Since 1974, we’ve dominated the Dallas market with honest and impactful coverage of the city’s fashion, culture, food, and art scenes. Our publications connect Dallasites to the best experiences this city has to offer.

Our commitment to our city, and the people that live in it, has made us an uncommonly trusted brand. Our 499,804* readers are proof of that. For them, we make Dallas even better.

When you partner with D Magazine, you become a Dallas essential.

AVERAGE TIME SPENT READING AN ISSUE**: 74 MINUTES

SOURCE: THE MEDIA AUDIT 2015*, 2015 CIRCULATION VERIFICATION COUNCIL**
As the voice of what to do and where to be seen around Dallas, we bridge the gap between luxury brands and high-value consumers. Our affluent readers don’t make purchasing decisions based on price tag — they choose brands that make statements about who they are.

Our award-winning content acts as their compass, directing them to the luxury products that fit their sophisticated lifestyles. Allow us to introduce you.
Our advertising packages evolve to meet the needs of the changing market. We work with your brand to customize an advertising package that expands your reach and reinforces loyalty across our media.

When you partner with *D Magazine*, you can be everywhere our readers plan purchases.
GET TO KNOW OUR READERS

46
68%
32%
$620,000
$326,884

AVERAGE READER AGE
FEMALE
MALE
AVERAGE READER HOME VALUE
AVERAGE HOUSEHOLD INCOME
DEMOGRAPHICS

- 88% Attended college
- 61% Married
- 27% Own 3+ cars
- 23% Earned an advanced degree
- 69% Homeowners
- 43% Fly internationally at least once every two years

SPEAK TO READERS IN MANY ENVIRONMENTS

- Subscribers 43%
- Waiting rooms 15%
- Hotels and newsstand 42%

Average net circ // 61,165

Source: The Media Audit 2016
Source: 2015 Circulation Verification Council
WHEN YOU PARTNER WITH D MAGAZINE, YOU’RE INTRODUCED TO THE MOST AFFLUENT AUDIENCE IN DALLAS. ANNUALLY, OUR READERS SPEND...
FINANCE // $9.7 Billion

ALCOHOL // $1.3 Billion

ENTERTAINMENT // $876.8 Million

TRAVEL // $3.2 Billion

CHARITY // $2.1 Billion*

SOURCE: THE MEDIA AUDIT 2013
*COMBINED ACROSS ALL D MEDIA READERSHIPS.
## EDITORIAL CALENDAR 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Section(s)</th>
<th>News Stand</th>
<th>Ad Close</th>
<th>Ad Due</th>
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</thead>
<tbody>
<tr>
<td>JAN</td>
<td>THE HOW TO ISSUE</td>
<td>DEC 8</td>
<td>NOV 11</td>
<td>NOV 15</td>
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<tr>
<td>FEB</td>
<td>50 BEST BARS</td>
<td>JAN 12</td>
<td>DEC 2</td>
<td>DEC 6</td>
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<tr>
<td>MAR</td>
<td>TRINITY PARK PLAN</td>
<td>FEB 16</td>
<td>JAN 13</td>
<td>JAN 17</td>
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<tr>
<td>APR</td>
<td>CHEAP EATS</td>
<td>MAR 16</td>
<td>FEB 17</td>
<td>FEB 21</td>
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<tr>
<td>MAY</td>
<td>REASONS TO LOVE DALLAS</td>
<td>APR 20</td>
<td>MAR 24</td>
<td>MAR 28</td>
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<tr>
<td>JUN</td>
<td>TRAVEL</td>
<td>MAY 18</td>
<td>APR 21</td>
<td>APR 25</td>
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<tr>
<td>JUL</td>
<td>REAL ESTATE</td>
<td>JUN 22</td>
<td>MAY 26</td>
<td>MAY 31</td>
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<tr>
<td>AUG</td>
<td>BEST OF BIG D</td>
<td>JUL 20</td>
<td>JUN 23</td>
<td>JUN 27</td>
</tr>
<tr>
<td>SEP</td>
<td>NEIGHBORHOOD RESTAURANTS; BEST DENTISTS IN DALLAS</td>
<td>AUG 17</td>
<td>JUL 14</td>
<td>JUL 18</td>
</tr>
<tr>
<td>OCT</td>
<td>BEST DOCTORS AND PEDIATRIC SPECIALISTS IN DALLAS</td>
<td>SEP 14</td>
<td>AUG 18</td>
<td>AUG 22</td>
</tr>
<tr>
<td>NOV</td>
<td>OUR FAVORITE DOWNTOWNS, BEST FINANCIAL PLANNERS IN DALLAS</td>
<td>OCT 12</td>
<td>SEP 15</td>
<td>SEP 19</td>
</tr>
<tr>
<td>DEC</td>
<td>BEST RESTAURANTS IN DALLAS</td>
<td>NOV 16</td>
<td>OCT 20</td>
<td>OCT 24</td>
</tr>
</tbody>
</table>

