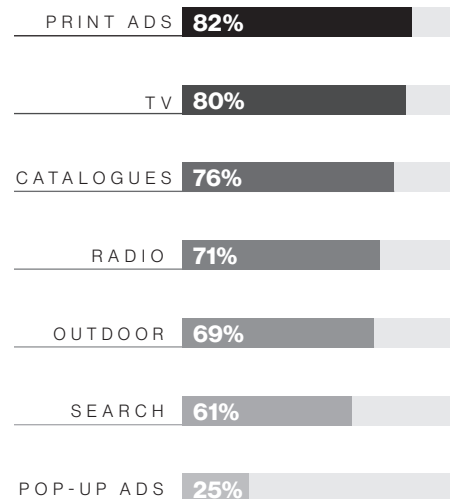
90%

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

1,400+

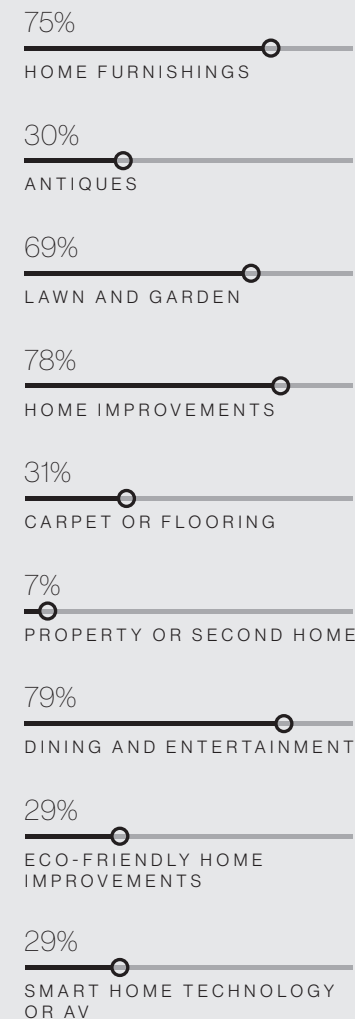
advertisers say magazines offer the highest ROI over any other medium.²

Internet users say they trust print media the most.³



Where D Home Readers Spend:

