Engage with the most powerful, passionate, and inspired audience in Dallas.

When you partner with D Home, your business will be showcased everywhere from the coffee tables in the most affluent homes in Dallas to the studios of the most influential designers, builders, and architects. Just ask our clients.

“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
**WHO ARE OUR READERS?**

*D Home* readers are renowned for their **loyalty, affluency, and relevancy.**

Our editors are **nationally recognized** for their work, and the superior quality of *D Home* mirrors our audience.

- **59,152**
  - Average bi-monthly readers

- **50**
  - Average reader age

- **28%**
  - Male

- **$330,224**
  - Average household income

- **72%**
  - Female

- **$719,000**
  - Average reader home value

*Source: Circulation Verification Council 2015, 2017*
Our readers build their nests to reflect their lives—with perfection and pride. They trust us to match them with luxury brands worthy of a place in their homes.

**D Home** is notably recognized among the Dallas community because of our editorial influence, community partnerships, and loyal readership.

**Why Partner with D Home?**

- 98% Consider **D Home** a reliable resource when making home-related purchases.
- 69% Plan to remodel or redecorate their home in the next year.
- 69% Frequently purchase products or services from ads seen in **D Home**.

SOURCE: Circulation Verification Council 2015, 2017
**WHERE DO WE REACH?**

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**NEWSSTAND SALES JUMPED BY**

\[ \uparrow 9.85\% \]

**TOTAL PAID SUBSCRIPTIONS + VERIFIED CIRCULATION HAS INCREASED BY**

\[ \uparrow 8.9\% \]

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**We even captivated the attention of...**

**DALLAS NEWCOMERS**

2,000+

**NEW READERS IN DALLAS COUNTY**

**SURROUNDING SUBURBS**

37%

**OF OUR DISTRIBUTION REACHES IDEAL SUBURBS: DENTON, TARRANT, COLLIN COUNTY, AND MORE!**

**SOURCE:** Circulation Verification Council 2017

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**DALLAS AND BEYOND.**
**WHAT DO WE OFFER?**

Our readers intentionally seek out local inspiration for their home and life.

You have a unique opportunity to reach them while they’re turning the pages, and inspire their creativity.

**D Home’s effective print ads:**

Reach a bimonthly readership of 59,152

D Home sells more issues on Dallas newstands than Architectural Digest, Dwell, and Elle Décor combined.

“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 magazine.”

— ROBERT HUGHES, CHRISTOPHER PEACOCK

SOURCE: Circulation Verification Council 2017
*D Home* attracts the most desired readers in the market — online and off.

Our digital reach is a marketer’s dream.

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**WHAT DO WE OFFER?**

- E-NEWSLETTERS
- E-BLASTS
- DISPLAY ADS
- NATIVE POSTS
- SPONSORED POSTS
- SOCIAL PROMOTIONS
- PROGRAMMATIC ADVERTISING
- CATEGORY SPONSORSHIPS
- DIRECTORY ENHANCEMENTS

---

**D Home can optimize your digital presence via:**

- Combined social followers of **110,612+**
- Newsletter subscribers amounting to **8,906**
- The most engaged subscribers averaging **39%** click through rate

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**SOURCE:** Circulation Verification Council 2017
**WHAT DO WE OFFER?**

*D Home* participates in and hosts more than 20 events a year.

We connect our clients to the local design community, in addition to high-end consumers.

We can help you creatively engage with your target audiences with a spectrum of custom engagement opportunities. *D Home*’s events 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 businesses.

