



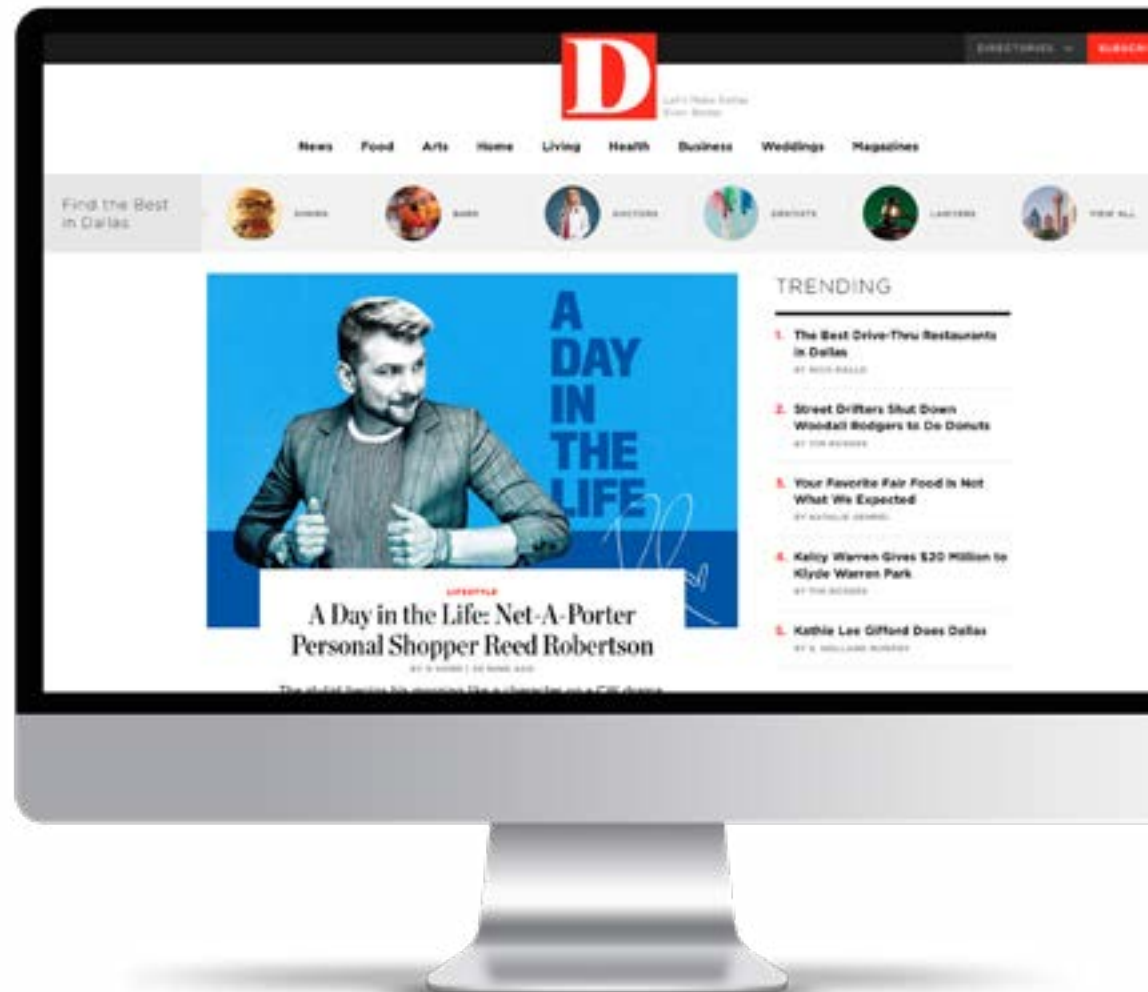
DMAGAZINE.COM

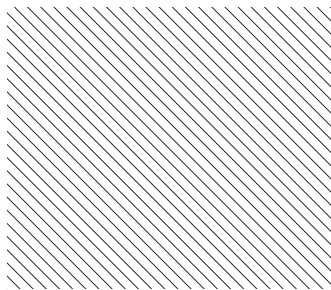
MEDIA KIT 2020

Dmagazine.com

Relevant. Passionate. Credible.

Monthly, more than **832,509+ 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.**

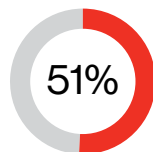




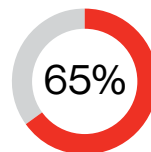
Who visits dmagazine.com?

The Educated. Ambitious. And Social.

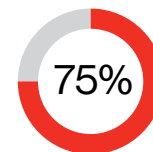
LET US HAVE THE PLEASURE OF INTRODUCING YOU.



of our users are
between 25 and
44 years old.

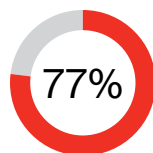


of our users are
female.

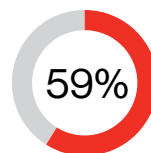


of our users have a
bachelor's or professional
degree (MBA, M.D., J.D.).

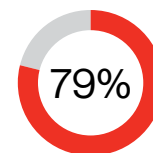
BETTER YET, THEY ARE READY TO ENGAGE WITH YOUR BRAND.



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, **answer** their needs when they search for local services, and **appear** in their newsfeeds through a trusted source.

THE NUMBERS PROVE IT.*

3,301,053+

AVERAGE MONTHLY PAGE VIEWS

832,509+

AVERAGE MONTHLY UNIQUES

35,154+

USERS VISIT DMAGAZINE.COM
9+ TIMES PER MONTH

70,000+

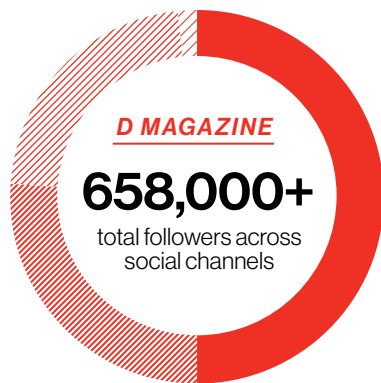
EMAIL SUBSCRIBERS
IN OUR DATABASE

SOURCE: *Google Analytics, HubSpot (2019)

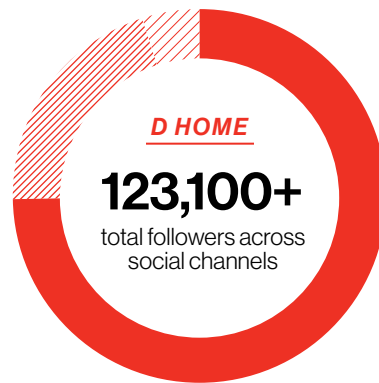


Social Influence

Turn our followers into your followers.



- Twitter 330,300+
- Instagram 172,000+
- Facebook 146,000+
- Pinterest 9,700+



- Pinterest 92,000+
- Instagram 25,000+
- Facebook 6,100+

DID YOU KNOW?

