

DHome

MEDIA KIT

2012



DEAR
ADVERTISER



Welcome to the Award-Winning World of *D Home*

Our media kit is designed to give you easy access to everything you need to know about our award-winning magazine.

As you look through this media kit, you will see rankings, demographics, and statistics, all designed to help you with your advertising plans for the coming year. While the numbers are important, when you advertise in *D Home*, you are buying something less visible and more powerful. You are buying brand loyalty. Aligning your company with the *D* brand shows in a powerful way that you are a quality business, operating at the highest levels. You'll be surrounded by the work of our award-winning editors, who have earned national recognition for *D Home*'s writing, design, and general excellence. Compare us to the competition, and I think you'll agree: *D Home* is the most efficient, intelligent—and powerful—media choice in North Texas.

At *D Home*, our business is to help you with your business. I hope you'll decide to join the *D Home* family in the year to come.



CHRISTINE ALLISON
President, *D Magazine Partners, Ltd.*
christinea@dmagazine.com



We help the Dallas woman live a more beautiful life

D Home's editorial mission is to serve a market that has a reputation for “big hair” houses with words and pictures that tell a more authentic story about the great design, architecture, art, antiques, gardening, food, and wine in Dallas. Before *D Home*, the city looked in the mirror and saw suburban sprawl. Our editors see a warm and gracious world of beautiful houses and gardens, whether they are classic or modern, two-story Georgians, or high-rise penthouses. Our aim is to publish the best of it, and in doing so, influence the aesthetic conversation in our city.



MEET THE EDITORS



Laura Kostelny is the Executive Editor of *D Home*. Though she has enjoyed her crash course

in matters of taste and design, it's the people—and having an opportunity to see how they live—that make her job so interesting. Prior to joining *D Home*, she was the copy editor and events editor for *D Magazine*, where she also wrote about over-the-top kids' birthday parties, Cattle Baron's Ball, and metrosexuals. laurak@dmagazine.com



Peggy Levinson is the Market Editor for *D Home*. She has lived and worked in the

design world for the last 25 years as a showroom owner. She brings all this experience to her position, plus a love of good design and an intellectual curiosity about trends in the Dallas market. When not gushing over fabrics or disparaging big, ugly houses, she escapes to foreign countries to bike, hike, and ride horses. Peggy is married with five children and tries to achieve balance with yoga and laughter. peggy@dmagazine.com



Todd Johnson a self confessed magazine junkie, has happily served as *D Magazine*

Partner's corporate creative director for 10 years, establishing the brand's visual identity and integrity as well as working with the most talented art directors, stylists, photographers, and illustrators in the world. Or as Todd explains it to his mother, "I make things look pretty." As the founding art director for *D Home*, he's worked on the award-winning magazine since day one. "*D Home's* my baby," he explains. "I love how it's blossomed into this amazing publication, full of wit, style, and great taste." Prior to *D*, Todd art directed various publications such as *The Met*, *Texas Technology*, *Texas Business*, and *Texas Lawyer*. "Hmmm... You think I might be a Texas boy?" he asks.



Rhonda Reinhart began her journalism career in 1997 as a copy editor at daily newspa-

pers. After a few years of late-night proofreading and headline writing, she moved to Dallas to be the editorial operations manager for the *Dallas Observer*. She left the *Observer* in 2005 to be the managing editor of Southwest Airlines' *Spirit* magazine and then joined the *D* team in 2006. She's now the managing editor for *D Home* and *D Weddings*. rhonda.reinhart@dmagazine.com



Jamie Laubhan-Oliver is the art director for *D Home*. It's the perfect fit in her opinion. She gets

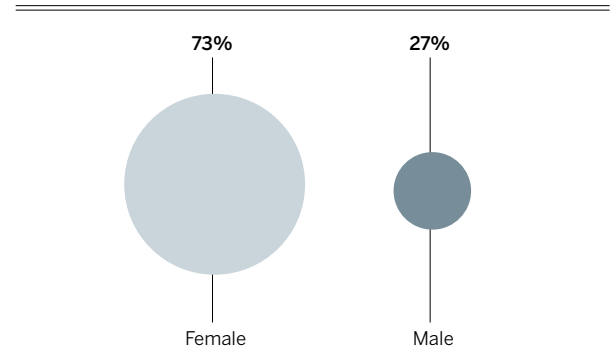
paid to do what she loves. Jamie spends her free time decorating and redecorating the townhouse she shares with her husband and three dogs. Before working at *D Magazine*, she was an art director for Neiman Marcus where she helped people buy really expensive things while enjoying a great employee discount.

