



**MEDIA KIT**

**CEO**

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2012

# D CEO

## WHO READS *D CEO*

### **D CEO DISTRIBUTION PLAN**

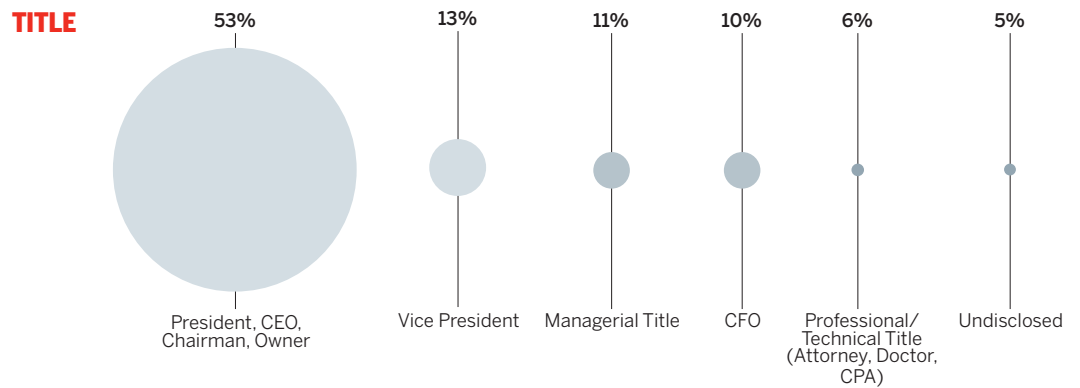
*D CEO* is distributed to more than 20,000 readers including 15,000 c-level executives of Greater Dallas-Fort Worth companies reporting annual sales volumes of more than \$5 million. Total monthly readership for *D CEO* is 90,926.\*

Directly mailed to CEOs, presidents, and chairmen of all Dallas-Fort Worth Fortune 500 companies.

*D CEO* is sold in fine bookstores and on newsstands in Love Field Airport and Dallas-Fort Worth International Airport.

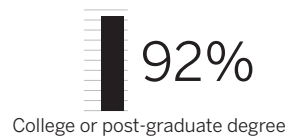
Distributed at targeted networking events through strategic alliances with companies and organizations such as Ernst & Young, the Entrepreneurs Foundation of North Texas, and the SMU Cox School of Business.

## LOCAL DISTRIBUTION



### **OUR READER PROFILE**

*D CEO* readers are affluent, educated professionals at the helm of their companies.



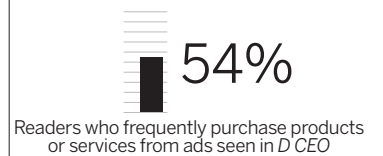
\$379,319  
Average reader household income

### **AVERAGE SALES VOLUME**

**\$153,449,914**

### **READERSHIP HABITS**

*D CEO* readers spend time with our publication and take action.



# D CEO

## EDITORIAL OVERVIEW



### THE INDUSTRIES WE COVER AND WHY

#### Banking & Finance

Dallas is the Southwest's capital of capital. The Fed sets the tone, a host of investment firms seek to innovate, and there's seemingly a bank branch on every corner.

#### Energy

There's a reason oil is sometimes called "Texas tea." We've got the biggest company in the world (Exxon Mobil), a bounty of billions from the Barnett Shale, and T. Boone Pickens planning to power the country by wind.

#### Health Care

North Texas boasts 10,000 health care enterprises, employing more than 316,000 people. No business is more personal to its customers, and few industries are so pivotal to our future.

#### Law

Corporate lawyers help CEOs build stronger businesses, and in Dallas they do it so well that the law is a big business itself. More than a dozen local firms boast more than 100 lawyers. Many international firms maintain offices here.

#### Media & Advertising

In the fifth-largest media market in the country, it's important for C-level executives to understand how their public messages are spread.

#### Real Estate

Even in a slowdown, cranes continue to transform Dallas. Real estate is a driving force in the local economy, and understanding commercial development helps us envision the area's future.

#### Retail & Restaurants

Dallas loves to shop and to eat. So it's no wonder that we've home-grown companies like Neiman Marcus and Brinker International into titans of their industries. And it's no wonder that new retail and restaurant concepts continue to pop up every day.

#### Technology

Texas Instruments invented the microchip, Ross Perot created EDS, and hoping to follow in their footsteps today are a host of young start-ups forging a new Telecom Corridor.

#### Trade & Transportation

Railroads spurred Dallas' first explosion of growth. Airports, both commercial (D/FW) and industrial (Alliance), and air carriers (Southwest Airlines and American Airlines) keep the area a magnet for big distribution warehouses, trucking companies, and the trains that got it all started.



# 2012 SPONSORSHIP OPPORTUNITIES

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## **Technology Networking Event / January**

As the tech industry continues to boom in North Texas, *D CEO* will publish a follow up to our popular 2011 Special Technology Issue. We'll once again feature the people and the companies that are the driving force behind high-tech growth. The Technology Networking Event will bring together these major players for an intimate networking cocktail party featuring North Texas' top tech talent.

