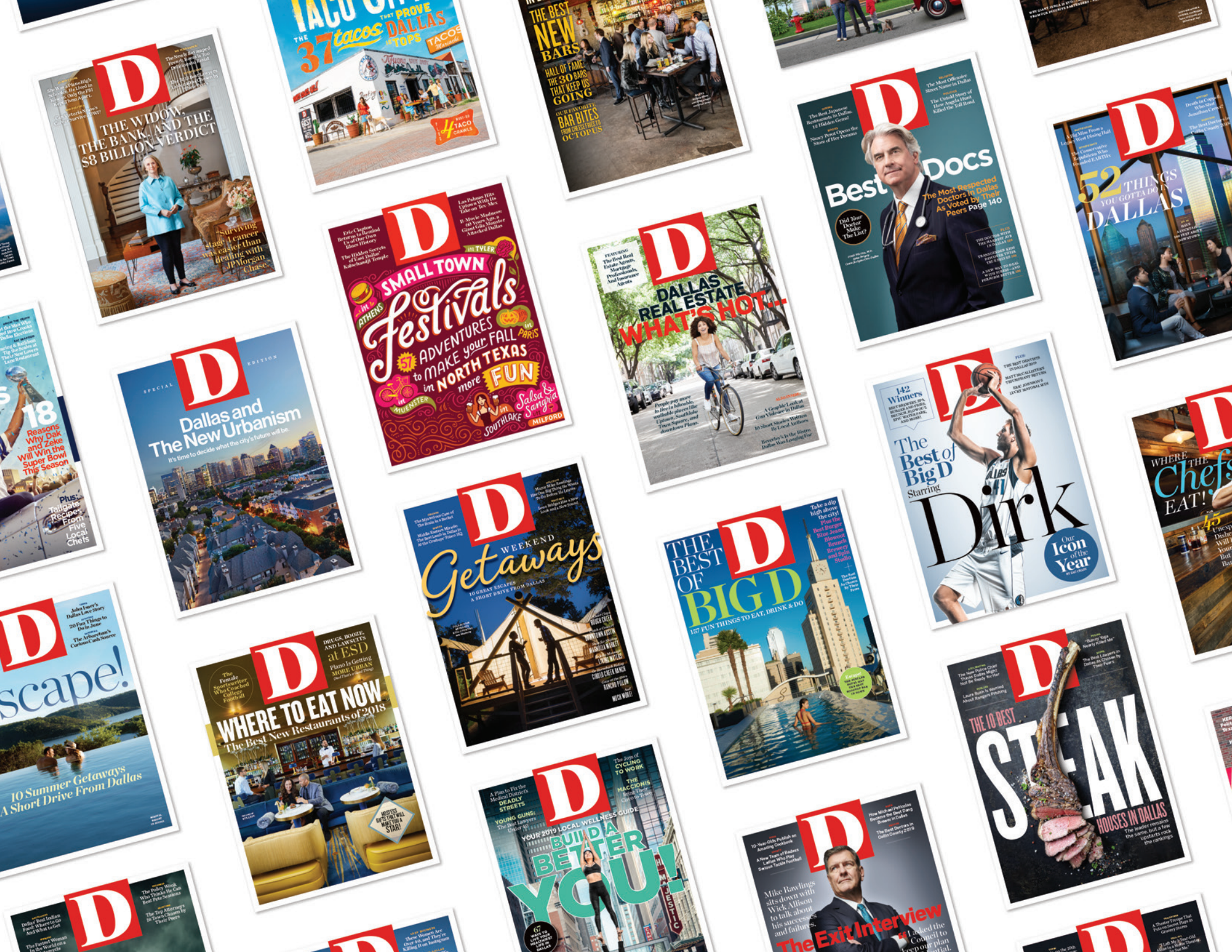




MEDIA KIT // 2020



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 GLANCE¹:

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, 2018¹; Centofante Group 2019²; 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*.²

D Magazine Success Factors

TRUST

100

93%

of readers consider *D Magazine* a reliable resource when making purchases or buying decisions.*