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



Editorial Vision 2020



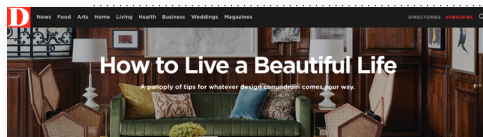
D Home won

THE FOLIO - EDDIE & OZZIE AWARD

FOR BEST ANNUAL PUBLICATION

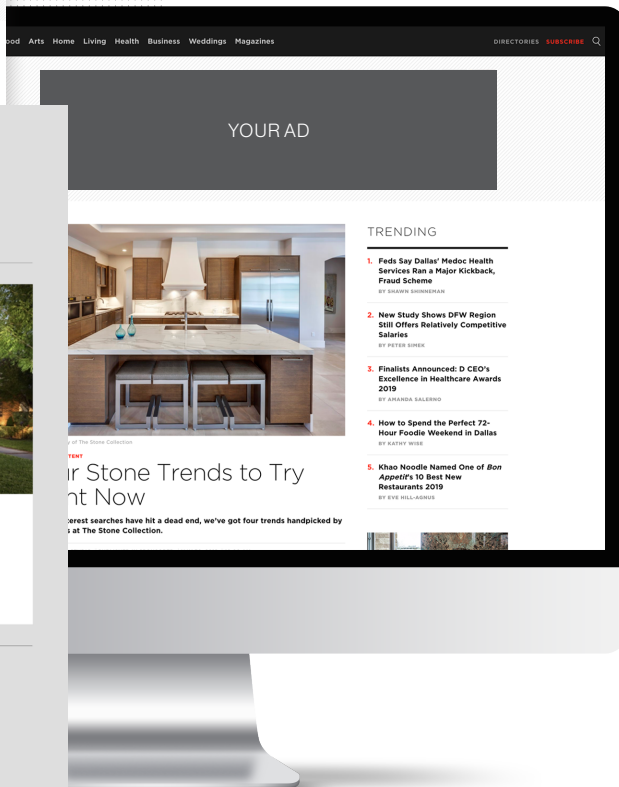
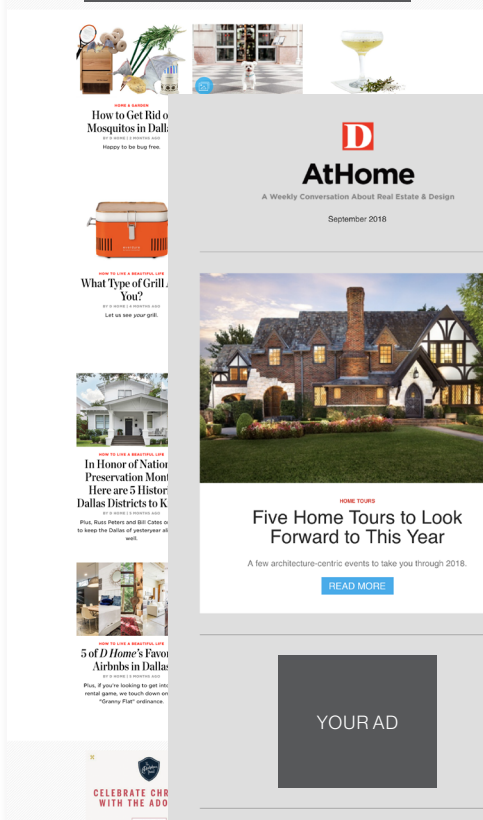
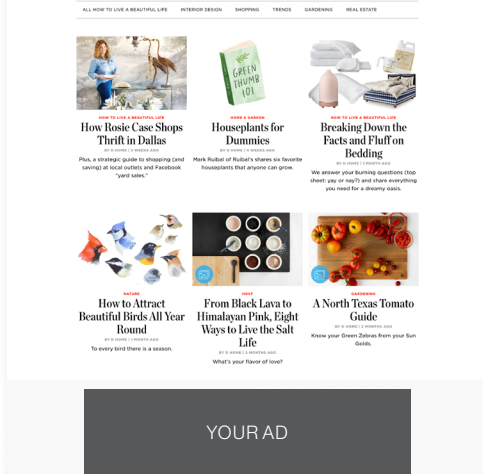
"100 Ideas to Living a Beautiful Life in Dallas" received the 2018 Annual award in the consumer and custom category.

		AD CLOSE	ART DUE	NEWS STAND
JAN/ FEB	PRESERVE YOUR HOME'S BEAUTY Ad Sections: Stone and Tile Profiles, NARI Contractor of the Year Awards Event: Best Builders Voting Kickoff	NOV 29	DEC 3	JAN 6
MAR/ APR	BEST DESIGNERS Ad Sections: Best Designers Profiles Event: Best Designers	JAN 31	FEB 4	MAR 5
MAY/ JUN	BEST BUILDERS Ad Sections: Best Builders Profiles, Smart Homes and AV Technology, Landscape Architecture, Luxury Living Event: Best Builders	MAR 27	MAR 31	MAY 7
JUL/ AUG	10 MOST BEAUTIFUL HOMES Ad Sections: Curb Appeal, Second Homes	MAY 29	JUN 2	JUL 2
SEP/ OCT	BEST OF BIG D HOME Ad Sections: Design District: An Insider's Guide Event: Wine Walk	JUL 24	JUL 28	SEP 3
NOV/ DEC	HOLIDAY ENTERTAINING; BEST ARCHITECTS Ad Sections: Best Architects Profiles; Dallas Builders Association ARC Awards; Shopping Guide Event: Best Architects	OCT 2	OCT 6	NOV 5
ANNUAL GUIDE	100 WAYS TO LIVE A BEAUTIFUL LIFE Annual Resource Guide for Dallas' Design Industry and Consumers	SEP 4	SEP 8	JAN 7



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 presence via:

BRANDED CONTENT

- Sponsored blog post
- Native – custom content
- Video
- Portfolio galleries

DISPLAY ADS

- Roadblock
- Above-the-fold
- Programmatic targeting

NEWSLETTERS AND TARGETED EMAILS

- AtHome
- Industry Insider–B2B

- D Select
- Audience extension

ENHANCEMENT OPPORTUNITIES

- Professional services directories
- Social media
- Custom giveaways
- Gift guides

