



MEDIA PLANNER 2026





# We're so much more than a magazine.

D'S MISSION IS TO CONNECT OUR AUDIENCE WITH THE PEOPLE, PLACES, AND EVENTS THAT MATTER.

## Print

**OUR TITLES**  
*D Magazine*  
*D CEO*  
*D Home*  
*D Weddings*

## Digital

**DMAGAZINE.COM**  
 News  
 Food  
 Culture  
 Sports  
 Home

## Social

**FACEBOOK**  
 Facebook.com/  
 DMagazineOnline  
  
**INSTAGRAM**  
 @d\_magazine

## Events

**REAL EXPERIENCES AND REAL RESULTS**  
 through engaging and memorable events bringing the most influential in Dallas under one roof.



# We Deliver Your Desired Audience — and So Much More.

*D Magazine* is more than just a media placement. We can partner with you to tell your brand story across every channel that matters.

## Beyond Audience Delivery

### SOCIAL MEDIA CAMPAIGNS

Reach Dallas' most engaged community through custom, brand-aligned storytelling on *D* platforms.

### AUDIENCE EXTENSIONS

Expand reach beyond *D*'s platforms using data-driven targeting and digital audience tools.

### DIGITAL TARGETING

Connect your message with precise local audiences ready to engage.

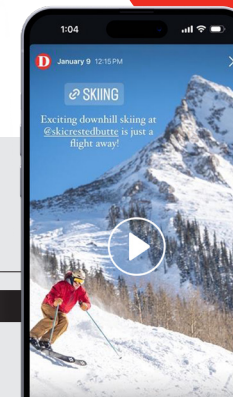
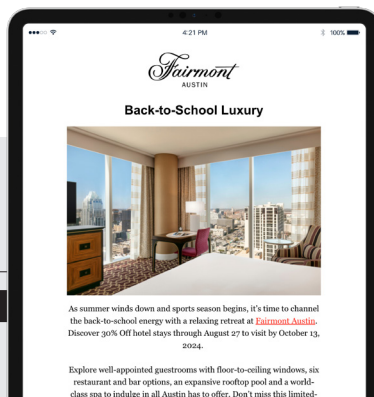
### BUSINESS VIDEO STORIES

Bring your brand to life through *D*-produced videos that build trust and visibility.

### INTEGRATED CAMPAIGNS

Cross-platform programs that connect print, digital, and events into one unified story.

Your Audience.  
Your Story.  
Amplified by *D*.



# Print Audience At-a-glance

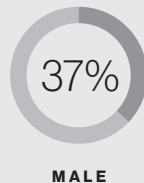
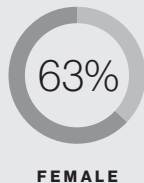
Meet our print readers

*D Magazine* is one of the only audited lifestyle magazines in North Texas, attracting a highly curated, engaged audience.

 **381,869+**  
TOTAL MONTHLY READERSHIP

 **58,749**  
AUDITED CIRCULATION

 **71%**  
PAID CIRCULATION



52  
AVERAGE AGE

91%  
ATTENDED COLLEGE

\$338,850  
AVERAGE HOUSEHOLD INCOME

\$1,515,000  
AVERAGE NET WORTH

\$744,500  
AVERAGE HOME VALUE



## ENGAGEMENT

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

**99%**

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

**79%**

of readers frequently purchase products seen in *D Magazine*

**59 mins**

is the average time spent with each issue. 34 minutes is the national average.

**66%**

of readers respond to an advertisement by visiting the advertiser's store or business.