Twelve years ago, *D Home* set out to attract the most valuable home and design audience in North Texas.

Having achieved this goal, and now reaching 62,773 readers per month*, we are proud to tell you about the company we keep.



FEMALE/MALE RATIO



With concentration in the 25-to 54-year-old age bracket

SHE'S WEALTHY AND EDUCATED

D Home readers have an average household income of \$360,000 and 80% of our reader's homes are valued at more than \$500,000. Eighty percent graduated from college.

SHE LIVES WELL—VERY WELL

Using targeted, extremely successful newsstand sales (*D Home* is the most popular high-end home magazine in the city and outsells *Architectural Digest*, *Elle Décor*, and *Luxe* on the local newsstands), we reach the highly coveted Preston Road readership, from the Park Cities through North Dallas, the Turtle Creek/Uptown area, and high-end homes in Southlake, Frisco, and Plano.

SHE USES HER HOME TO MAKE A STATEMENT

The *D Home* reader lists her home as her number one priority and is in a near-constant state of decorating, re-decorating, and remodeling. In fact, 50% of *D Home* readers plan to re-decorate or remodel in the next 12 months. When they do, they consult *D Home*. Ninety-eight percent of *D Home* readers consider advertisements in the magazine as a reliable source of information when considering home related purchases.

SHE SEEKS VALUE AND QUALITY, AND SHE'S WILLING TO PAY FOR IT.

In contrast to a freebie magazine that comes with coupons and special offers, the *D Home* reader comes to us. Whether she seeks us out on the newsstand or mails in a subscription request, our reader puts a value on *D Home* and identifies with our editorial mission and advertisers who support it. Seventy-six percent of our readers keep the magazine for a month or more, making it "coffee table" status.

D Home

WHO READS
D HOME?

BRIAN BOLKE
A DALLAS ORIGINAL
FOURTY-FIVE, TEA CO-OWNER • STYLE SETTER • A HOME READER

CALIFORNIA DREAMING: When you're in California, you're in California. You're not in Dallas. You're not in Dallas. You're not in Dallas.

MY NEIGHBORHOOD: Uptown. It's a lovely, historic neighborhood. It's a lovely, historic neighborhood. It's a lovely, historic neighborhood.

MY FIRST FURNITURE PURCHASE: In 1997, I bought a chair. It was a chair. It was a chair. It was a chair.

I COLLECT: Vintage furniture.

LUNCH BREAK: I love to eat. I love to eat. I love to eat.

MUSEUM OF CHOICE: The Museum of Modern Art.

MY FAVORITE BOOK: The Catcher in the Rye.

MY FAVORITE CHAIR: A chair. A chair. A chair.

MY DREAM: To be a designer.

MOST ROMANTIC SPOT IN DALLAS: Central Expressway.

WHERE I GO TO BE ALONE: To the beach.

IF I FOUND \$100: I would buy a house.

IF I FOUND \$1000: I would buy a house.

IF I FOUND \$10000: I would buy a house.

FAVORITE DALLASITE, LIVING OR DEAD: The Cotton Club.

WHAT I LOVE MOST ABOUT LIVING IN DALLAS: The city is so beautiful. The city is so beautiful. The city is so beautiful.

D Home
CELEBRATING A DECADE OF DESIGN

TO SUBSCRIBE, VISIT WWW.DMAGAZINE.COM/HOMEANDGARDEN

The city's leading tastemakers
read *D Home*.

JAN STRIMPLE
A DALLAS ORIGINAL
MODEL • DIFFA VOLUNTEER • D HOME READER

LOVE AT FIRST SIGHT: I fell in love with Dallas when I first moved here. I fell in love with Dallas when I first moved here. I fell in love with Dallas when I first moved here.

FAVORITE DALLASITE, EVER: The Cotton Club.

HAIRDRESSER: The Cotton Club.