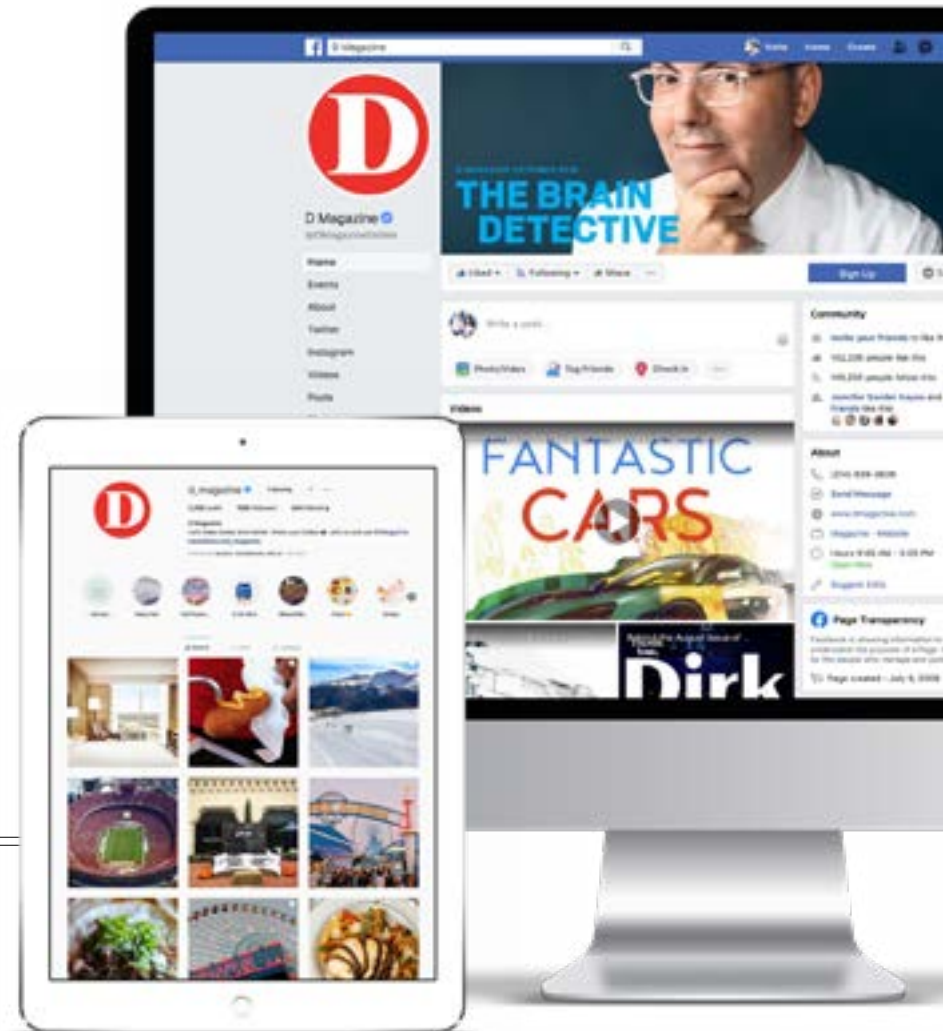


Facebook ranks the 2nd highest among social networks for engagement actions for magazine brands.



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

SOURCE: MPA The Association of Magazine Media



Sponsored Content

Engage D's 832,509+ unique monthly digital users with authoritative, custom content. Speak to our audience in your own voice and educate them on your area of expertise.

DELIVERABLES

- One (1) featured header image (1800x1200)
- Additional images for body or optional gallery
- Up to 250 words of body copy, headline, and sub-header
- Preferred click-through link

INVESTMENT: \$750 per post

59% of dmagazine.com users are more or just as likely to click on an article sponsored by a brand.*

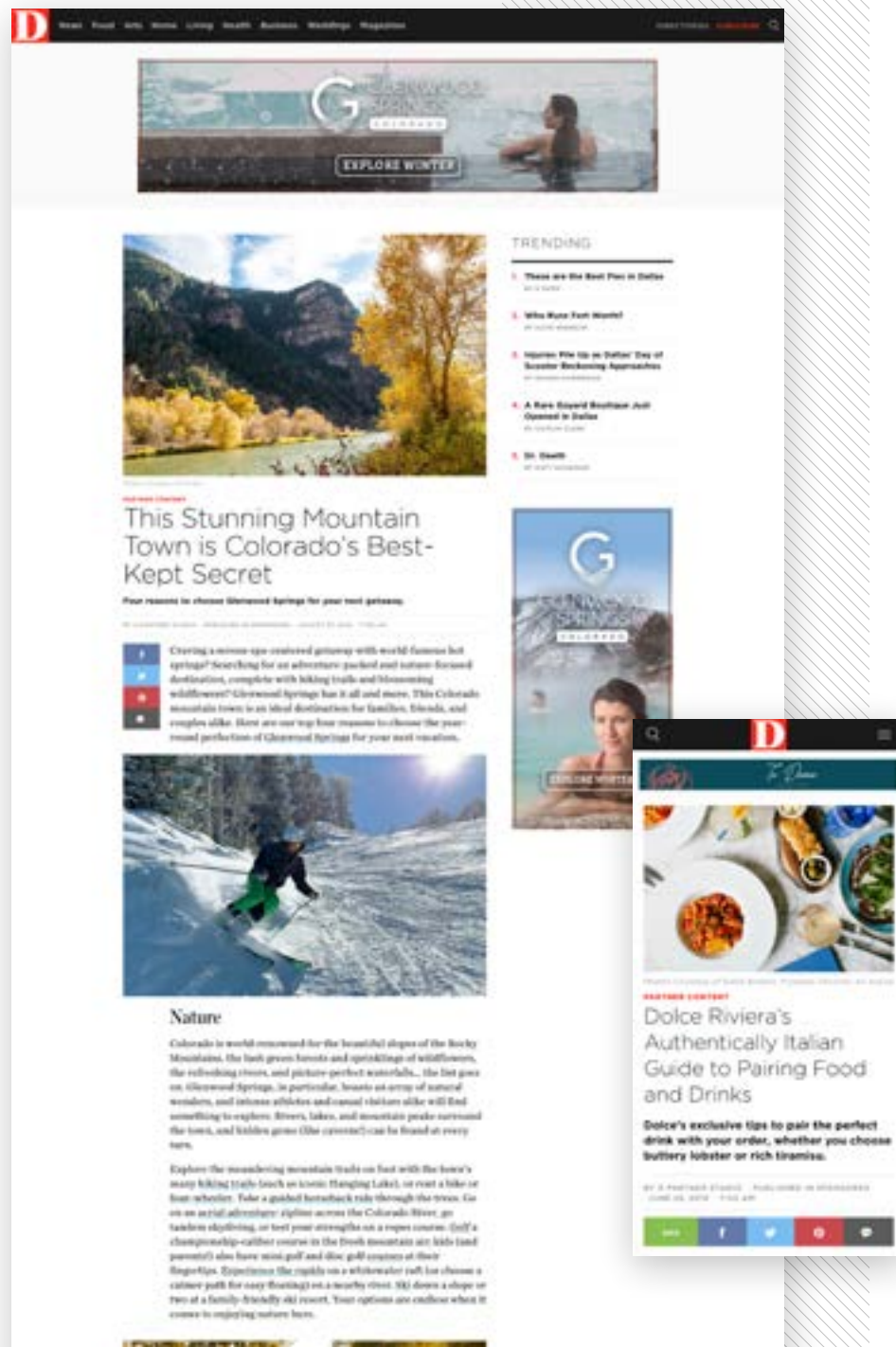
SOURCE: *Dmagazine.com Online Survey 2017

SPONSORED CONTENT EXAMPLES

The screenshot shows the top of a Dmagazine.com page. The navigation bar includes links for News, Food, Arts, Home, Living, Health, Business, Weddings, and Magazines. The main content area features a large header image of four people (three women and one man) standing outdoors. Below the image is the title 'How A Small Veteran-Owned Business Looks To Disrupt Real Estate Media' and a sub-headline 'The Property Snappers are bringing high-quality and exceptional customer service to an underserved industry.' To the right, there is a 'TRENDING' section with a list of five articles. A 'VIEW GALLERY' button is visible at the bottom right of the main article's header image.

