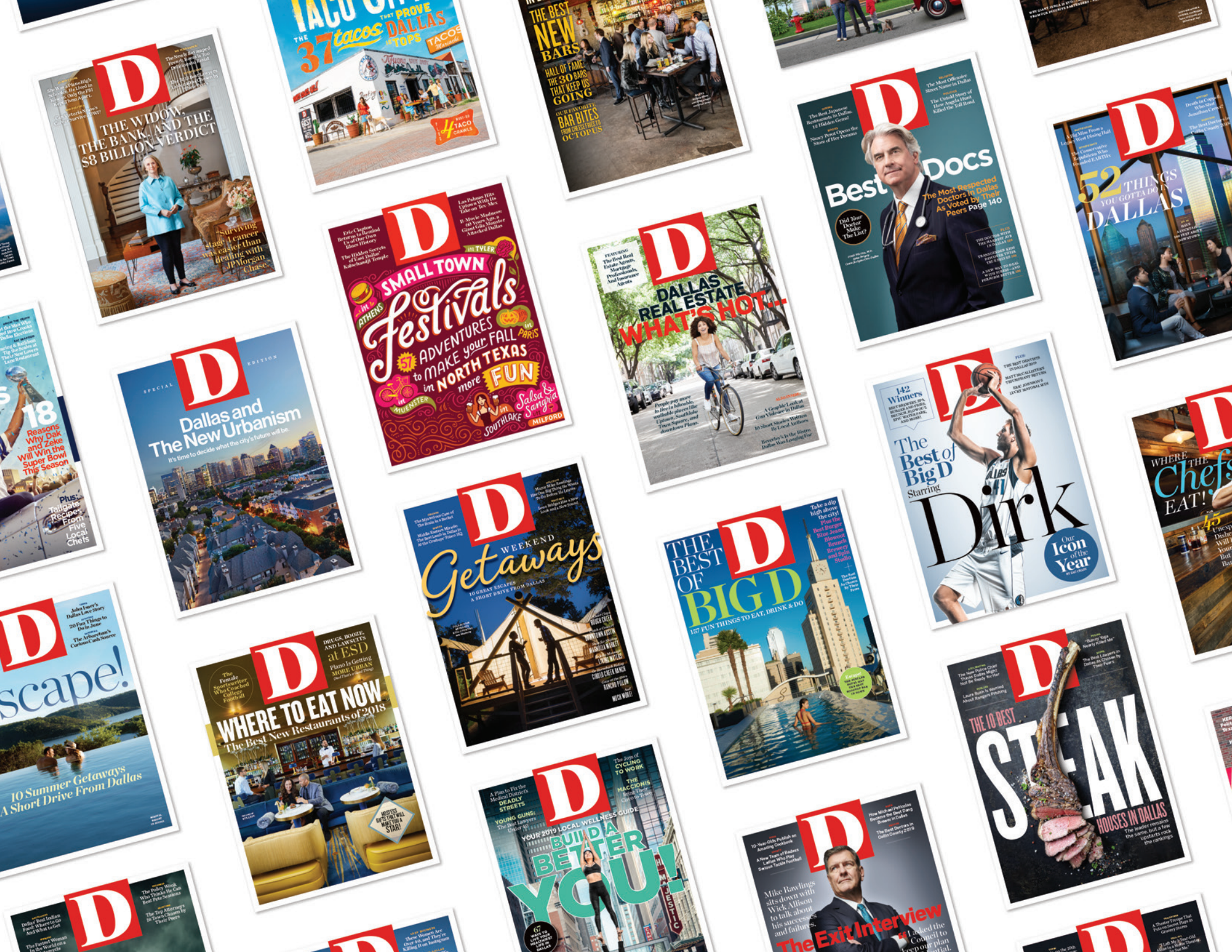




**MEDIA KIT // 2020**





**D**

THE WIDOW, THE BANK, AND THE \$8 BILLION VERDICT

Surviving stage cancer was easier than dealing with JP Morgan Chase.

**D**

TACO ON TACOS

THE 37 TACOS THAT PROVE DALLAS IS TOPS

**D**

THE BEST NEW BARS

HALL OF FAME: THE 30 BARS THAT KEEP US GOING

OUR FAVORITE BAR BITES

**D**

THE MOST OFFENSIVE STREET NAME IN DALLAS

The United City of Hope: A Hard Kick at the Tail End.