WHAT I LOVE MOST ABOUT DALLAS: The city is so beautiful. The city is so beautiful. The city is so beautiful.

MAKING THE MOVE: I moved to Dallas in 1997. I moved to Dallas in 1997. I moved to Dallas in 1997.

IN CASE OF FIRE I WOULD TAKE: My house.

ADVICE MY FINEPLACE: To be a designer.

MUSEUM OF CHOICE: The Museum of Modern Art.

PARIS OF CHOICE: The Cotton Club.

ROMANTIC NIGHT IN: The Cotton Club.

D Home
CELEBRATING A DECADE OF DESIGN

TO SUBSCRIBE, VISIT WWW.DMAGAZINE.COM/HOMEANDGARDEN

WHAT OUR READERS ARE BUYING NOW

50.4% of *D Home* readers are planning to remodel or redecorate their home in the next 12 months.

97.2% of *D Home* readers consider advertisements in *D Home* as a reliable source of information when considering home related purchases.

48% of *D Home* readers have spent \$50,000 or more on furniture and home accessories in the past 12 months.

D Home readers plan to purchase the following products or services in the next 12 months.

70%
FURNITURE & HOME FURNISHINGS

81%
HOME IMPROVEMENTS & SUPPLIES

73%
LAWN & GARDEN

32%
ANTIQUES & AUCTIONS

27%
MAJOR HOME APPLIANCES

74%
HOME CLEANING SERVICES

80%
LAWN CARE SERVICES

66%
FLORIST & GIFT SHOPS

30%
CARPETING & FLOORING

35%
JEWELRY



95%
WOMEN'S APPAREL

93%
DINING & ENTERTAINMENT

63%
LUXURY ELECTRONICS

92%
TAX ADVISOR

88%
VACATIONS & TRAVEL

46%
FINANCIAL PLANNER

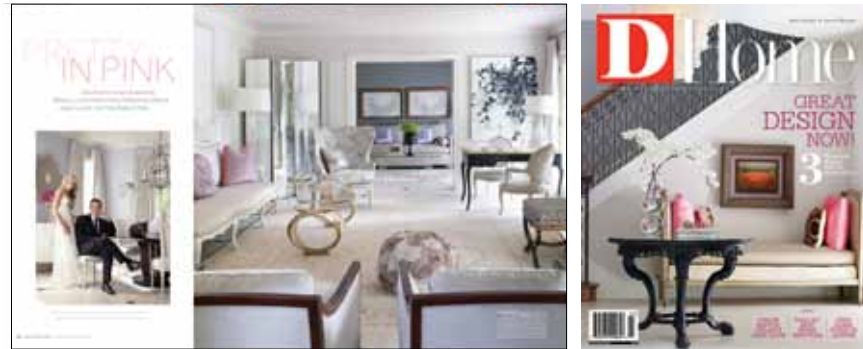
35%
HOME HEATING & AIR CONDITIONING

40%
HEALTH CLUBS & EXERCISE CLASSES

17%
NEW AUTOMOBILE

D Home is designed to deliver its advertisers a readership that is active, motivated, and significant.

Our well-established involvement in the community continues to deepen each year through a solid product, signature events, and partnerships with ASID, HBA, Cattle Baron's Ball, Junior League Dallas, and more. Throughout the year, you can find *D Home's* editors on the Dallas speaking circuit, addressing affluent women's and charity groups about Dallas style and aesthetics.



SUBSCRIPTIONS

Given our \$4.95 cover price, *D Home* subscribers pay top dollar to have the magazine delivered to their door six times a year. While the vast majority of subscribers live in North Texas, we also reach affluent pockets from Oklahoma City to San Antonio to Shreveport; these consumers make regular trips to North Texas for their high-end luxury products.

NEWSSTAND SALES

D Home is available at high-end grocery store check-out counters throughout the city—a boon for advertisers. This prime in-store “real estate” is available to *D Home* because of its enviable newsstand sales record as we outpace sales of major home and design publications—both local and national.