The screenshot shows the top of a Dmagazine.com page. The navigation bar includes links for News, Food, Arts, Home, Living, Health, Business, Weddings, and Magazines. The main content area features a large header image of a street scene with a red building and a blue car. Below the image is the title 'Plan the Perfect Summer Weekend in Southlake' and a sub-headline 'Whether you're looking for a day of fun or a night of adventure, Southlake has it all.' To the right, there is a 'TRENDING' section with a list of five articles. A 'VIEW GALLERY' button is visible at the bottom right of the main article's header image.

NATIVE CONTENT EXAMPLES



Native Content

Let *D* present you in the best light.

Excite your target audience with the help of our seasoned, in-house content creators. With the look and feel of an editorial piece, native content often becomes ‘trending content’ on our site, proving that advertising is effective when written to meet an interest or need.

DELIVERABLES

- **Custom content** created by D Magazine Partners (up to 500 words)
- Horizontal images provided by you, including 1800x1200 header image and additional images for body or gallery
- Roadblock of ads on your post
- Preferred click-through link

INVESTMENT PER POST:

1x \$3,200 | 3x \$2,750

2x \$3,000 | 4x \$2,500

Custom landing pages included with 4x+ frequency.

Newsletters & Targeted Emails

Align with premium editorial content in of D's high-engagement newsletters. Each one is curated for a unique audience, covering the topics, issues, and affinities that mean the most to them.

SIDEDISH

Dining news and reviews served weekly in America's top restaurant city (*Bon Appétit*, 2019).

Audience: 20,000+
Every Wednesday

SPONSORSHIP: \$1,400 per week

FRONTROW

A weekly arts and entertainment guide to all things fun and local, from glamorous pool parties to lively festivals.

Audience: 13,000+
Every Thursday

SPONSORSHIP: \$1,000 per week

D BRIEF

The top stories of the week recapped by our online editors.

Audience: 17,000+
Every Sunday

SPONSORSHIP: \$1,500 per month

D BRIEF DELIVERABLES

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

SIDEDISH EXAMPLE

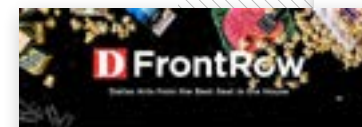


Wednesday June 19, 2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Mobile-friendly layout ensures readability on any device.

FRONTROW EXAMPLE



Wednesday June 19, 2019

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Things to Do This Week



May 18 September 11 Dallas Museum of Art

YOUR AD

D BRIEF EXAMPLE



YOUR LOGO

Wednesday June 19, 2019

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



The Real.

THE REALITY SHOW'S SPIN-OFF SERIES IS BACK, BUT THIS TIME IT'S A REALITY SHOW. The new series, 'The Real: Fact or Fiction', is a reality show that's back on the air. It's a reality show that's back on the air. It's a reality show that's back on the air.

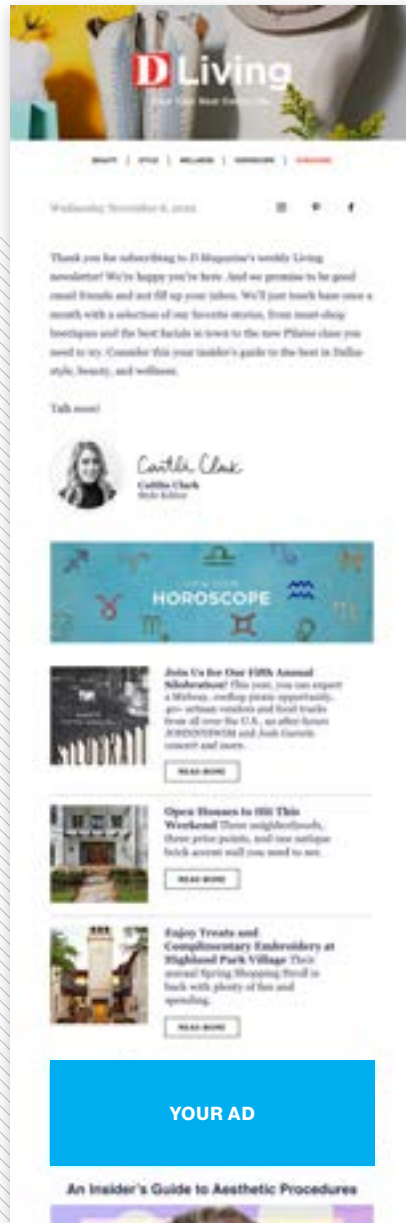
IT'S THE FIRST REALITY SHOW TO BE A REALITY SHOW. The new series, 'The Real: Fact or Fiction', is a reality show that's back on the air. It's a reality show that's back on the air. It's a reality show that's back on the air.

THE REALITY SHOW'S SPIN-OFF SERIES IS BACK, BUT THIS TIME IT'S A REALITY SHOW. The new series, 'The Real: Fact or Fiction', is a reality show that's back on the air. It's a reality show that's back on the air. It's a reality show that's back on the air.

SIDEDISH & FRONTROW DELIVERABLES

- Two (2) 480x150 available ad slots
- Preferred click-through link
- Sponsored content slot available with the ability to link to a sponsored post or to your site

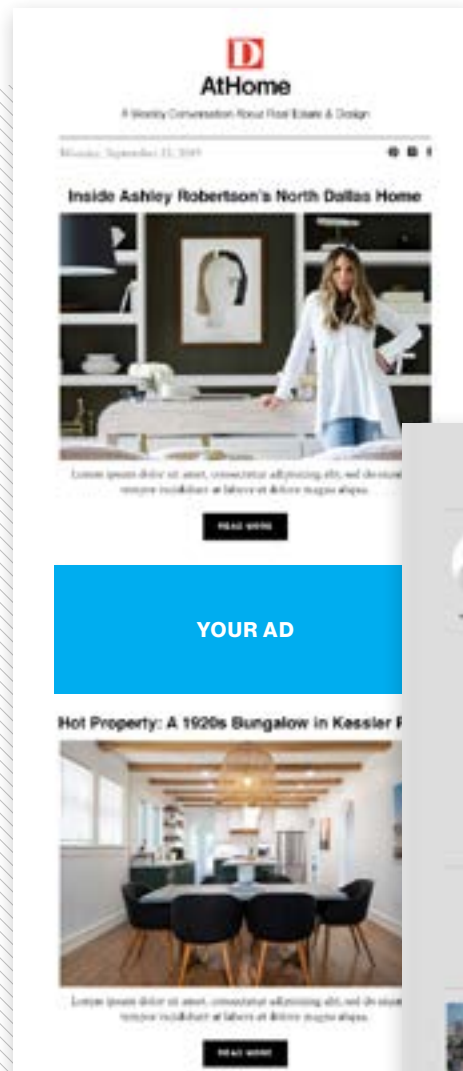
LIVING EXAMPLE



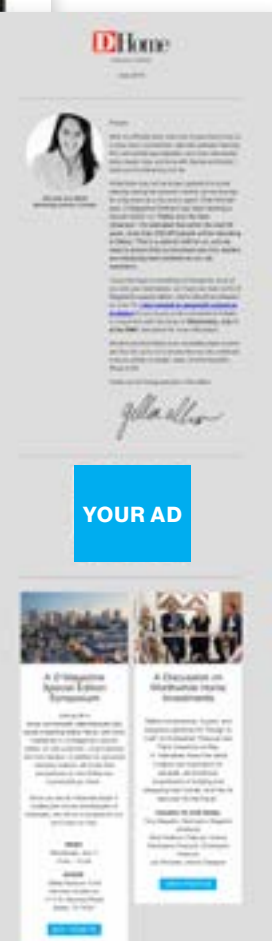
LIVING & ATHOME DELIVERABLES

- Three (3) 480x150 available ad slots
- Preferred click-through link
- Sponsored content slot available with the ability to link to a sponsored post or to your site

ATHOME EXAMPLE



INDUSTRY INSIDER EXAMPLE



NEWSLETTERS AND TARGETED EMAILS

LIVING

Reach Dallas' most zealous style, beauty, and wellness enthusiasts.