**D**

THE BEST OF DALLAS

THE BEST OF DALLAS

**D**

52 THINGS YOU GOTTA DO IN DALLAS

**D**

Best Docs

The Most Respected Doctors in Dallas As Voted by Their Peers Page 140

Did Your Doctor Make The List?

**D**

DALLAS REAL ESTATE WHAT'S HOT...

People pay more to live in Dallas. So why do the real estate pros in the city think it's a good idea to move here?

**D**

SMALL TOWN Festivals

ADVENTURES to MAKE your FALL in NORTH TEXAS more FUN

IN TVLER

**D**

Dallas and The New Urbanism

It's time to decide what the city's future will be.

**D**

The Best of Big D

Starring Dirk

Our Icon of the Year

**D**

WHERE THE Chefs EAT!

45

**D**

WEEKEND Getaways

30 GREAT ESCAPES, A SHORT DRIVE FROM DALLAS

**D**

THE BEST OF BIG D

107 FUN THINGS TO EAT, DRINK & DO

**D**

THE 10 BEST STEAK HOUSES IN DALLAS

**D**

scape!

10 Summer Getaways A Short Drive From Dallas

**D**

WHERE TO EAT NOW

The Best New Restaurants of 2018

**D**

BUILD A BETTER YOU!

YOUR 2019 LOCAL WELLNESS GUIDE

**D**

The Exit Interview

Mike Rawlings sits down with Wick Allison to talk about his successes and failures.

**D**

Dallas Best Indian Food: What to Eat and What to Get

**D**

THE POLICE

The Police: What's the Deal with the City's Most Famous Band?

**D**

THE POLICE

The Police: What's the Deal with the City's Most Famous Band?



# Hi, we're *D Magazine*.

Since 1974, we've dominated the Dallas media market through influential editorial content and a renowned brand. Our business model is simple: **Attract** high-value readers. **Connect** our audience to our advertisers. **Build** our partners' businesses.

Now, see how we can help build yours.

OUR AUDIENCE, AT A GLANCE<sup>1</sup>:

READERSHIP	508,948+
NET CIRCULATION	60,598+*
AVG. HHI	\$339,749
AVG. NET WORTH	\$1,404,000
AVERAGE HOME VALUE	\$627,000
ATTENDED OR GRADUATED COLLEGE	97%
FEMALE	61%
MALE	39%
AVERAGE READER AGE	51

SOURCE: CVC Media Audit 2019, 2018<sup>1</sup>; Centofante Group 2019<sup>2</sup>; As of August 2019\*

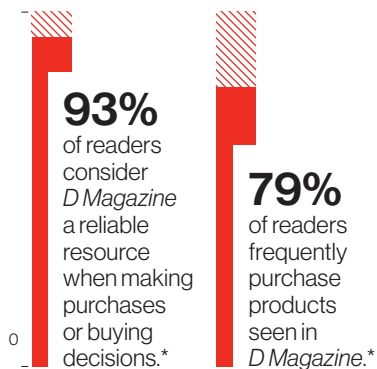


*D Magazine* sells more copies per issue than any other magazine sold in Dallas including *Texas Monthly*, *Luxe*, *Vogue*, and *Vanity Fair*.<sup>2</sup>

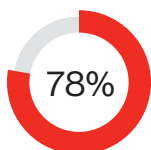
# D Magazine Success Factors

## TRUST

100



## LOYALTY



of readers keep their copy of *D Magazine* for more than one month.\*

## ENGAGEMENT



**98.4%** of *D Magazine* subscribers regularly read or look through the magazine. (The average for national magazines is 77%.)