### WEEKEND GETAWAYS!

*Weekend Getaways, June 2016*

### INSIDE DEALS

Where To Sell That Designer Dress After You Instagram It

**EDITORIAL CALENDAR 2017**

**BEST IN THE U.S.**

CITY AND REGIONAL

ON DMAGAZINE.COM, WE’VE CULTIVATED A WEB AUDIENCE IN ITS OWN CLASS.

DMagazine.com has cornered the market on young, affluent professionals who take full advantage of their city. They consult our pages daily to keep tabs on trends and discover cultural events, following their passion for a stylish and sophisticated life.

These up-and-coming Dallasites are valuable consumers today, and will be even more valuable consumers down the road. Make sure they pencil you into their schedule.

880,000
MONTHLY UNIQUE VISITORS

4,000,000
MONTHLY PAGE VIEWS

3.25
PAGES PER SESSION

60
PERCENT MOBILE

40
PERCENT DESKTOP
EDUCATED.
ACTIVE.
AMBITIOUS.

DMAGAZINE.COM’S WEB AUDIENCE

- 74% EARNED A BACHELOR’S DEGREE
- 20% EARNED A MASTER’S, PROFESSIONAL, OR DOCTORAL DEGREE
- 63% HOLD A MANAGING, SUPERVISING, OR C-SUITE TITLE
- 76% DO NOT HAVE CHILDREN
- 59% UNMARRIED

SOURCE: GOOGLE ANALYTICS, 2016
SOURCE: D MAGAZINE 2014 ONLINE READERSHIP SURVEY
The best part about aligning with D? Our reach continues over social media.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Monthly Average</th>
<th>Reach</th>
<th>Impressions</th>
<th>Likes</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>121,000</td>
<td>2.9 mil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>208,000</td>
<td>1.8 mil</td>
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<tr>
<td>Instagram</td>
<td>91,000</td>
<td></td>
<td></td>
<td></td>
<td>30,000</td>
</tr>
</tbody>
</table>

Source: Facebook, Twitter, Instagram 2016
D Magazine readers are active members of the Dallas community. This year... 

67% attended a live music performance

71% attended a food or drink event

67% attended a professional or college sporting event

76% went to a movie theatre

81% attended a live music performance

56% visited an art museum

Source: 2015 Circulation Verification Council

Our parties are the talk of the town. And when you sponsor them, you can be, too.

Throughout the year, we host private and public events for our readers, followers, fans, and socialites. A party with D pulls out all the stops.
OUR CIRCLE IS SELECTIVE.
OUR REACH IS ENORMOUS.

Our events honor Dallas’ most exemplary businesses throughout the year, voted on by readers and industry peers and published in our magazine. Over cocktails, hors d’oeuvres, and entertainment, we bring together the most powerful business leaders in Dallas.

**D MAGAZINE 2017 EVENT SPONSORSHIP OPPORTUNITIES**

Align your brand with these Dallas VIPs and get the full attention of your target audience by sponsoring your industry’s party of the year.

**OUR EVENTS CELEBRATE THE BEST BUSINESSES IN DALLAS, INCLUDING:**
- BEST OF BIG D
- DOCTORS
- LAWYERS
- REAL ESTATE AGENTS
- MORTGAGE PROFESSIONALS
- DENTISTS
- FINANCIAL PLANNERS AND WEALTH MANAGERS
- COLLIN COUNTY DOCTORS

AND WE KEEP THE PARTY GOING THROUGHOUT THE YEAR WITH EVENTS LIKE:
- GRILLFEST
- NEW RESTAURANTS
- MOST STYLISH
“Our partnership with D Magazine opened great opportunities for the Topo Chico brand. Being featured at Best of Big D gave us brand recognition among the top influencers in the Dallas-Fort Worth area.”

– Topo Chico

“D Magazine maximized our spend across different placements... We’ll be utilizing this strategy on an ongoing basis. The ROI makes it a no-brainer.”

– Komali
LET’S TALK.

For advertising information, contact your account representative or our group publisher, Phyllis Cole McKnight, at Phyllis@dmgazine.com or 214.523.0282.