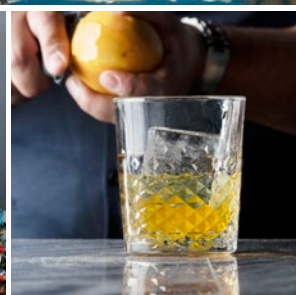
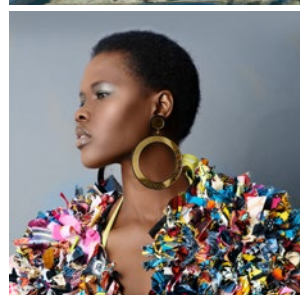
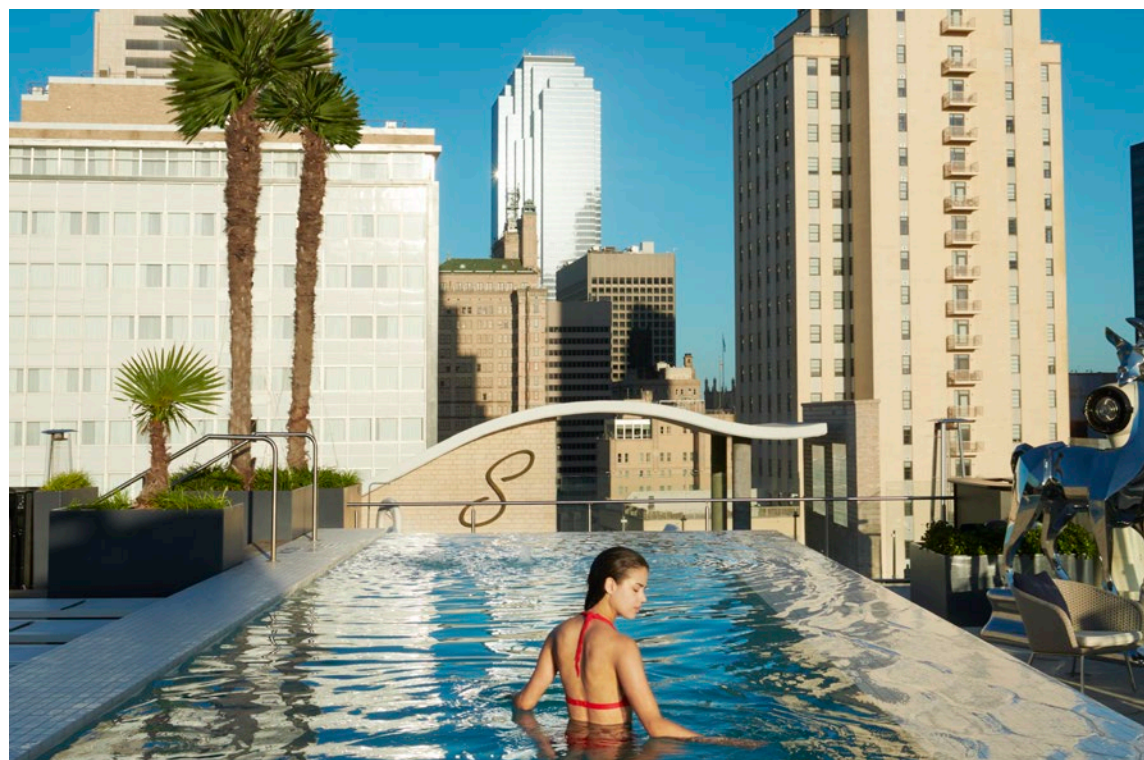




FOUNDED IN 1974



Media Kit 2022



If you're doing
business in Dallas,
you should be
doing business
with *D Magazine*.
Here's why...



D Magazine is the only audited lifestyle magazine in North Texas, attracting a highly curated, engaged audience.



411,640+
TOTAL MONTHLY READERSHIP



59,658+
AUDITED CIRCULATION



65%
PAID CIRCULATION

SOURCE: Circulation Verification Council, 2020



MEDIA KIT 2022

The *D Magazine* reader is educated,
affluent, and discerning.



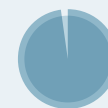
\$338,445
AVERAGE HOUSEHOLD INCOME¹



\$1,404,000
AVERAGE NET WORTH¹



\$724,007
AVERAGE HOME VALUE²



98%
Attended College³

63%
Female²



37%
Male²

52
Average Age²

SOURCE: Circulation Verification
Council, 2019¹, 2020², 2021³



Our loyal readers trust *D Magazine* to connect them with the products and services they need.