Audience: 1,000+

First Wednesday of every month

SPONSORSHIP: \$1,450 per month

ATHOME

Nestle your promotion among tips, trends and hot properties within this trusted resource for Dallas interior design devotees.

Audience: 6,500+

Every Thursday

SPONSORSHIP: \$1,200 per sponsorship

D HOME INDUSTRY INSIDER

Reach top designers, architects and builders within the only newsletter curated exclusively for the Dallas design community.

Audience: 2,000+

First Tuesday of every month

SPONSORSHIP: \$1,500 per month

INDUSTRY INSIDER DELIVERABLES

- Three (3) 300x250 available ad slots
- Preferred click-through link
- Sponsored content slot to promote your brand with photo, copy, and link

D
Exclusive
Handpicked Exclusively for you



**Register for your complimentary tickets to
The Other Art Fair Dallas!**

Meet and look ahead from 100 rising art stars at South Arts' newest edition of The Other Art Fair, taking place in partnership with KOMA (artFairs) on September 18th - 22nd at Dallas Market Hall.

With prices starting from as little as \$100 and 100% of artworks on offer, this is an art fair for everyone. Whether you're a longtime art buyer, seasoned collector, curator, investor, gallery owner, art lover or anything in between, you are guaranteed to find something to add to (or start) your collection.

Plus, enjoy two (2) cocktails courtesy of KOMA! SAPPHELLO, a series of creative workshops by local artists and makers, unique interactive experiences, live DJ sets and performances, event tours, and a fully-stocked bar awaiting you - what more do you need to enjoy a cultural experience right in the center of the city?

Use code **DMH40** to claim complimentary Friday-Sunday tickets for a limited time only. Offer expires on September 18th.

[CLAIM YOUR TICKETS NOW](#)

D EXCLUSIVE
EXAMPLE

ITLIST EXAMPLE

D
ItList
Events, Restaurants, and Things to Do Free & Payable

October 2018



**A Guide To Italian Food in
Dallas**

Dallas has long had a love affair with Italian food. The varied city is top authority to share their most passionate passions. From the wine bar to the food court of course.

[SIGN UP](#)

**YOUR
AD**



**Calling All Lovers of
Wine and Design**

Enthusiast in looking to place in the second annual Design Garden Wine Walk, coming October 30. It's a lovely Wine Walk is the ultimate way to experience the very heart of the Design Garden, and to feel great while doing it. We invite you and your loved ones and design aficionados to join us for a wine, design, and community event with a variety of live food trucks, something to drink with Design. Share your favorite wine bottle and meet.

[GET YOUR TICKETS NOW](#)



**Explore Dallas-Pick
Up a Prize on the
Way**

Do you have what it takes to be a Dallas explorer? Enter your chance for your chance to win a trip of a lifetime. Explore Dallas, the heart of the state, the heart of the state, the heart of the state. Explore Dallas, the heart of the state, the heart of the state. Explore Dallas, the heart of the state, the heart of the state.

[ENTER TO WIN](#)

D EXCLUSIVE

Promote your offer to the segment of our audience who have opted-in to receive promotions.

Audience: 10,000+

Deliverables:

- 600x400 header image
- 100–200 words of copy
- Click-through link

SPONSORSHIP:

\$1,500 per newsletter

D SELECT

Target your ideal audience within D's database.

Audience: up to 5,000 email subscribers

Deliverables:

- 600x400 header image
- 100–200 words of copy
- Optional logo inclusion
- Click-through link

SPONSORSHIP:

\$2,500 per newsletter

ITLIST

Promote your event in this monthly guide to can't-miss events in and around Dallas.

Audience: 20,000+

Deliverables:

- Three (3) 300x250 available ad slots
- Sponsored mentions available with up to 50 words and single image inclusion
- Click-through link

SPONSORSHIP:

\$2,250 per newsletter

MENTION: \$550 per blurb

TRAVELCLUB

Spotlight your destination for affluent travel enthusiasts.

Audience: 8,000+

Deliverables:

- 600x400 header image
- Three (3) additional body images
- Two (2) 300x250 available ad slots
- 100–200 words of copy
- Click-through link

SPONSORSHIP:

\$1,225 per newsletter

AUDIENCE EXTENSION

Target your ideal audience within D's database and beyond.

INVESTMENT:

\$1,750 for 35,000 opt-in emails
\$2,500 for 50,000 opt-in emails

TRAVELCLUB
EXAMPLE

D
TravelClub
Special Advertising Made to Measure



**After Game Day, Relax and
Unwind with Fairmont Austin's
"Hook 'em, Horns" Packages.**



It's a great way to relax and unwind after a long day of work. Fairmont Austin is offering a special package for game day. The package includes a room, food, and drinks. It's a great way to relax and unwind after a long day of work.

Start your package today. The package includes a room, food, and drinks. It's a great way to relax and unwind after a long day of work.

[BOOK YOUR ROOM TODAY, PLEASE](#)

AD SIZES INCLUDE:

Run of Site Ads

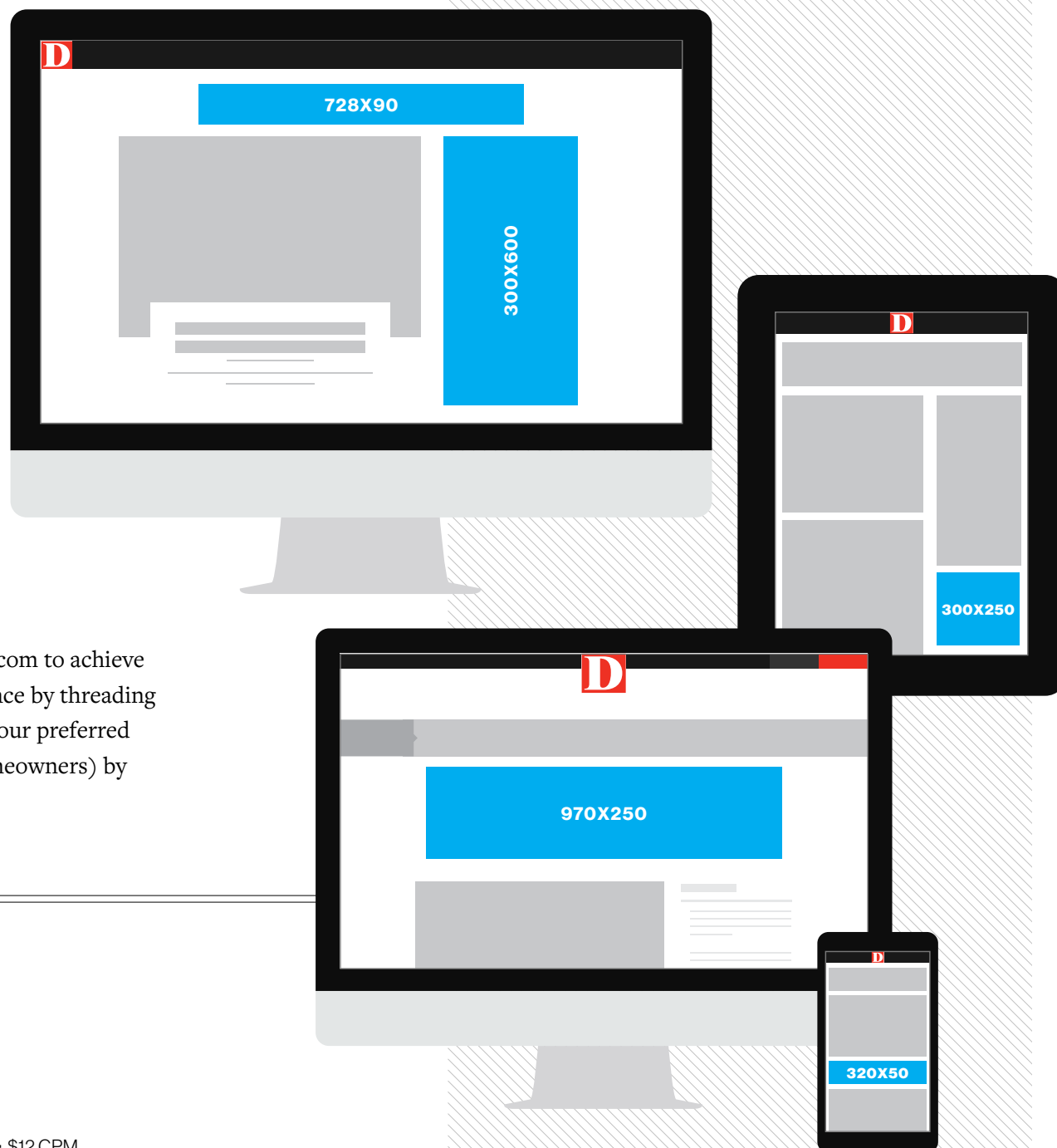
Customize your ad placement on dmagazine.com to achieve your desired results. Appeal to a broad audience by threading ads throughout our site. Or, concentrate on your preferred niche (think foodies, partygoers, affluent homeowners) by surrounding the content they crave.