79%

of readers frequently purchase products seen in *D Magazine*.*

LOYALTY

78%

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

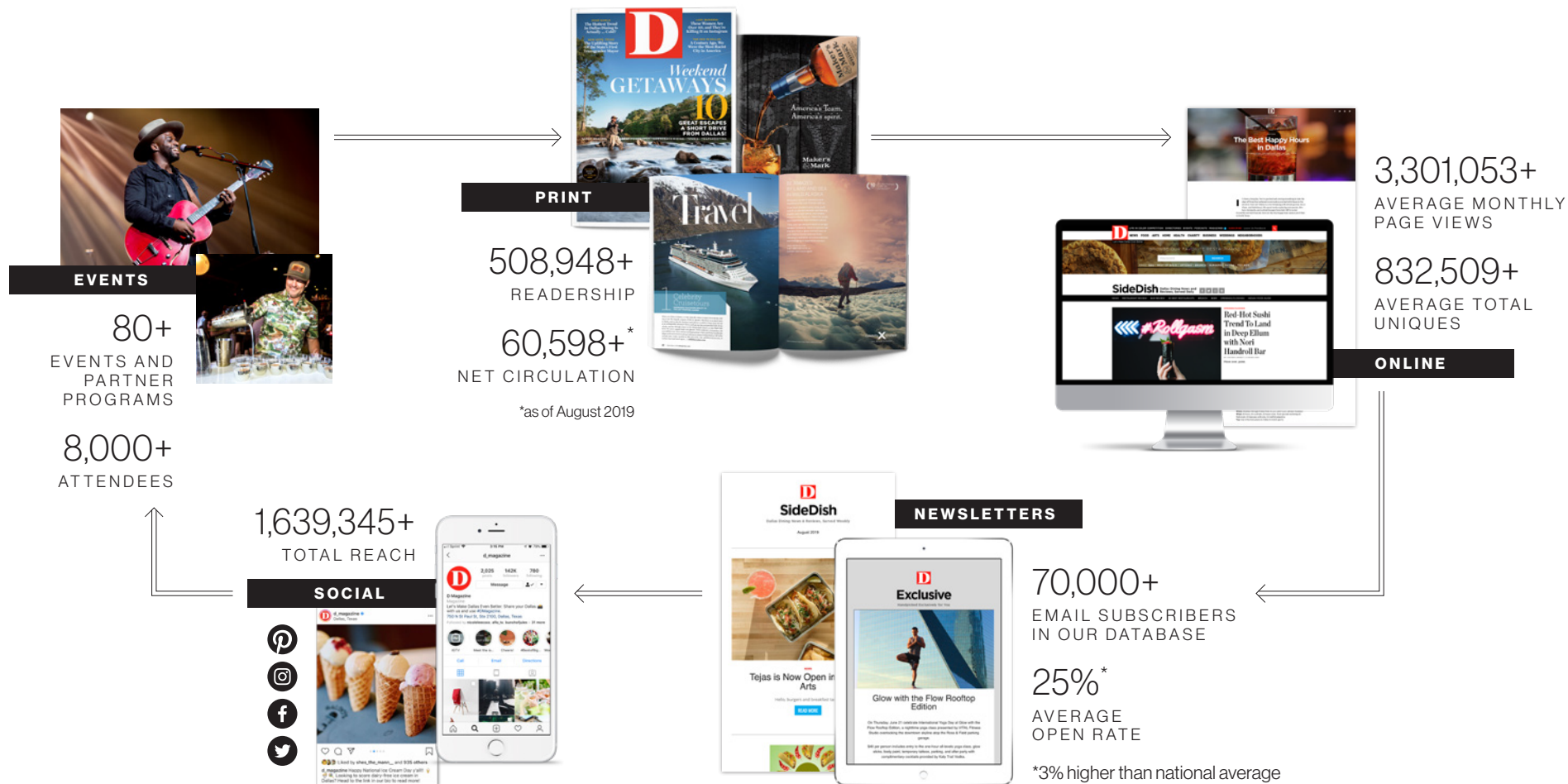


"I love *D Magazine*. I live my life off *D Magazine*. Literally it's where I found my doctor, dentist, and go-to places to eat. I would've missed out on so many cool events if I didn't subscribe." **SANDEI STRUEBING, D READER**