98% of readers consider *D Magazine* a reliable resource when making purchases or buying decisions.



79% of readers frequently purchase products seen in *D Magazine*



77 mins. Average Time with Each Issue



Online readers trust dmagazine.com

for authoritative advice, insightful commentary,
and thoughtful recommendations on all things
local, from restaurants to real estate.



3,325,917

average monthly pageviews



1,167,210

average monthly uniques



70,000

email subscribers in our database



SOURCE: 2021 Google Analytics

Social Media Audience

D Magazine's digital reach doesn't stop with our website. Our readers actively engage on our social media channels, with local curated content. We interact with readers on all major channels, and our followers continue to steadily climb.




718,000+
Total Social
Followers



159K+

Facebook Followers



320K+

Twitter Followers



201K+

Instagram Followers



17K+

Pinterest Followers



21K+

LinkedIn Followers

Please inquire with your sales representative regarding sponsored post opportunities on *D Magazine's* Facebook, Instagram, and Twitter feeds.

D Magazine Events

Real Experiences. Real Results.



D Magazine creates engaging and memorable experiences to captivate and inspire our audiences. We leverage memorable and immersive moments to motivate our loyal fans to take action.

D MAGAZINE PUTS ON EXCEPTIONAL EVENTS FOR AUDIENCES THAT NO ONE ELSE CAN ASSEMBLE.

AND WE PUT YOUR BRAND AT THE CENTER OF IT ALL.



Consumer Events

Top Shelf and Tacos

EVENT: March

ATTENDANCE: 250+

FORMAT: Attendees will sample our city's best chef-prepared tacos while sipping on perfectly paired, top-shelf liquor and cocktails from local mixologists, and refreshing cervezas, all under one roof.

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

Distilled

EVENT: October

ATTENDANCE: 300+

FORMAT: High-level tasting event; guests are invited to sip, savor, and expand their palates as experts provide a behind-the-scenes glimpse at the distilling process

AUDIENCE: Sophisticated Dallas locals

Best New Restaurants in Dallas

EVENT: December

ATTENDANCE: 125+

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 in Dallas. Attendance is limited to award winners in each category, as chosen by their peers. High-impact networking 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: 650+

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 & Pediatric Specialists 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

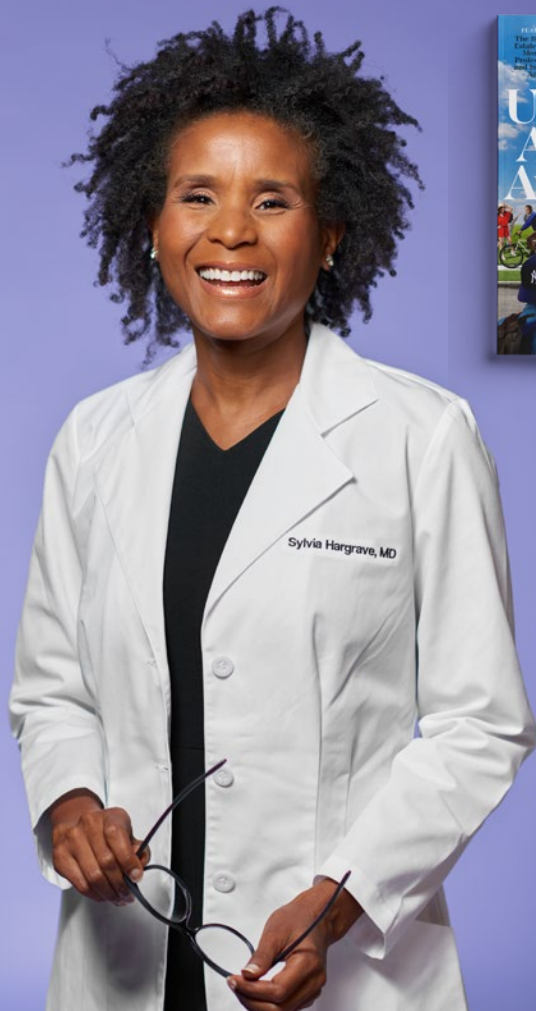
Best Lawyers in Dallas

EVENT: April

ATTENDANCE: 200+

AUDIENCE: High-powered, affluent attorneys across legal specialties





We Find the Best

Our readers count on our carefully researched and curated Best Lists to find local experts.