**ATTENDANCE: 150**

**TITLE SPONSOR: \$16,500 | Platinum Sponsor (four max): \$12,500**

## **Top Brokers / March**

The editors of *D CEO* will ask key commercial real estate firms in North Texas to list their top brokers for 2011. The March/April issue of *D CEO* will feature the results. To honor the winners, we will host a VIP pre-publication event. The Top Commercial Real Estate Brokers will be invited to bring a guest and celebrate.

**ATTENDANCE: 150**

**TITLE SPONSOR: \$16,500 | PLATINUM SPONSOR (FOUR MAX): \$12,500**

**HOST SPONSOR: \$19,500**

## **Financial Executives Awards / May**

Financial executives are playing an even more important role as the economic downturn has wreaked havoc on companies' bottom line. In 2012, *D CEO* will collaborate with the Association for Corporate Growth, Dallas CPA Society, and Financial Executives International to select the top financial executives in North Texas. To celebrate the honorees, we will host a VIP pre-publication event. Take advantage of this exclusive opportunity to network with the financial best and brightest.

**ATTENDANCE: 250**

**TITLE SPONSOR: \$16,500 | PLATINUM SPONSOR (FOUR MAX): \$12,500**

## **RealPoints Commercial Real Estate Networking Event / August**

Launched in April 2011 and led by *D CEO*'s Managing Editor Christine Perez, RealPoints has quickly become the go-to source for commercial real estate news and deals in North Texas. In August, we'll invite our all-star roster of contributing editors and Dallas' top commercial real estate pros to this exclusive networking event.

**ATTENDANCE: 150**

**TITLE SPONSOR: \$12,500 | PLATINUM SPONSOR (FOUR MAX): \$8,500**

**HOST SPONSOR: \$17,500**

## **Meet The Judicial Candidates / September**

The October issue of *D CEO* will profile Dallas County's 2012 Republican and Democratic judicial candidates in an advertorial section to aid our readers in making an educated voting decision. Sponsors have the opportunity to make a public statement of support for the candidates with an ad in the issue, as well as spend quality time networking with the candidates at a private cocktail party.

**ATTENDANCE: 100**

**GOLD SPONSOR (EIGHT MAX): \$8,500**

## **Top Risk Managers / October**

For the first time in 2012, *D CEO* will partner with the Risk Management Society to recognize North Texas' top risk managers. The awards will highlight the importance of risk management as a key driver in business. And feature the super stars working behind the scenes to deliver significant business benefits through risk management in new and innovative ways. We'll honor the winners at this inaugural event.

**ATTENDANCE: 150**

**TITLE SPONSOR: \$16,500 | PLATINUM SPONSOR (FOUR MAX): \$12,500**



# CEO



# 2012 SPONSORSHIP OPPORTUNITIES

## **ACC & D CEO Corporate Counsel Awards / November**

*D CEO* is proud to partner with the Association of Corporate Counsel to present the Corporate Counsel Awards. We will feature the nominees and winners in our November issue and host an event that honors the top corporate attorneys in six categories. This is your chance to network with in-house attorneys and the managing partners from top law firms.

**ATTENDANCE: 250**

**PLATINUM SPONSOR (TWO MAX): \$16,500**

**GOLD: \$10,000 (SIX MAX)**

## **CEO of the Year / December**

*D CEO* partners with the SMU Cox School of Business to survey C-level executives in North Texas for the annual CEO Sentiment Survey which includes the CEO of the Year. At this elite event at the SMU Collins Center, we unveil the survey results and the most admired CEO in North Texas. Don't miss the opportunity to align your brand with this popular feature.

**ATTENDANCE: 250**

**TITLE SPONSOR: \$16,500 | PLATINUM SPONSOR (FOUR MAX): \$12,500**

# D CEO AWARDS PROGRAMS OVERVIEW

## **Power Brokers**

### **March/April**

Selection Process: In January 2011, *D CEO*'s editorial team contacts commercial real estate firms to submit their top producers from the previous year.

## **Financial Executives Awards**

### **May/June**

Selection Process: Nominations are accepted on [dmagazine.com](http://dmagazine.com) from December 1, 2011 – January 25, 2012. Following the nomination period, a panel of expert judges will select the finalists and winners in 12 categories.

## **Corporate Counsel Awards**

### **November**

Selection Process: Nominations are accepted on [dmagazine.com](http://dmagazine.com) from June 1, 2012 – July 13, 2012. Following the nomination period, a panel of expert judges will select the finalists and winners in six categories.

## **CEO of the Year**

### **December**

Selection Process: The CEO of the Year is peer-selected. SMU Cox School of Business distributes the CEO Sentiment Survey to North Texas CEOs in September. One of the questions asks the respondent to select the most-admired CEO in terms of the impact they have on the organization and the community. The CEO with the most votes is selected as the CEO of the Year.