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

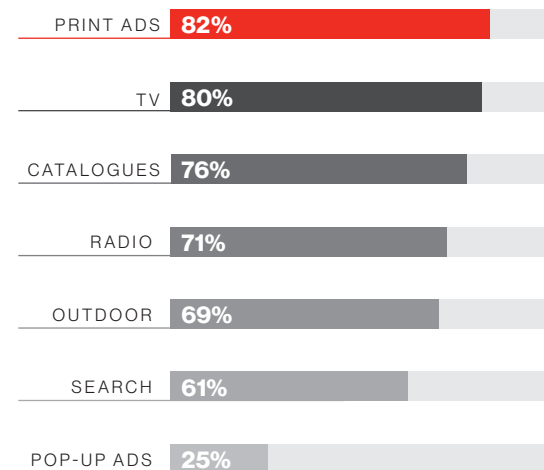
90%

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



"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.**

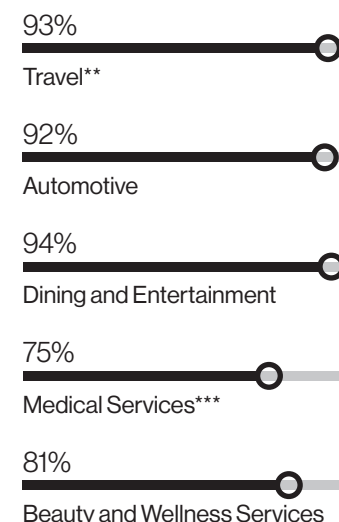
SOURCE: GfK
MRI¹; Nielsen
Catalina Solutions,
2015²; Marketing
Sherpa, 2017³;
Circulation
Verification
Council 2018⁴

PRINT



Where Our Readers Spend:

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



**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*.

98%

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

⁴2018 Folio: Eddie and Ozzie Awards are one of the most prestigious award programs for media.

SOURCE: GfK MRI; Nielsen Catalina Solutions, 2015; Marketing Sherpa, 2017; Circulation Verification Council 2018⁴

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
JAN	JOURNALISM FEATURE; BEST LAWYERS UNDER 40 Ad Sections: Annual Retirement Guide for North Texas; Guide to Collin County; Best Lawyers Under 40; Travel Events: Best Lawyers Under 40	NOV 8	NOV 12	DEC 19
FEB	JOURNALISM FEATURE Ad Section: Travel; Faces of Influence Event: Excellence in Nursing	DEC 13	DEC 17	JAN 30
MAR	HOW TO HIKE AND BIKE LIKE A LOCAL Ad Sections: Excellence in Nursing; Private School Guide; Travel Event: Best Doctors in Collin County	JAN 17	JAN 21	FEB 27
APR	NEIGHBORHOOD EXPLORER Ad Sections: Best Doctors in Collin County; Travel Event: Best Lawyers	FEB 21	FEB 25	MAR 26
MAY	TRAVEL MOVED UP TO MAY! Ad Sections: Best Lawyers; Doctors' Orders: New Primary Care Model; Private School Guide; Travel	MAR 20	MAR 24	APR 30
JUN	TRAVEL AND HOME DESIGN Ad Section: Travel	APR 17	APR 21	MAY 21
JUL	JOURNALISM +10 MOST CHARMING HOUSES IN DALLAS Ad Sections: Home; Travel	MAY 22	MAY 26	JUN 25
AUG	BEST OF BIG D, HEROES EDITION Ad Sections: Leaders in Law; Private School Handbook; Travel Events: Best Real Estate Agents; Best Mortgage and Insurance Professionals	JUN 25	JUN 29	JUL 30
SEP	REAL ESTATE Ad Sections: Best Real Estate Agents; Best Mortgage and Insurance Professionals; Travel; Doctor's Orders: Women's Health Event: Best Dentists	JUL 24	JUL 28	AUG 27
OCT	JOURNALISM COVER Ad Sections: Best Dentists; Private School Guide; Travel Event: Best Doctors; Best Financial Planners and Top Wealth Managers	AUG 21	AUG 25	SEP 24
NOV	BEST DOCTORS IN DALLAS Ad Sections: Best Doctors; Best Financial Planners and Top Wealth Managers; Family Law; Travel	SEP 18	SEP 22	OCT 29
DEC	WHERE TO EAT NOW Ad Sections: Celebrating the Best; Doctors' Orders: Fight Cancer/ New Advances; Holiday Gift Guide; Travel	OCT 16	OCT 20	NOV 19

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.