Benefit from the bond we've created with our readers.

We make Dallas an even better place to live, and we deliver the most trusted city magazine experience in the market.

Our stories inspire, entertain, and delight.
And you're along for the ride.

Commitment to Local Retail

Our readers want to know about current trends and where to shop. And we deliver.



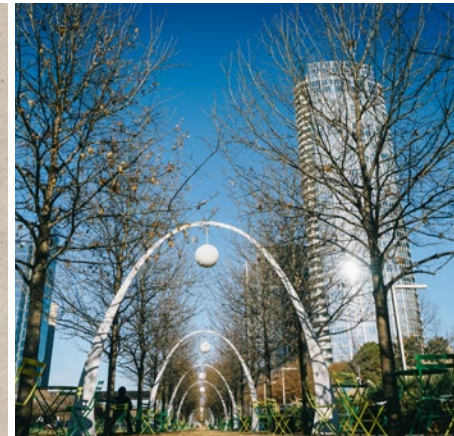
Best Restaurants

Food and dining coverage is one of the pillars of our editorial coverage.

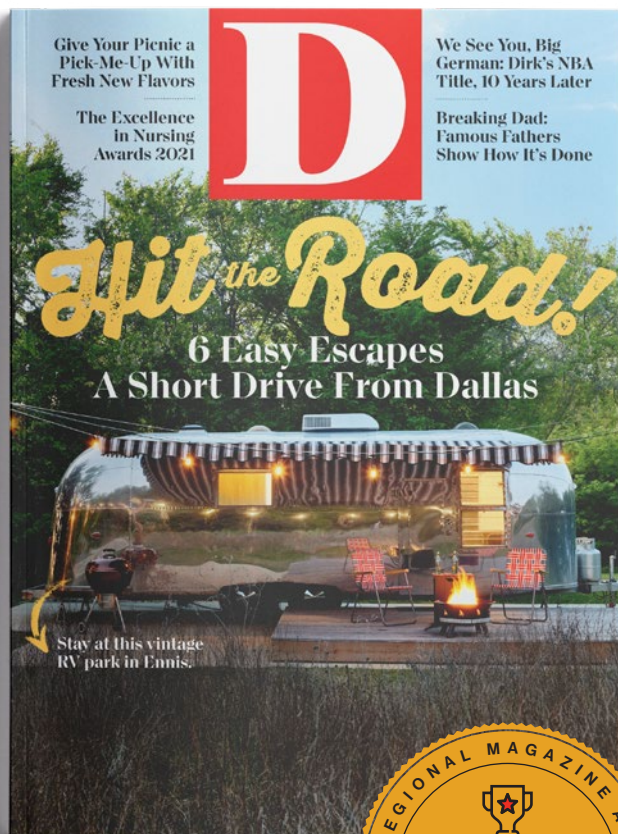


Celebrating Dallas

We provide the stories and resources to help our readers live their best lives.



D's 2022 Editorial Vision



*D Magazine was awarded #1 in General Excellence in our circulation category in 2020 by the City and Regional Magazine Association.