# D Magazine's 2026 Editorial Calendar



		AD CLOSE	ART DUE	NEWS STAND
<b>JAN</b>	BEST NEW RESTAURANTS <b>Ad Sections:</b> Best Lawyers Under 40; Doctor's Orders: Sensational Smiles; Travel Advertorial <b>Event:</b> Best Lawyers Under 40	NOV 7	NOV 11	DEC 26
<b>FEB</b>	HOW DALLAS BECAME THE CAPITAL OF AMERICAN MAHJONG <b>Ad Sections:</b> Heart Health; Faces of Influence; Travel Advertorial <b>Event:</b> Excellence in Nursing	DEC 12	DEC 16	JAN 30
<b>MAR</b>	AN ULTIMATE GUIDE TO THE NEW MARBURGER FARMS <b>Ad Sections:</b> DFW Education & Family Guide; Travel Advertorial	JAN 23	JAN 27	MAR 3
<b>APR</b>	DATING IN DALLAS <b>Ad Sections:</b> Best Doctors in Collin County; Aging Well for Retirement; Golf Guide; Travel Advertorial <b>Events:</b> Best Doctors in Collin County; Best Lawyers	FEB 13	FEB 17	MAR 31
<b>MAY</b>	THE WORLD CUP COMES TO DALLAS <b>Ad Sections:</b> Best Lawyers; DFW Private School Handbook; Skin Health; Travel Advertorial <b>Event:</b> Invest in You: Health, Beauty, & Wealth Summit	MAR 13	MAR 17	APR 28
<b>JUN</b>	THE TRAVEL GUIDE <b>Ad Sections:</b> Men's Health; Travel Advertorial; Summer Sips <b>Event:</b> Best Dentists	APR 17	APR 21	JUN 2
<b>JUL</b>	DALLAS: THE CITY OF (NO) CULTURE <b>Ad Sections:</b> Best Dentists; Women of Influence; Travel Advertorial	MAY 15	MAY 19	JUN 30
<b>AUG</b>	THE BEST PRIVATE AND PUBLIC SCHOOLS IN NORTH TEXAS <b>Ad Sections:</b> Leaders in Law; Travel Advertorial <b>Events:</b> Best Real Estate Agents and Top Producers; Best Mortgage and Insurance Professionals	JUN 12	JUN 16	JUL 28
<b>SEP</b>	THE REAL ESTATE ISSUE <b>Ad Sections:</b> Best Real Estate Agents and Top Producers; Best Mortgage and Insurance Professionals; Doctor's Orders: Women's Health; Travel Advertorial <b>Events:</b> Best Financial Planners and Top Wealth Managers	JUL 17	JUL 21	SEP 1
<b>OCT</b>	THE NEW DALLAS STEAKHOUSE <b>Ad Sections:</b> Best Financial Planners and Top Wealth Managers; CPA Industry Leaders; Family Law; DFW Education & Family Guide; Travel Advertorial <b>Event:</b> Best Doctors and Pediatric Specialists	AUG 14	AUG 18	SEP 29
<b>NOV</b>	BEST DOCTORS <b>Ad Sections:</b> Best Doctors and Pediatric Specialists; Aging Well for Retirement; Holiday Hosting; Travel Advertorial	SEP 11	SEP 15	OCT 27
<b>DEC</b>	BEST OF BIG D <b>Ad Sections:</b> Hall of Fame: Dentists, Doctors, Financial Planners, Lawyers, Mortgage Professionals, and Real Estate Agents; Doctor's Orders: Fighting Cancer; Holiday Gift Guide; Travel Advertorial <b>Event:</b> Best of Big D	OCT 9	OCT 13	NOV 24