SPECIFICATIONS

- **High resolution:** 300 dpi
- **Max file size:** 1 MB
- **Accepted file types:** jpg, png, 3rd party tag
- **Tracking links accepted**

INVESTMENT

RUN OF SITE: \$10 CPM | **TARGETED RUN OF SITE:** \$12 CPM



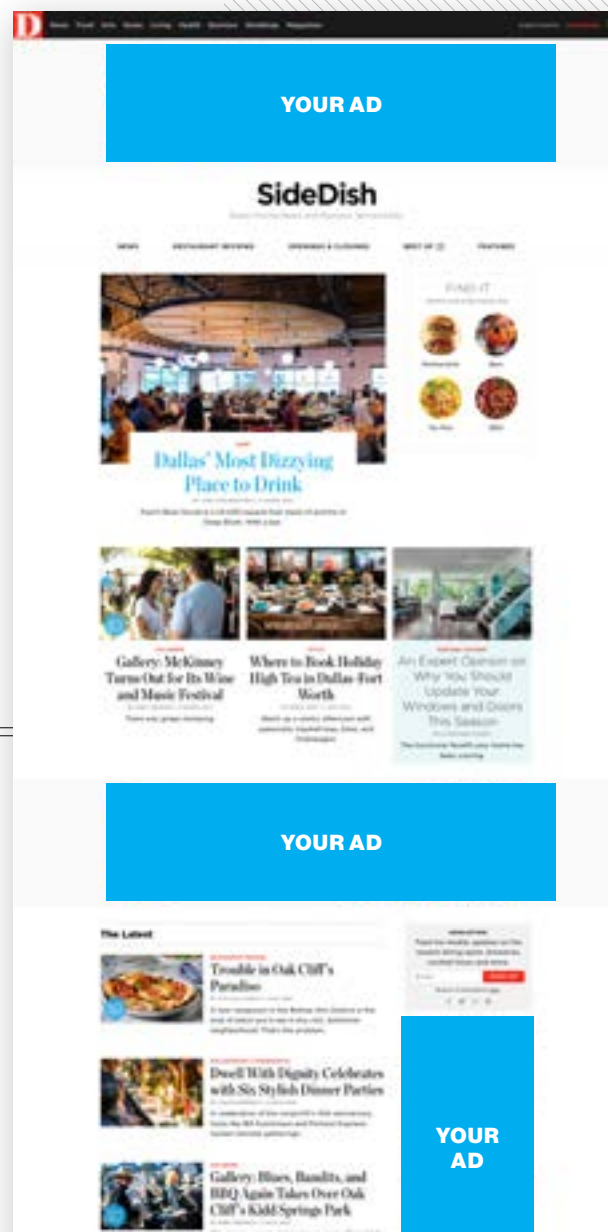
Roadblock Ads

Engage your target audience by barricading all ad units on the page or section homepage they have their eyes on.

DELIVERABLES

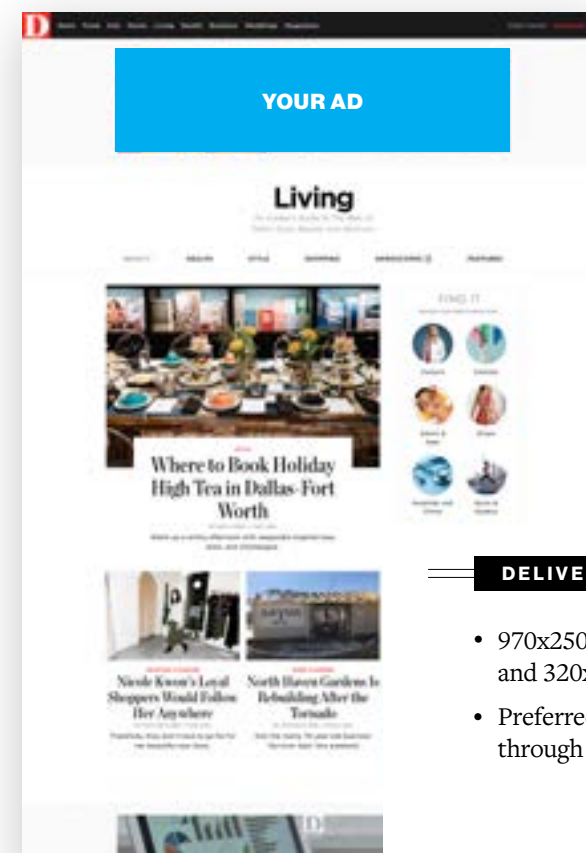
- 970x250 or 728x90, 300x250, 300x600, and 320x50 mobile.
- Preferred click-through link

INVESTMENT: Weekly cost based on preferred section of dmagazine.com



Above-the-Fold Ads

Take the top spot on the page or section homepage of your choice. Billboard ads are customizable and can rotate creative with every impression.



DELIVERABLES

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

Sponsorships

HOMEPAGE SPONSORSHIP

Position ads above and below the latest featured and trending content on our homepage to capture 100,000+ unique monthly visitors.

SECTION SPONSORSHIP

Roadblock the section homepage of your choice and all stories published within the section. Sections on dmagazine.com include [Frontburner](#), [SideDish](#), [FrontRow](#), [Home](#), and [Living](#).

CONTENT SPONSORSHIP

Activate your preferred niche by aligning with the editorial content they crave. Trending, evergreen content includes: 50 Best Restaurants, 100 Most Expensive Homes, Weekend Getaways, and more.