D MAGAZINE  
**77 minutes**  
average time spent reading each issue

vs

NATIONAL  
**45 minutes**  
average time

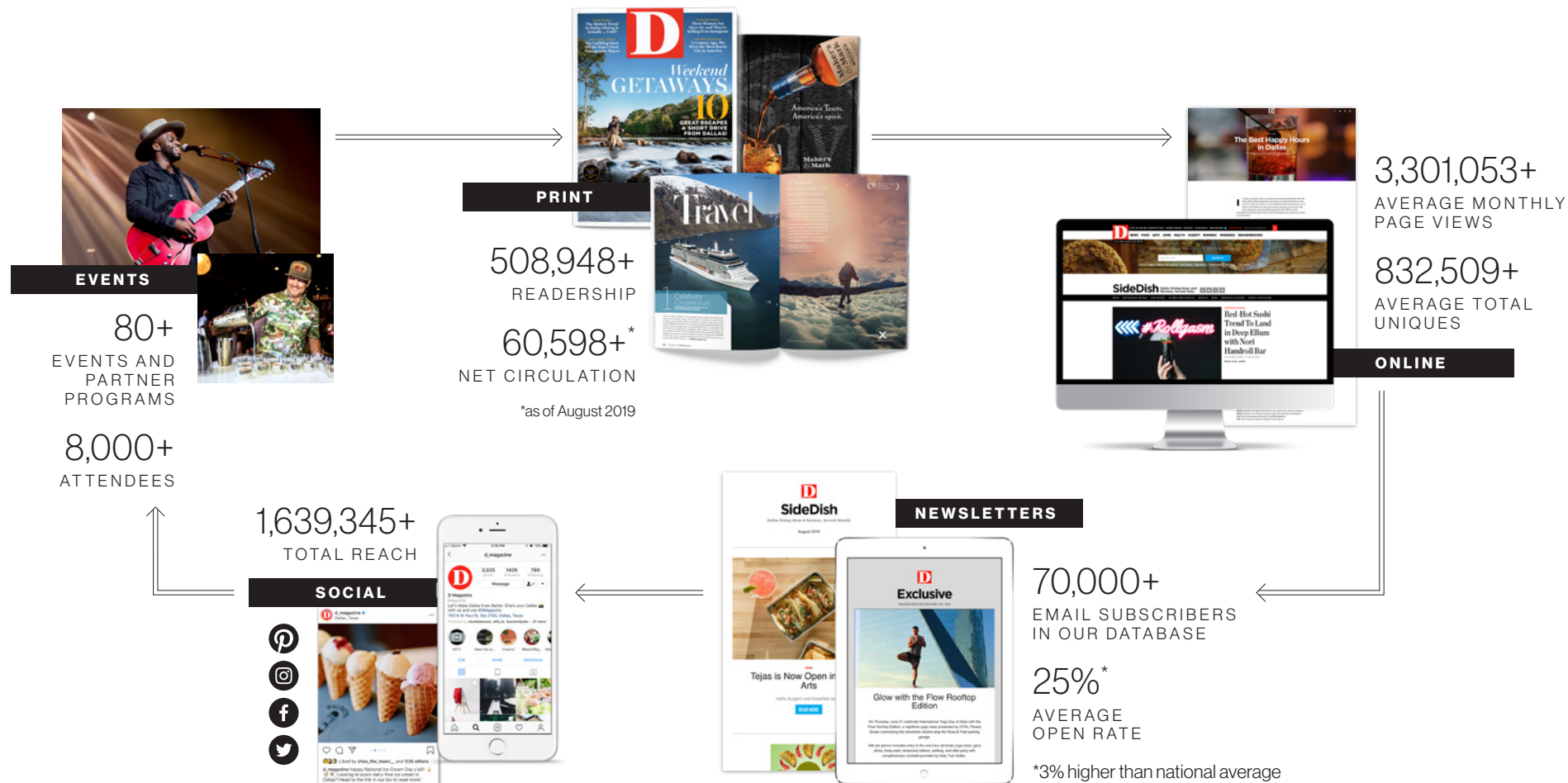


"I love *D Magazine*. I live my life off *D Magazine*. Literally it's where I found my doctor, dentist, and go-to places to eat. I would've missed out on so many cool events if I didn't subscribe." **SANDEI STRUEBING, D READER**

# Tap into *D's* Brand Footprint

One custom plan for you with many touch points.

*D Magazine* connects its advertising partners to our readers through dynamic multimedia platforms. Whether you're interested in print, events, digital, or special programs, *D Magazine* can customize a program to attract your desired audience and create an innovative campaign that aligns your brand with ours.





PRINT

# Position yourself in print.

The most powerful medium among consumers.