# D Magazine Digital by the Numbers

**WEBSITE**



**1,100,000+**  
AVERAGE MONTHLY  
PAGEVIEWS

**NEWSLETTERS**



**151,000+**  
UNIQUE EMAILS  
IN OUR DATABASE

**SOCIAL**



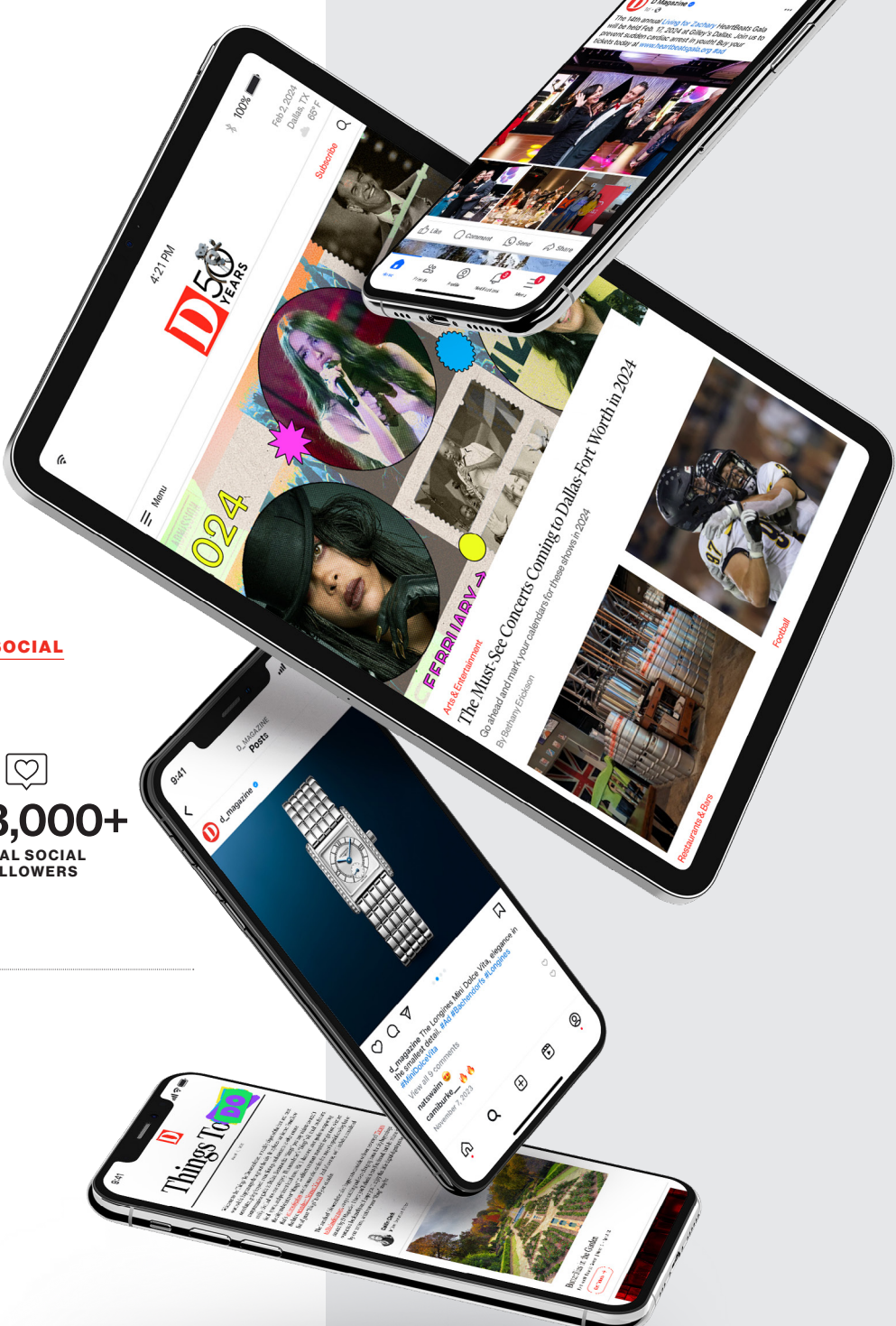
**843,000+**  
TOTAL SOCIAL  
FOLLOWERS



**500,000+**  
AVERAGE MONTHLY  
USERS



**45%**  
AVERAGE OPEN RATE\*  
\*21.5% is the national average



dmagazine.com

# Online Advertising Opportunities

**Banner Ads**

**Partner Content**

LET D TELL YOUR STORY

**Sponsored Content**

TELL YOUR STORY IN YOUR OWN VOICE

**Custom Sponsorship Opportunities**

DALLAS' CUTEST PETS COMPETITION; FOR INSTANCE!

**Event Photo and Video Galleries**

**Enhanced Video Promotion**



WEBSITE SECTION	AVERAGE PAGEVIEWS	DESCRIPTION
<b>FrontBurner</b> NEWS	125K+ PER MONTH	A daily conversation about Dallas—the news, politics, and more you need to know to stay in the loop about the city's goings on.
<b>D Home</b> HOME + GARDEN	102K+ PER MONTH	Local real estate news, home and garden resources, and insights from the best interior designers and home builders in Dallas.
<b>Directories</b> RESOURCES	62K+ PER MONTH	Locals rely on <i>D Magazine's</i> directories to find trusted restaurants, shops, doctors, and lawyers—connecting Dallas residents with the best in every category.
<b>SideDish</b> FOOD + DRINK	56K+ PER MONTH	Everything you need to know about Dallas dining—restaurant openings, reviews, and guides—served daily.
<b>StrongSide</b> SPORTS	54K+ PER MONTH	Smart takes and winning stories about Dallas sports.

## BY THE NUMBERS

1,100,000+

AVERAGE MONTHLY PAGEVIEWS

500,000+

AVERAGE MONTHLY USERS

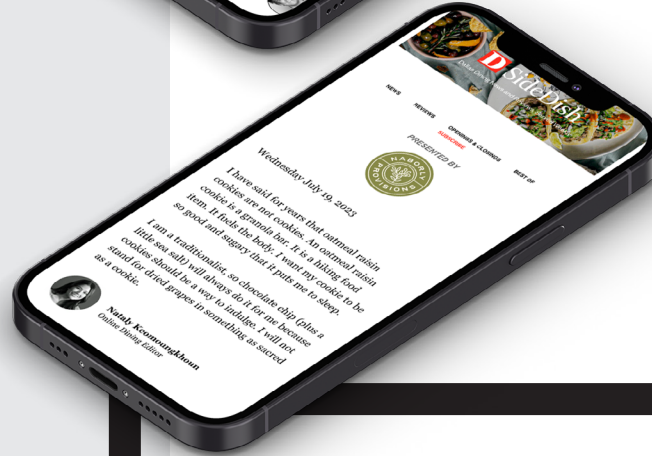
Discerning Dallas locals visit dmagazine.com again and again to keep tabs on trends, discover cultural events, and stay informed on the people, places, and stories that make Dallas a great place to live.