DELIVERABLES

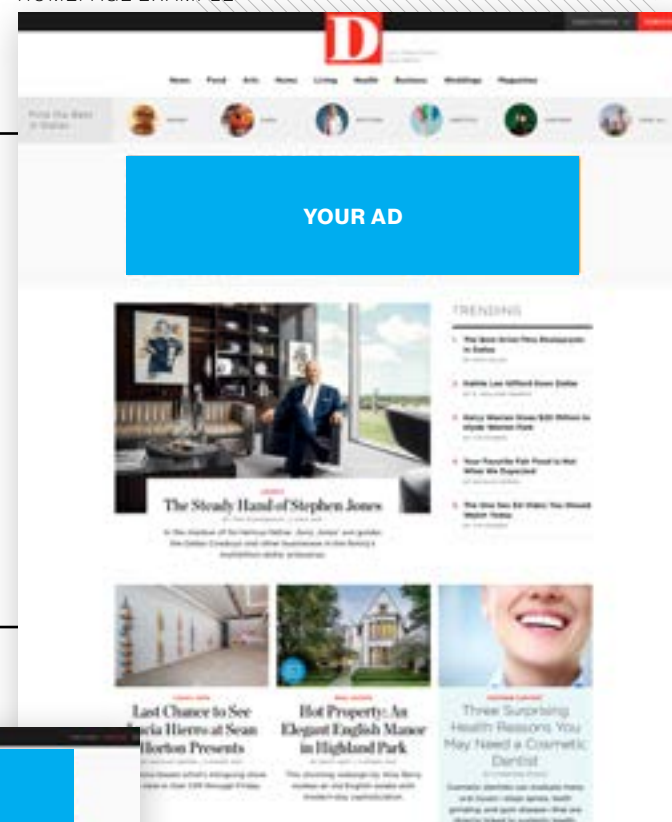
- Roadblock of all ads on the page, including 970x250 or 728x90, 300x600, 300x250, and 320x50 mobile.
- Five (5) ads on initial load; additional ads as users scroll
- “Presented by” logo feature*

*Content Sponsorship only

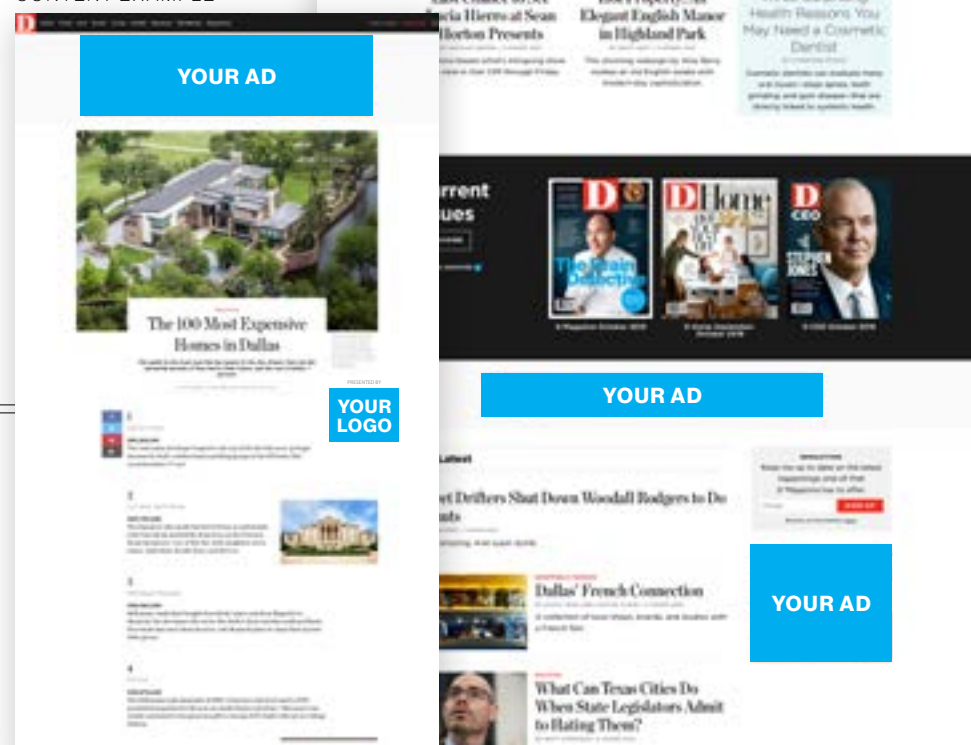
Roughly two-thirds (64%) of consumers said they respond better to ads on trusted sites, versus ads that appear on social media or search channels.

— MARKETING SHERPA, 2017

HOMEPAGE EXAMPLE



CONTENT EXAMPLE



Programmatic Ads

Extend your reach beyond dmagazine.com; follow your ideal audience wherever they spend time online. Use precise demographic and behavioral criteria to target those most likely to purchase your product or service.

BENEFITS:

- Exclusive opportunity to reach *D Magazine* print subscribers on their digital devices
- Deliver your message to a precise demographic
- Featured on reputable websites; Above-the-Fold inventory prioritized
- Ads not served between midnight and 5:00 a.m.
- Inventory provided by The Trade Desk, one of the largest in the world
- **.1% CTR** guaranteed
- Universal Pixel option available to track conversions
- Dedicated individual from our team to provide optimization and detailed reporting upon request

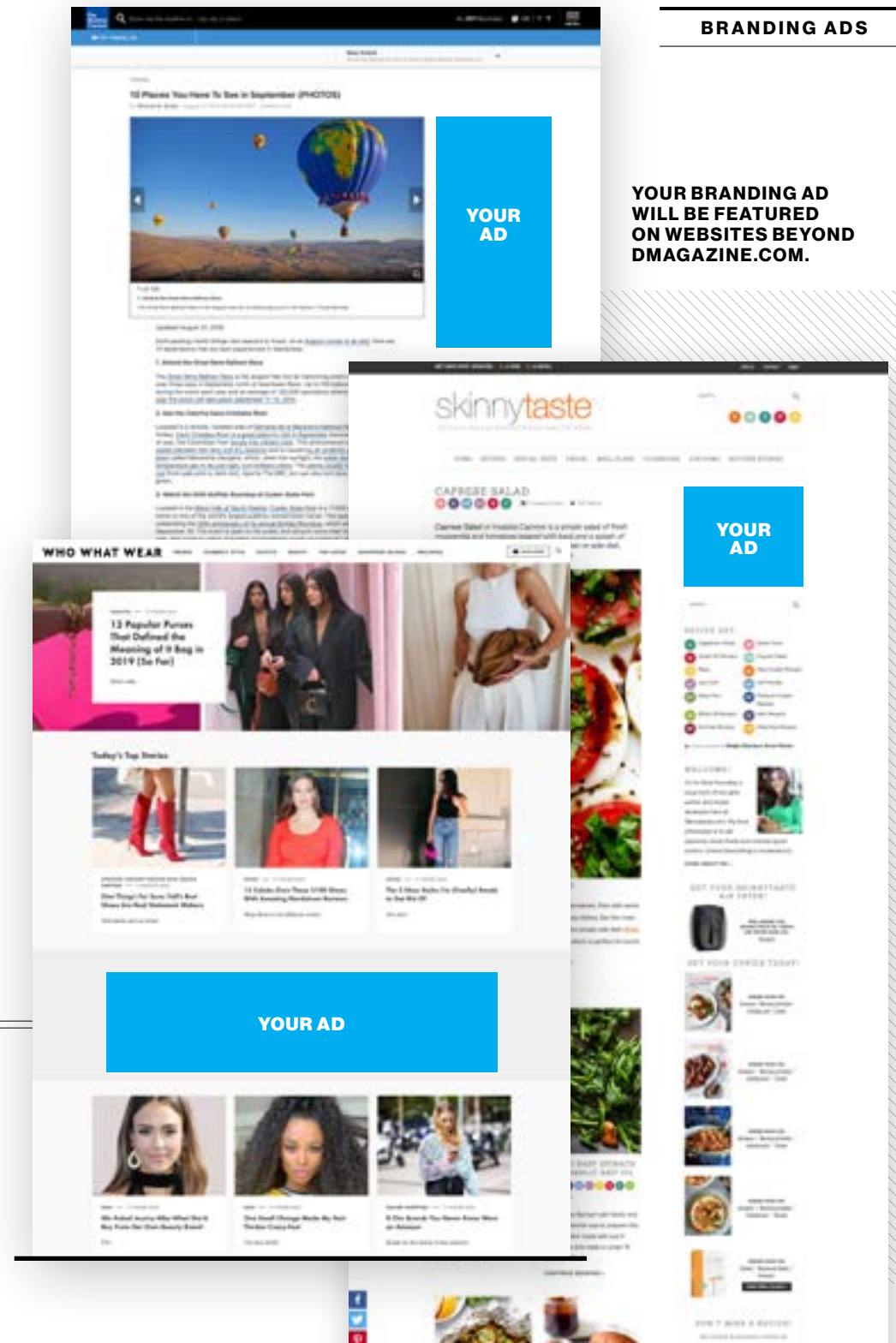
DELIVERABLES

- Display ads (all sizes welcome)
- Preferred click-through link
- Preferred targeting specifications, including demographics, location, interests, and more