## THE LATEST TRENDS

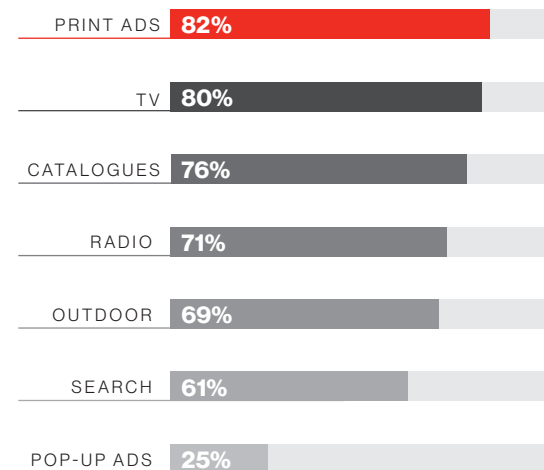
90%

of adults say they have read magazines in the last six months, **the highest of all time.**<sup>1</sup>

1,400+

advertisers say **magazines offer the highest ROI** over any other medium.<sup>2</sup>

Internet users say they **trust print media the most.**<sup>3</sup>



"We wanted to connect with, and expand, our customer base in the Dallas market through a publication with beautiful creative and top-drawer editorial. We found an outstanding partner in D, and look forward to continued success." **THE ORVIS COMPANY INC.**

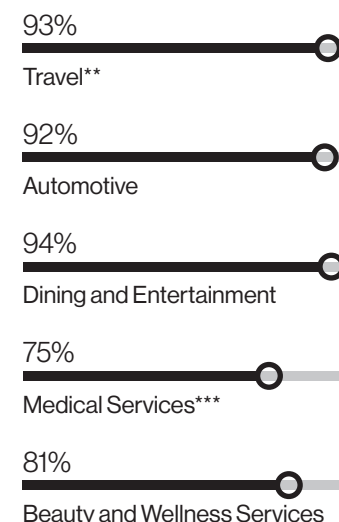
SOURCE: GfK  
MRI<sup>1</sup>; Nielsen  
Catalina Solutions,  
2015<sup>2</sup>; Marketing  
Sherpa, 2017<sup>3</sup>;  
Circulation  
Verification  
Council 2018<sup>4</sup>

PRINT



## Where Our Readers Spend:

D readers plan to purchase the following products or services within the next twelve months.<sup>4</sup>



\*\*98% of D Magazine readers took at least one trip last year.

\*\*\*96% of D Magazine readers have health insurance.

# Leverage the most influential print product in town.

D's high editorial standards and investment in creativity capture local and national recognition

Out of 2,500 entries, *D Magazine* was the only city and regional publication to be considered for the 2018 Folio Magazine of the Year award, and even competed against *ESPN* and *Better Homes & Gardens*.

\*2018 Folio: Eddie and Ozzie Awards are one of the most prestigious award programs for media.

SOURCE: GfK MRI<sup>1</sup>; Nielsen Catalina Solutions, 2015<sup>2</sup>; Marketing Sherpa, 2017<sup>3</sup>; Circulation Verification Council 2018<sup>4</sup>

# 98%

of readers consider *D Magazine* a reliable resource when making purchases or buying decisions.<sup>4</sup>



# D's 2020 Editorial Vision



*D Magazine* **#1**  
was awarded  
in General Excellence

IN OUR CIRCULATION CATEGORY IN 2019 BY THE  
CITY AND REGIONAL MAGAZINE ASSOCIATION.