SPONSORSHIPS

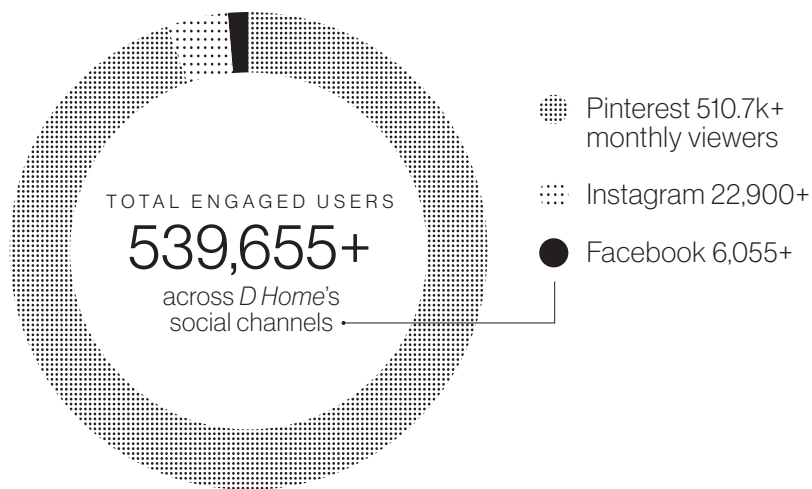
- Homepage
- Gallery
- Home section
- Content

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.

GROWING ABOVE AND BEYOND



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**.

2020 *D Home* Events at a Glance:*

PANEL PROGRAMS

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

AWARD PROGRAMS

- Best Designers
- Best Builders
- Best Architects

TRADE AND CONSUMER EVENTS

- Wine Walk
- *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.



+ MORE!

Premium Partner opportunity for optimal connections.

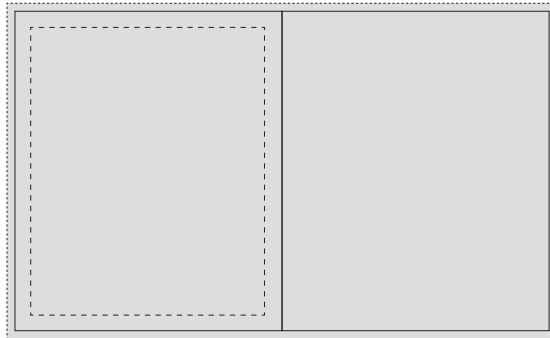
Join the most desirable network in town.

D Home Premium Partners Receive:

- Access to private networking events and industry panels; learn the latest insights, trends and best business practices from notable speakers.
- Recognition as a Premium Partner in print, 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 2020



SPREAD (TRIM)

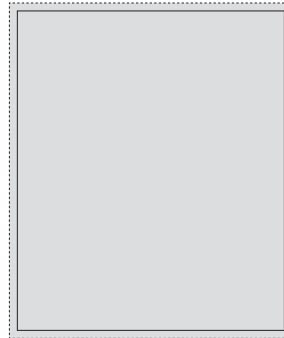
18" X 10.875"

SPREAD (W/BLEED)

18.25" X 11.125"

SPREAD (LIVE AREA)

8.5" X 10.375" EACH SIDE



FULL (TRIM SIZE)

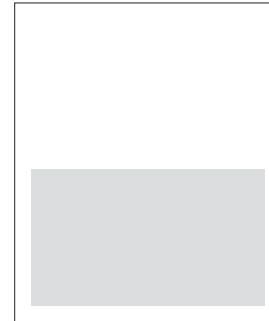
9" X 10.875"

FULL (W/BLEED)

9.25" X 11.125"

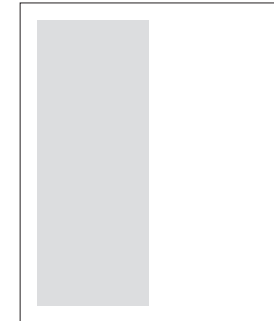
FULL (LIVE AREA)

8.5" X 10.375"



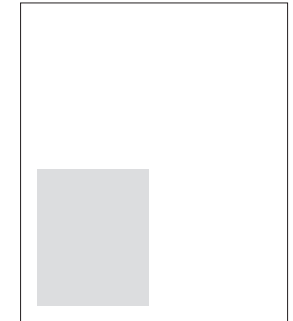
1/2 HORIZONTAL

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 CMYK.
- 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.