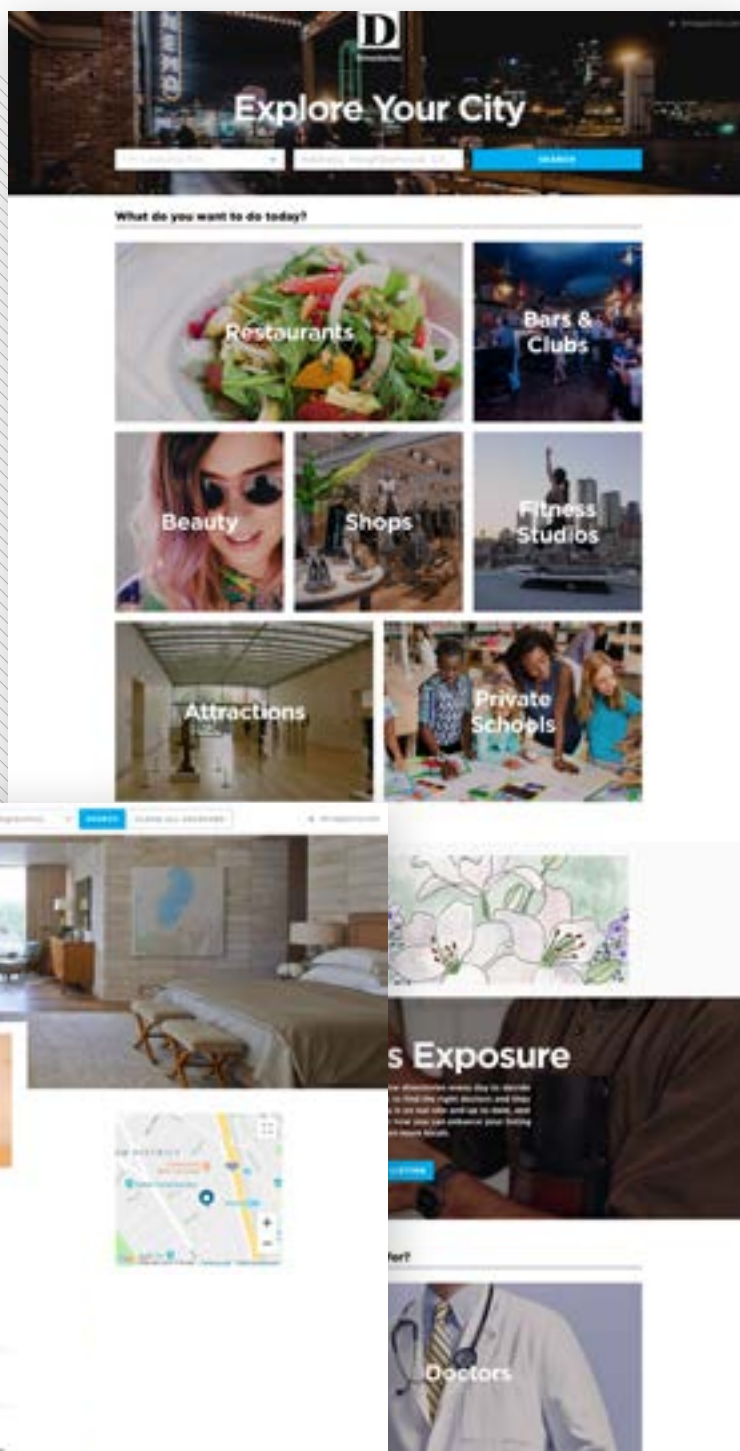
INVESTMENT: \$10–\$15 CPM based on preferred targeting methods

BRANDING ADS

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



DIRECTORIES HOMEPAGE EXAMPLE



Enhanced Directory Profile

When Dallas locals search, be sure you stand out. Appear in the top 5 result rotation for your category and distinguish your brand from competitors with highly personalized content.

“Closing on a deal next week with buyers from out of town [who] found me on the D online directory. They said they use the directory for everything here in Dallas...I appreciate the partnership and look forward to continued success.”

- BRADLEY MARSHALL, MANAGING PARTNER, DEN PROPERTY GROUP

INVESTMENT: Pricing available upon request

Social Media

There are followers and there are *followers*. More than 781,100 Dallas locals follow *D* and *D Home* across Instagram, Facebook and Pinterest to catch the latest buzz. Share your announcement, special event or seasonal giveaway across our channels to turn these highly engaged users into brand enthusiasts.

*AVAILABILITY LIMITED AND CREATIVE MUST BE APPROVED BY *D* BRAND MANAGER.



d_magazine • Following

3,500 posts 171k followers 847 following

D Magazine

Let's Make (Coffee) Taste Better. Share your Dallas life with us and use #Dmagazine.

Search: #Dmagazine

Collaborating Partner: @magnolia_market



INVESTMENT:

D FACEBOOK

POST: \$1,025

D INSTAGRAM

POST: \$1,150

POST + STORIES: \$1,650

D HOME INSTAGRAM

POST: \$500

POST + STORIES: \$750

D HOME PINTEREST

POST: \$450

Video Solutions

Bring your content to life.