		AD CLOSE	ART DUE	NEWS STAND
JAN	52 THINGS TO DO IN DALLAS IN 2022 Ad Sections: Best Lawyers Under 40; Travel Event: Best Lawyers Under 40	NOV 11	NOV 15	DEC 30
FEB	PRO SPORTS WERE JUST THE START: HOW FRISCO BECAME AN UNSTOPPABLE POWERHOUSE OF EVERYTHING Ad Sections: Heart Health; Retirement Guide; Travel; Faces of Influence Event: Excellence in Nursing	DEC 9	DEC 13	JAN 27
MAR	LONG LIVE MEX-MEX! Ad Sections: DFW Education & Family Guide; Excellence in Nursing; Hall of Fame; Travel Events: Best Doctors in Collin County; Top Shelf and Tacos	JAN 21	JAN 25	FEB 24
APR	MAKE YOUR BACKYARD MORE FUN Ad Sections: Best Doctors in Collin County; Travel Event: Best Lawyers	FEB 25	MAR 1	MAR 31
MAY	BEER! A GUIDE TO OUR BEST BREWERIES, BEERS, AND BAR BITES Ad Sections: Best Lawyers; DFW Education & Family Guide; Travel	MAR 25	MAR 29	APR 28
JUN	GET OUT OF TOWN: EASY WEEKEND GETAWAYS A SHORT DRIVE FROM DALLAS Ad Sections: Summer Sips; Travel Event: Best Real Estate Agents; Best Mortgage and Insurance Professionals	APR 22	APR 26	MAY 26
JUL	THE 100 MOST EXPENSIVE HOMES IN DALLAS; REAL ESTATE Ad Sections: Best Real Estate Agents; Best Mortgage and Insurance Professionals; Travel Events: Best of Big D; Best Dentists	MAY 27	MAY 31	JUN 30
AUG	BEST OF BIG D Ad Sections: Best Dentists; Leaders in Law; DFW Private School Handbook; Travel	JUN 23	JUN 27	JUL 28
SEP	THE DALLAS MUSIC HALL OF FAME: WHO STARTED HERE, WHO STAYED HERE, AND WHO MADE DALLAS THE REAL MUSIC CITY Ad Sections: Doctor's Orders: Women's Health; Women of Influence; Higher Education; Travel Event: Best Doctors	JUL 22	JUL 26	AUG 25
OCT	BEST DOCTORS Ad Sections: Best Doctors and Pediatric Specialists; DFW Education & Family Guide; Travel Event: Best Financial Planners and Top Wealth Managers; Distilled	AUG 25	AUG 29	SEP 29
NOV	TRUE CRIME Ad Sections: Best Financial Planners and Top Wealth Managers; Family Law; Holiday Hosting; Travel	SEP 23	SEP 27	OCT 27
DEC	BEST NEW RESTAURANTS Ad Sections: Aging Well; Celebrating the Best; Doctor's Orders: Fight Cancer; Holiday Gift Guide; Travel Event: Best New Restaurants	OCT 14	OCT 18	NOV 17

Let's work together to grow your business and make Dallas an even better place to live.



Print

TOTAL REACH
PER ISSUE:

411K+

Digital

MONTHLY UNIQUE
PAGEVIEWS:

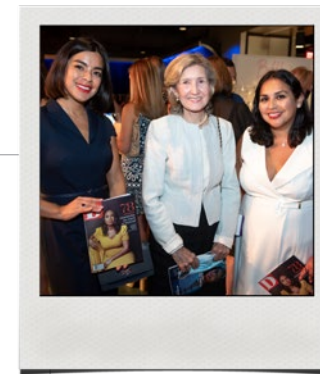
1.1M+



Social Media

TOTAL
FOLLOWERS:

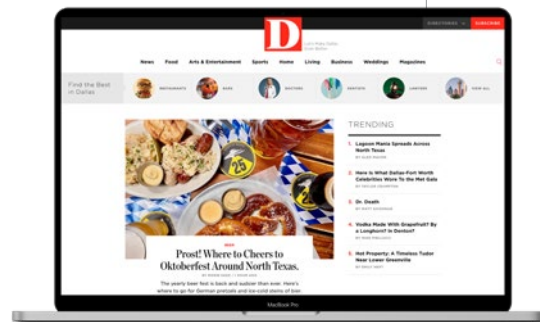
718K+



Events

EACH
YEAR:

15+
EVENTS
ATTRACTING
5,500+
ATTENDEES



A FAMILY

of Publications

Family owned since 1974...

Consistently the top publications in Dallas-Fort Worth for affluent audiences and influential leaders, the *D* brand circulates more than 1 million magazines per year.



D Magazine

The definitive media brand of Dallas, selling more copies per issue than any other magazine sold in Dallas, including *Texas Monthly*, *Luxe*, *Vogue*, and *Vanity Fair*.

D CEO

Named America's best regional business magazine for six of the past seven years, *D CEO* is an elite community of Dallas' most respected business leaders.

D Home

The gold standard shelter magazine for Dallas interiors, at once inspiring sophisticated homeowners to create their most beautiful lives, while providing our partners in the trade community with unparalleled resources for building their businesses.

D Weddings

The ultimate destination for the sophisticated Dallas bride, offering practical guidance, advice, and inspiration to help her create an elegant and memorable wedding.