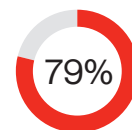
HOW WE DEFINE BRAND LOYALTY¹

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

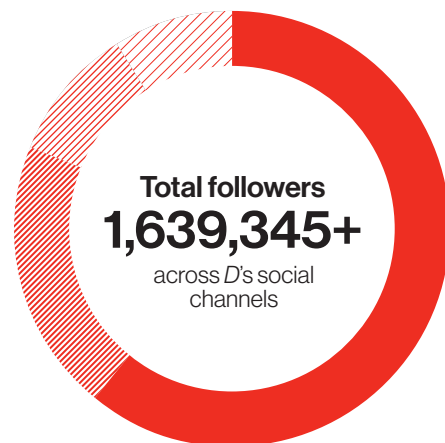
70,000+

EMAIL SUBSCRIBERS
IN OUR DATABASE

Get social.

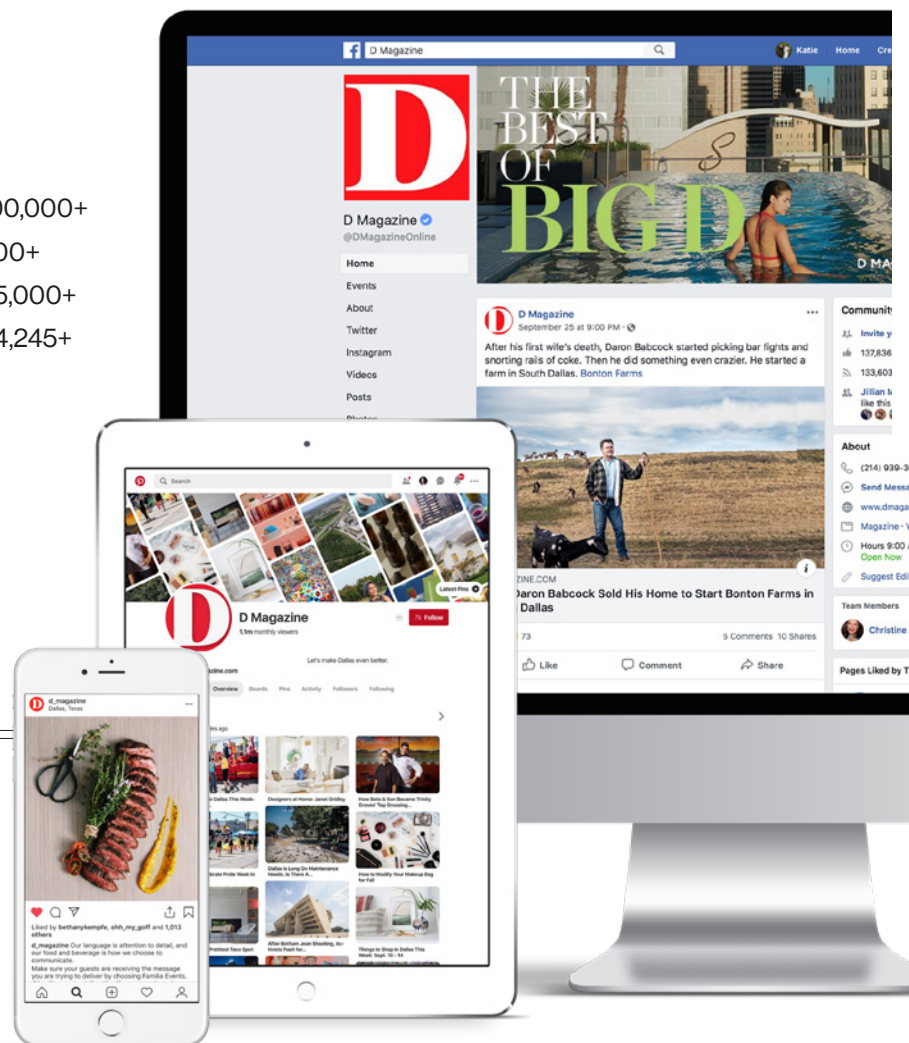
Our digital reach doesn't stop on our website. We are everywhere our audience is, and your business can be too.

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.