# Newsletters

NEWSLETTER	SUBSCRIBERS	OPEN RATE	DESCRIPTION
<b>SideDish</b> TIMING: WEDNESDAYS	31.3K+	43%	Get Dallas' newest dining spots and news on breweries, cocktail hours, and more.
<b>D Brief</b> TIMING: MONDAYS	25.5K+	38%	A weekly recap in your inbox of our best stories from the week, plus local reports for the week ahead, from weather to sports updates, city council news and more.
<b>Things to Do</b> TIMING: THURSDAYS	14.4K+	43%	Explore the top events, hidden gems, and must-see spots in Dallas with our guide to the best activities and experiences.
<b>TravelClub</b> TIMING: MONTHLY ON MONDAYS	5.8K+	52%	Our travel newsletter gives you inspiration for your next vacation.
<b>StrongSide</b> TIMING: SUNDAYS	1.5K+	49%	Stay updated with the top sports stories, insider tips, and game previews—one newsletter, all the action.

151,000+ Unique Emails in our Database



## D Magazine vs. National

Average Newsletter Open Rate

**45%** 21.5%  
D MAGAZINE NATIONAL

Average Newsletter Click Through Rate

**5.2%** 2.91%  
D MAGAZINE NATIONAL

## Custom Emails

NEWSLETTER	SUBSCRIBERS	OPEN RATE	DESCRIPTION
<b>Audience Extension Targeted Emails</b>	35K+ (OPT-IN)	Varies	Target an opt-in audience beyond D's database.
<b>D Select</b>	UP TO 20K+	51%	Targeted audience set by advertiser and sent on a determined date.
<b>D Exclusive</b>	8.5K+	49%	Get exclusive offers from our community of trusted local business partners and national sponsors.



# D Magazine Events

## Real Experiences. Real Results.

### CONSUMER EVENTS

#### Invest in You: Health, Beauty, and Wealth Summit

**EVENT:** May

**ATTENDANCE:** 200+

**FORMAT:** An empowering luncheon designed to connect women through engaging conversations on health, beauty, and wealth. The event will feature networking opportunities, expert-led panels, and inspirational discussions centered on women's evolving priorities and overall well-being.

**AUDIENCE:** Influential Dallas women and their supporters from a variety of backgrounds and industries

#### Best of Big D

**EVENT:** December

**ATTENDANCE:** 900+

**FORMAT:** The Best of Big D celebration is an immersive experience that brings Dallas's best to life, from restaurants and bars to shops and services. Guests can sample signature bites from winning chefs and restaurants while exploring a vibrant mix of interactive booths, curated activations, and one-of-a-kind moments that spotlight this year's winners in memorable ways. It's a high-energy night full of connection and celebration that captures the essence of Dallas.

**AUDIENCE:** Dallas VIPs, influencers, and community supporters

### AWARDS & RECOGNITION

#### Best Lawyers Under 40

**EVENT:** January

**ATTENDANCE:** 75+

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

#### Excellence in Nursing

**EVENT:** February

**ATTENDANCE:** 250+

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

#### Best Doctors in Collin County

**EVENT:** March

**ATTENDANCE:** 300+

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

#### Best Lawyers

**EVENT:** April

**ATTENDANCE:** 300+

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

#### Best Dentists

**EVENT:** June

**ATTENDANCE:** 300+

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

#### Best Real Estate Agents and Top Producers

**EVENT:** August

**ATTENDANCE:** 800+

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

#### Best Financial Planners and Top Wealth Managers

**EVENT:** September

**ATTENDANCE:** 75+

**AUDIENCE:** Esteemed local wealth managers, with at least \$100 million total assets

#### Best Doctors and Pediatric Specialists

**EVENT:** October

**ATTENDANCE:** 800+

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

**D MAGAZINE PUTS ON EXCEPTIONAL EVENTS FOR AUDIENCES THAT NO ONE ELSE CAN ASSEMBLE IN ONE ROOM—AND WE PUT YOUR BRAND AT THE CENTER OF IT ALL.**



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