		AD CLOSE	ART DUE	NEWS STAND
<b>JAN</b>	JOURNALISM FEATURE; BEST LAWYERS UNDER 40 <b>Ad Sections:</b> Annual Retirement Guide for North Texas; Guide to Collin County; Best Lawyers Under 40; Travel <b>Events:</b> Best Lawyers Under 40	<b>NOV 8</b>	<b>NOV 12</b>	<b>DEC 19</b>
<b>FEB</b>	JOURNALISM FEATURE <b>Ad Section:</b> Travel; Faces of Influence <b>Event:</b> Excellence in Nursing	<b>DEC 13</b>	<b>DEC 17</b>	<b>JAN 30</b>
<b>MAR</b>	HOW TO HIKE AND BIKE LIKE A LOCAL <b>Ad Sections:</b> Excellence in Nursing; Private School Guide; Travel <b>Event:</b> Best Doctors in Collin County	<b>JAN 17</b>	<b>JAN 21</b>	<b>FEB 27</b>
<b>APR</b>	NEIGHBORHOOD EXPLORER <b>Ad Sections:</b> Best Doctors in Collin County; Travel <b>Event:</b> Best Lawyers	<b>FEB 21</b>	<b>FEB 25</b>	<b>MAR 26</b>
<b>MAY</b>	TRAVEL <b>MOVED UP TO MAY!</b> <b>Ad Sections:</b> Best Lawyers; Doctors' Orders: New Primary Care Model; Private School Guide; Travel	<b>MAR 20</b>	<b>MAR 24</b>	<b>APR 30</b>
<b>JUN</b>	HEAT INDEX: WHAT CLIMATE CHANGE MEANS FOR DALLAS AND HOW TO STAY COOL THIS SUMMER <b>Ad Section:</b> Travel <b>Events:</b> Best Real Estate Agents and Top Producers; Best Mortgage and Insurance Professionals	<b>APR 17</b>	<b>APR 21</b>	<b>MAY 21</b>
<b>JUL</b>	REAL ESTATE <b>Ad Sections:</b> Best Real Estate Agents; Best Mortgage and Insurance Professionals; Travel <b>Events:</b> Best Dentists; Best of Big D	<b>MAY 22</b>	<b>MAY 26</b>	<b>JUN 25</b>
<b>AUG</b>	BEST OF BIG D <b>Ad Sections:</b> Best Dentists; Leaders in Law; Private School Handbook; Travel	<b>JUN 25</b>	<b>JUN 29</b>	<b>JUL 30</b>
<b>SEP</b>	DALLAS' TEX-MEX CULTURE: NOT JUST TACOS <b>Ad Sections:</b> Doctors' Orders: Women's Health; Travel <b>Event:</b> Best Doctors	<b>JUL 24</b>	<b>JUL 28</b>	<b>AUG 27</b>
<b>OCT</b>	BEST DOCTORS IN DALLAS <b>Ad Sections:</b> Best Doctors; Private School Guide; Travel <b>Event:</b> Best Financial Planners and Top Wealth Managers	<b>AUG 21</b>	<b>AUG 25</b>	<b>SEP 24</b>
<b>NOV</b>	HIDDEN DALLAS <b>Ad Sections:</b> Best Financial Planners and Top Wealth Managers; Family Law; Travel; Holiday Dining Guide	<b>SEP 18</b>	<b>SEP 22</b>	<b>OCT 29</b>
<b>DEC</b>	WHERE TO EAT NOW <b>Ad Sections:</b> Best New Restaurants; Celebrating the Best; Doctors' Orders: Fight Cancer/ New Advances; Holiday Gift Guide; Travel <b>Event:</b> Best New Restaurants	<b>OCT 16</b>	<b>OCT 20</b>	<b>NOV 19</b>



# Dmagazine.com

Relevant. Passionate. Credible.

Dmagazine.com's digital presence penetrates niche communities and serves as a necessary resource to more than 3.8 million active and informed locals who stay current on the latest and greatest Dallas has to offer.

## WHO ARE OUR DIGITAL USERS?¹

51%  
are between 25  
and 44 years old.

75% have a bachelor's or professional  
degree (MBA, M.D., J.D.).

65%  
are female.

47% have an average household  
income of \$100,000 and above.

## HOW WE DEFINE BRAND LOYALTY¹

35,154+

users visit  
dmagazine.com 9+  
times per month.



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



of dmagazine.com  
users trust sponsored  
or partner content.