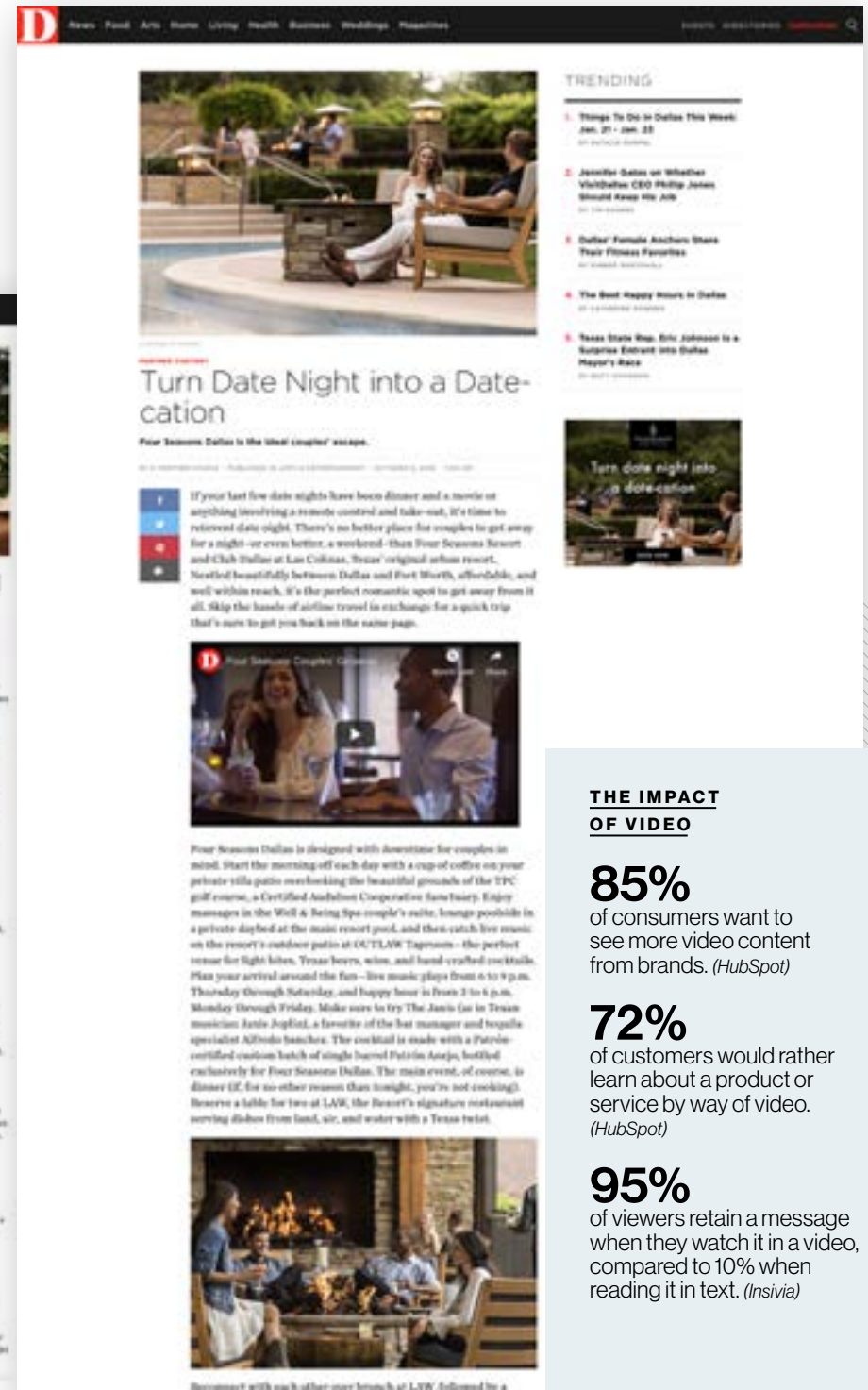
DELIVERABLES

- **Basic Montage**
Up to 30 second video with client-provided images, stock photos, professionally written script, voiceover, royalty-free music, on-screen text
- **Advanced Montage**
Up to 60 second video with client-provided images, stock photos, professionally written script, voiceover, royalty-free music, advanced transitions between images, on-screen text, motion graphics, background animation
- **Full Motion**
Up to 2 minute video with two-hour onsite shoot with skilled videographer (at a single location), on-camera interviews, testimonials, B-roll footage, production coordination, motion graphics, professionally written script, voiceover, on-screen text, background animation

Video solutions are available as an enhancement to custom content.

Pricing available upon request.

VIDEO SEGMENT EXAMPLES



THE IMPACT OF VIDEO

85%

of consumers want to see more video content from brands. (HubSpot)

72%

of customers would rather learn about a product or service by way of video. (HubSpot)

95%

of viewers retain a message when they watch it in a video, compared to 10% when reading it in text. (Insivia)

Gift Guides

Position your product or service within a curated list of editorial gift suggestions. Your sponsored gift mention includes an image, description, and link to purchase. A presenting sponsorship includes logo placement, two sponsored gift mentions, and thorough promotion across *D* newsletters, social channels, and on *dmagazine.com*.

INVESTMENT
PRESENTING SPONSOR: \$2,000 **GIFT MENTION:** \$450

GIFT GUIDE EXAMPLE

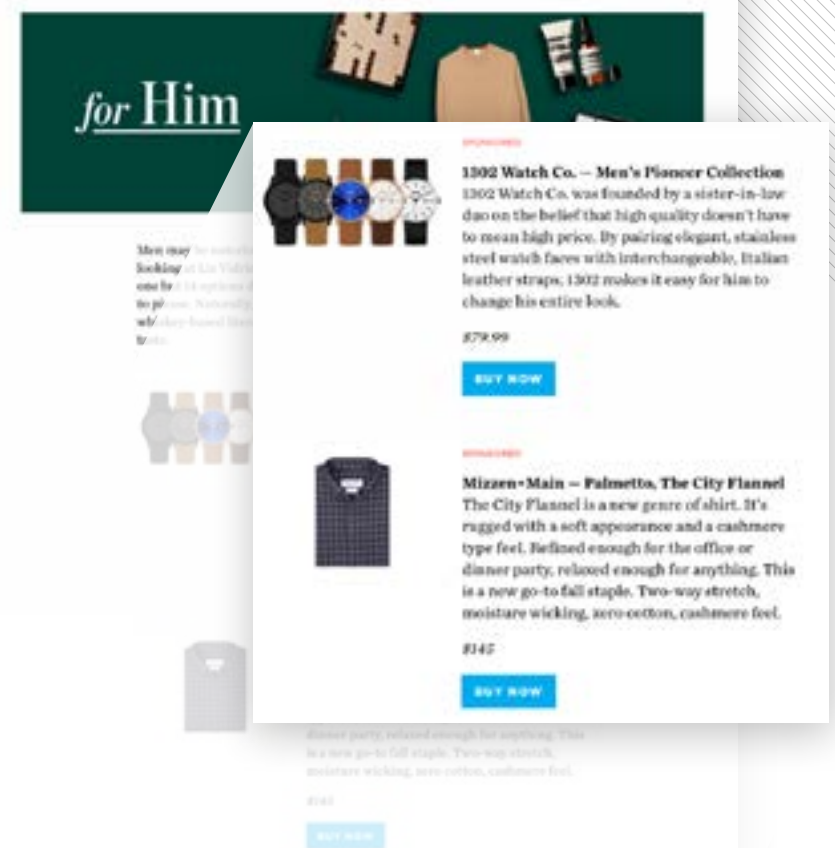


GIVEAWAYS EXAMPLE

Seasonal Giveaways

Generate buzz and plenty of leads with a unique giveaway. Our bi-annual sweepstakes draw thousands of locals to *dmagazine.com* to win daily prizes, valued at \$500 or more. Your campaign includes a custom landing page, dedicated e-blast, social promotion, run-of-site ads, and a generous list of high-value, opt-in leads.

INVESTMENT: \$1,995



Event Recap & Gallery Sponsorship

Fuel an average of 20,000+ views and no small amount of FOMO.

DELIVERABLES

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

INVESTMENT

CUSTOM GALLERY: \$1,500 per post

PARTY PICS ROADBLOCK: \$2,500 per week

Contest Sponsorship

Generate leads and engage your target audience with a quirky contest. From a taco tournament to “Dallas’ Cutest Pets,” D’s online users are eager to weigh in.

INVESTMENT: Pricing available upon request

GALLERY AD AND IMAGE EXAMPLES



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
- Editorial newsletter mentions
- Run-of-Site ads on dmagazine.com during competition period (100k+ impressions)

Join thousands of brands, from iconic, local businesses to Fortune 500 companies, who trust *D* to help them reach Dallas' most desirable online audience.



“Our partnership with *D Magazine* opened up great opportunities for the Topo Chico brand and gave us brand recognition among the top influencers in Dallas-Fort Worth.” TOPO CHICO

“Year after year *D* delivers a steady stream of new business from both our print and online advertising.” JEFFREY WHITMAN, KEY-WHITMAN EYE CENTER

“We value our online profile as a way for all year representation of our dental practice, [and it] provides a useful tool for our website and social media pages. It’s definitely a cost-effective way to promote our office and services.”

DR. SARAH TEVIS POTEET, DDS, PA

“*D* is an integral part of spreading our success story. We love *D!*”

MARTHA MORGULOFF, EBBY HALLIDAY REAL ESTATE INC.