Print Rates 2020

ADVERTISING DISPLAY RATES (LOCAL)

SIZE	1X	4X	6X
Spread	\$9,260	\$8,990	\$8,730
Full Page	\$5,380	\$5,140	\$4,885
Half Page	\$3,585	\$3,390	\$3,215
Quarter	\$2,185	\$2,055	\$1,955

ADVERTISING DISPLAY RATES (COVERS)

SIZE	1X	4X	6X
Inside Front	\$7,550	\$7,175	\$6,720
Inside Back	\$6,130	\$5,900	\$5,560
Back Cover	\$9,070	\$8,620	\$8,200

INSERT PAGES

Pricing ranges from 2–16 insert pages.
Detailed information available upon request.

2020 DEADLINES

ISSUE	SPACE	MATERIALS
Jan/Feb	11.29.19	12.3.19
Mar/April	01.31.20	02.04.20
May/June	03.27.20	03.31.20
July/August	05.29.20	06.02.20
Sept/Oct	07.24.20	07.28.20
Annual Guide	09.04.20	09.08.20
Nov/Dec	10.02.20	10.06.20

AD CREATION

SIZE	RATE
Full	\$350
1/2	\$250
1/4	\$125

Any type changes, adding logos, etc.:	\$50
Change to ad after two revisions:	\$50
Change to ad after approval:	\$100
Ad materials after deadline:	\$100

Publisher reserves the right to refuse any advertising. All rates are four-color and agency commissionable.
Guaranteed premium positions, e.g. opposite table of contents, add 15%.

Digital Rates 2020

BRANDED CONTENT

NATIVE—CUSTOM CONTENT | 1X rate \$3,200 per story
4x rate \$2,500 per story
includes roadblock of ads surrounding story and social boost

SPONSORED BLOG POST TARGETED TO *D HOME* SECTION | \$600
(will appear throughout *dmagazine.com*, as well)

- Option to add inclusion in *D Home* newsletter | \$900

NEWSLETTERS AND TARGETED EMAILS

***D HOME* WEEKLY NEWSLETTER** | Top Ad Unit: \$807
Middle Ad Unit: \$454
Bottom Ad Unit: \$303

***D HOME* INDUSTRY INSIDER** | \$1,500 for complete newsletter
sponsorship and copy inclusion

DISPLAY ADS

RUN OF SITE BRANDING ADS | \$10 CPM
(Cost based on impressions. 100,000 impressions = \$1,000)

RUN OF SITE TARGETING TO *D HOME* SECTION | \$12 CPM
(Cost based on impressions. 100,000 impressions = \$1,200)

ENHANCEMENT OPPORTUNITY*

PROFESSIONAL SERVICES DIRECTORIES | \$500

SOCIAL

***D HOME* INSTAGRAM POST** | \$500 per post
and includes three to four images

***D HOME* INSTAGRAM POST AND STORY** | \$750 per package
and includes five to six images

***D HOME* INSTAGRAM TAKEOVER** | \$1,500
includes four posts throughout one day

DIGITAL SPONSORSHIPS

***D HOME* TAKEOVER** | \$4,875 per week

***D HOME* TOP BILLBOARD** | \$1,073 per week

CONTENT | custom pricing

LIVING SECTION | \$4,000 per year

ADDITIONAL INITIATIVES*

VIDEO OPTIONS AND PROGRAMMATIC TARGETING available
upon request.

INTEGRATED PROGRAMS with *D Magazine* properties.

*FOR ADDITIONAL INFORMATION ON PROMOTIONAL DIGITAL BOOSTS, CUSTOM GIVEAWAYS, AND OTHER CUSTOM OPPORTUNITIES PLEASE ASK YOUR ACCOUNT REPRESENTATIVE.

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.