## OUR PERFORMANCE\*

3,301,053+

AVERAGE MONTHLY PAGE VIEWS

832,509+

AVERAGE TOTAL UNIQUES

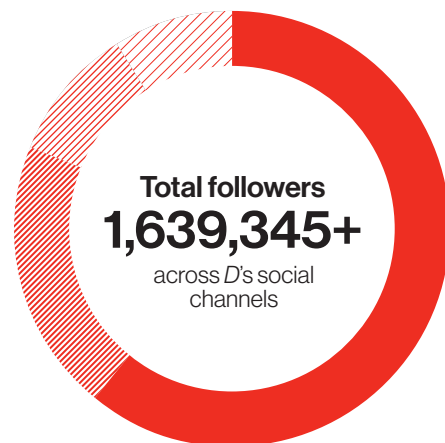
70,000+

EMAIL SUBSCRIBERS  
IN OUR DATABASE

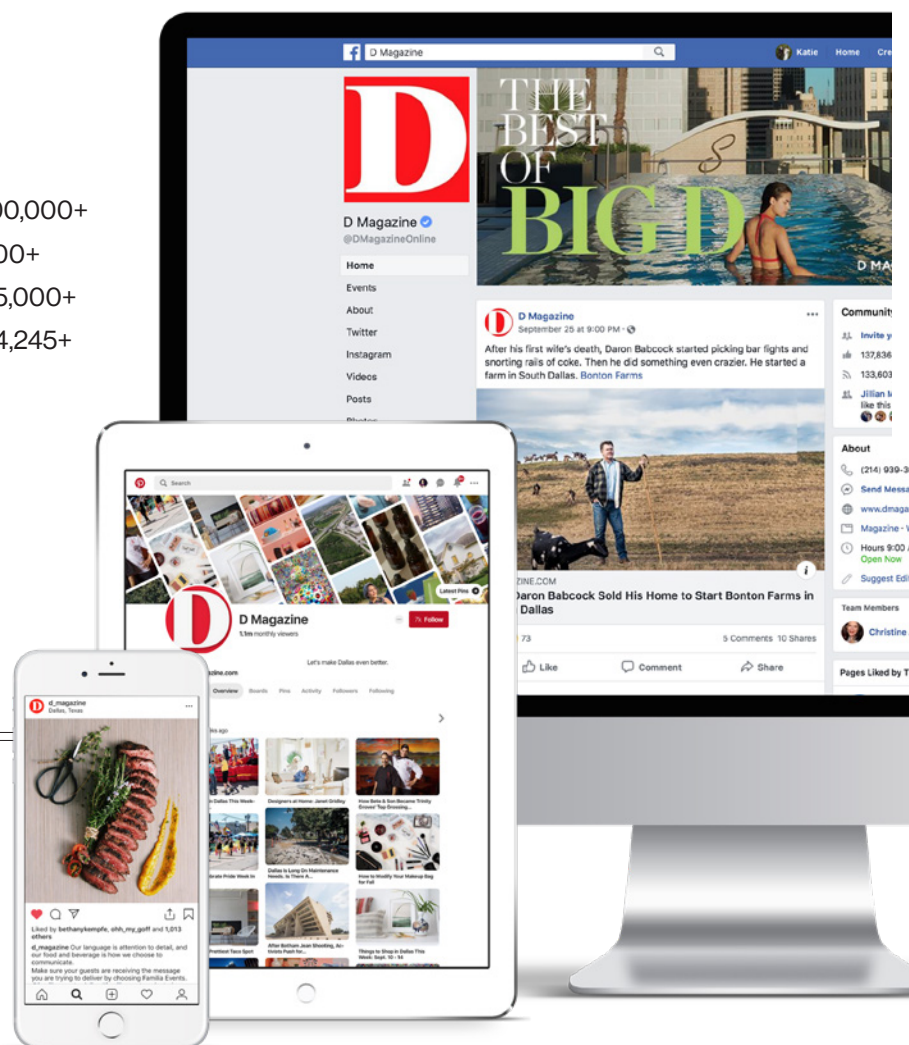
# Get social.

Our digital reach doesn't stop on our website. We are everywhere our audience is, and your business can be too.

## GROWING ABOVE AND BEYOND



- Pinterest 1,000,000+
- Twitter 330,100+
- Instagram 165,000+
- Facebook 144,245+



"I consistently read *D Magazine*, follow *D* on social and visit the website to stay informed about our city. I can trust *D* as a credible resource for recommendations on restaurants, specialists, stores and other businesses. The high-quality design and writing make it enjoyable and easy to read." **HOLLY MASON, *D* READER**

## 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.



# The *D* Scene.

Bring your brand to life with memorable and highly targeted experiences across Dallas' most-desired industries, communities and audiences.

Our marketing and events team will engage and activate your target audience through pre-promotion, onsite activation and strategic follow-up.



"Our partnership with *D Magazine* opened up great opportunities for the Topo Chico brand. Being featured at The Best of Big D event gave us brand recognition among the top influencers in Dallas-Fort Worth."