Partnering with *D Home* means your brand is visible in front of prominent community groups.
# Editorial Calendar 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Ad Sections</th>
<th>Ad Close</th>
<th>Art Due</th>
<th>News Stand</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>Build vs. Remodel; Minimalism Package</td>
<td>Ad Sections: Faces of Dallas; Builder and Remodeler Profiles</td>
<td>NOV 27</td>
<td>NOV 28</td>
<td>JAN 4</td>
</tr>
<tr>
<td>MAR/APR</td>
<td>Best Designers</td>
<td>Ad Sections: Best Designers Profiles, NorthPark Garden Show</td>
<td>FEB 2</td>
<td>FEB 6</td>
<td>FEB 28</td>
</tr>
<tr>
<td>MAY/JUN</td>
<td>Best Builders</td>
<td>Ad Sections: Best Builders Profiles</td>
<td>MAR 30</td>
<td>APR 3</td>
<td>APR 25</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>10 Most Beautiful Homes; Outdoor Lifestyle</td>
<td>Ad Section: Outdoor Living</td>
<td>MAY 25</td>
<td>MAY 29</td>
<td>JUN 20</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>Holiday Entertaining Issue; Life In Color Winners</td>
<td>Ad Sections: ARC Awards; ReNesting</td>
<td>SEP 28</td>
<td>OCT 2</td>
<td>OCT 24</td>
</tr>
<tr>
<td>D HOME 100</td>
<td>VOLUME II</td>
<td></td>
<td>AUG 31</td>
<td>SEP 4</td>
<td>JAN 14</td>
</tr>
</tbody>
</table>

*Best Builders, May/June 2017*
MECHANICAL REQUIREMENTS:

WHAT TO SUBMIT
- Digital files exported in InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF.
- All images should be 350 dpi and color as CMYK.
- Composite proof for color. Without a proof, D Home assumes no responsibility for ads supplied without appropriate proof.

AVOID AT ALL COST
- Submitting ads created in Microsoft Word, Microsoft Publisher, Power Point or any PC-based program. (They will not be accepted.)

UPLOAD HERE
Submit ads by visiting this URL: dbinbox.com/dhome

KNOW THE SPECS
- 9” x 10.875”. For bleed allow .125” beyond all trim.
- Keep live matter .25” from all trim.
- All images should be 350 dpi and color CMYK.
- Magazine format is three-column and is perfect bound.

WE ARE HERE TO HELP YOU
- We are happy to recreate the ad for you at our normal ad production rate.
- Hold art for one year from date of use.

D HOME ANNUAL
Specs for D Home’s annual resource guide are available upon request.
## RATES 2018

**ADVERTISING DISPLAY RATES (LOCAL):**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>4X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$9,260</td>
<td>$8,990</td>
<td>$8,730</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,380</td>
<td>$5,140</td>
<td>$4,885</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,585</td>
<td>$3,390</td>
<td>$3,215</td>
</tr>
<tr>
<td>Quarter</td>
<td>$2,185</td>
<td>$2,055</td>
<td>$1,955</td>
</tr>
</tbody>
</table>

**ADVERTISING DISPLAY RATES (COVERS):**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$7,550</td>
<td>$7,175</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$6,130</td>
<td>$5,900</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,070</td>
<td>$8,620</td>
</tr>
</tbody>
</table>

**INSERT PAGES:**
- Pricing ranges from 2-16 insert pages.
- Detailed information available upon request.

**2018 DEADLINES:**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11.23.17</td>
<td>11.27.17</td>
</tr>
<tr>
<td>Mar/April</td>
<td>2.02.18</td>
<td>2.06.18</td>
</tr>
<tr>
<td>May/June</td>
<td>3.30.18</td>
<td>4.03.18</td>
</tr>
<tr>
<td>July/August</td>
<td>5.25.18</td>
<td>5.29.18</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>7.27.18</td>
<td>7.31.18</td>
</tr>
<tr>
<td>Annual D Design Book</td>
<td>8.31.18</td>
<td>9.04.18</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9.28.18</td>
<td>10.02.18</td>
</tr>
</tbody>
</table>

**AD CREATION:**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$350</td>
</tr>
<tr>
<td>1/2</td>
<td>$250</td>
</tr>
<tr>
<td>1/4</td>
<td>$125</td>
</tr>
</tbody>
</table>

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. Black-and-white rates are available. Guaranteed premium positions, e.g. opposite table of contents, add 15%.
D Home is your home, and a wise partner as you finalize your marketing strategy for this year and beyond.

“The people at D Home are all very committed to the quality of their work, easy to work with and friendly. I am comfortable working with D Home because I know they will present me and my work in a professional way. Watching the teams at D Home over the years helps me understand how they maintain their high standards and continually produce a first quality magazine.”

— LESLIE JENKINS, JENKINS INTERIORS