**TOPO CHICO**







## Consumer Events

*D* readers look to us to elevate their experience of living in Dallas. Partner on one of these well-curated gatherings to make a polished impression on our audience.

### Women Makers

**EVENT:** Spring

**ATTENDANCE:** 500+

**FORMAT:** Two-day event, celebrating female entrepreneurs through industry panels and an artisan marketplace

**AUDIENCE:** Dallas' entrepreneur community; consumers interested in high-end goods

### BrunchFest

**EVENT:** May

**ATTENDANCE:** 500+

**FORMAT:** Half-day festival highlighting Dallas' hottest brunch spots; ticket holders will enjoy live music, craft cocktails and brunch items from 15+ restaurants

**AUDIENCE:** foodies and socialites

### Best of Big D

**EVENT:** July

**ATTENDANCE:** 2,000+

**FORMAT:** The biggest and best party of the year, celebrating Best of Big D winners, accompanied by sweet and savory bites, craft cocktails, beer, wine and live entertainment

**AUDIENCE:** Dallas VIPs, influencers and socialites

### Best New Restaurants in Dallas

**EVENT:** December

**ATTENDANCE:** 120+

**FORMAT:** Plated, multi-course meal, celebrating new additions to Dallas' restaurant scene

**AUDIENCE:** Affluent, charitable Dallas foodies (a portion of ticket proceeds are donated to Café Momentum)





# Awards & Recognition

Be introduced to the best and brightest of Dallas. Attendance is limited to award winners in each category, as selected by their peers. Elevated food, craft beverages and live entertainment set the stage for your brand to form dynamic connections.



## Best Real Estate Agents and Top Producers in Dallas

**EVENT:** June

**ATTENDANCE:** 450+

**AUDIENCE:** Top-producing realtors with exceptional customer service, integrity, and market knowledge

## Best Mortgage and Insurance Professionals in Dallas

**EVENT:** June

**ATTENDANCE:** 250+

**AUDIENCE:** Top-producing mortgage lenders and insurance agents

## Best Dentists in Dallas

**EVENT:** July

**ATTENDANCE:** 125+

**AUDIENCE:** Sought-after dentists across multiple specialties

## Best Doctors in Dallas

**EVENT:** September

**ATTENDANCE:** 400+

**AUDIENCE:** Highly esteemed members of the Dallas medical community

## Best Financial Planners and Top Wealth Managers in Dallas

**EVENT:** October

**ATTENDANCE:** 100+

**AUDIENCE:** Esteemed local wealth managers, with at least \$100 million total assets under management and a 95% client retention rate over the past 2 years

## Best Lawyers Under 40

**EVENT:** January

**ATTENDANCE:** 75+

**AUDIENCE:** Up-and-coming legal professionals, across specialties

## Excellence in Nursing

**EVENT:** February

**ATTENDANCE:** 200+

**AUDIENCE:** A range of high value and influential healthcare professionals

## Best Doctors in Collin County

**EVENT:** March

**ATTENDANCE:** 150+

**AUDIENCE:** Top physicians from one of the fastest growing regions in the United States

## Best Lawyers in Dallas

**EVENT:** April

**ATTENDANCE:** 200+

**AUDIENCE:** High-powered, affluent attorneys across legal specialties





***D Magazine has the audience, offerings and innovations, and one of the most trusted and influential brands in the city. Be a part of it.***



WE USE OUR  
PUBLICITY  
PUBLISHED IN *D*  
ON A REGULAR  
BASIS. YOU ARE  
AN INTEGRAL  
PART OF  
SPREADING  
OUR SUCCESS  
STORY. WE  
LOVE *D!*"

MARTHA MORGULOFF,  
EBBY HALLIDAY REAL  
ESTATE, INC.

"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

“

**What I love about *D Magazine* are the insights it gives into health, restaurants, travel...I love reading about the top ten getaways or top ten steakhouses to try and truly plan my life in congruence with these suggestions.** FELIX LOZANO, READER AND ADVERTISER

”

"Year after year *D Magazine* delivers a steady stream of new business from both our print and online advertising. We find *D Magazine* to be productive and an important part of our overall mix."

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

**We can't wait to build your brand, and together make Dallas an even better place to live.**