You can also find *D Home* at fine merchants and book stores, as well as custom distribution at top retail, garden, and interior design trade showrooms. Locations include:

Albertsons	Barnes & Noble
Books A Million	Borders
Central Market	Costco
DFW Int. Airport	Dallas Love Field
Kroger	Minyards
Sprouts	Tom Thumb
Whole Foods	

BONUS DISTRIBUTION

You can also find *D Home* at these area upscale hotels:

The Adolphus
Fairmont Hotel
Four Seasons Resort and Club
Hotel Crescent Court
Hotel Zaza
The Mansion on Turtle Creek
Stoneleigh Hotel
Warwick Melrose Hotel
The Westin Galleria

SOIREES

D Home Best Designers in Dallas 2011

D Home and co-host Morrison Supply Company were proud to celebrate the Best Designers in Dallas 2011 with an intimate gathering at Stay ZaZa Art House & Social Gallery on March 10. Guests enjoyed a savory nibbly bar and delicious hors d'oeuvres prepared by Dragonfly's new chef Dan Landsberg. Avant Garden adorned the space with gorgeous floral arrangements and various furnishings, creating a warm, home-like environment. The Justin Cash duo entertained the crowd by playing guitar and the William E. Steinway Limited Edition piano, which was provided by event sponsor Steinway Hall. The event sponsors provided a gift-filled bag for every guest, as well as several high-end giveaways for lucky winners. A special thanks to Hotel ZaZa and our sponsors: Morrison Supply Company, Avant Garden, Bentwood of Dallas, and White Glove Storage & Delivery. Our giveaway sponsors included Allan Knight & Associates, ID Collection, Roche Bobois, Scott+Cooner, SMINK, and Texas Paint & Wallpaper Co.

Look who joined the party

- 1 Darra Cook, Jay Lockett, Connie & Kevin Hoke
- 2 Jessica Moon, Tiffany McKinzie
- 3 Lisa Barron, David Castellander, Dale Stevens, Aaron Duke, Amy Thompson
- 4 All Kith, Timmons Rankin
- 5 Deborah Walker, Laura Lee Clark Falconer, Cheri Hildebrand Martin
- 6 Michael McCray, Gonzalo Bueno
- 7 Casey Galbra, Steve Karnell
- 8 John Peter Marrs, Cearan Henley, Alan Knight
- 9 Jim Williamson, Joe DeMourante



MARCH/APRIL

Best Designers in Dallas

D Home surveys 200 local showrooms to find the best designers in Dallas. Sponsor our pre-publication party to announce and celebrate the best design professionals in the city. (Approximate attendance: 150)

Sponsorship Investment:
\$2,500-\$14,500

SOIREES

D Home Best Builders in Dallas 2011

D Home hosted the Best Builders in Dallas 2011 in III Park's New Orleans-inspired courtyard on May 4. Guests enjoyed a delicious spread of the restaurant's finest foods and beverages as they chatted among the fountains and enjoyed Justin Cash's music. DiFiori, the event's floral sponsor, provided gorgeous displays including roses in full bloom placed in handmade bentwood boxes. The event sponsors provided an over-stuffed gift bag filled with goodies for all attendees, as well as exciting raffle prizes. A special thanks to III Park and our sponsors: Bentwood of Dallas and Morrison Supply Company. Our giveaway sponsors included Dee Brown, Inc., Glass Doctor of North Texas, Pierce Hardware/TOTO, and Texas Paint & Wallpaper Co.

Look who joined the party

- 1 Chip and Gayle Chamberlain
- 2 Chris Dugan, Mark Clifton
- 3 Christine and Mark Danuser, Mark Molthan, Veronica Owens
- 4 George Davis, Beverly and Jim Johnson
- 5 Lisa and Chris Owens, Lauren and Tom London
- 6 Jeff Dworin, Michael Morlier
- 7 Shelley and Corinne Malone, Bob Thompson
- 8 Stanley Varughese, Timmons Rankin, Jay Kathy, Michael Territo
- 9 Tony Reyes, Judy Remus, Dana and John Michaels



MAY/JUNE

Best Builders in Dallas

Who are the best builders in the city according to their peers? Sponsor our pre-publication event where we unveil the May/June issue and applaud the winners of this distinct honor. Sponsorship benefits include a full-page ad in the May/June issue and naming rights to the event. (Approximate attendance: 200)

Sponsorship Investment:
\$2,500-\$16,500

D HOME PAGE

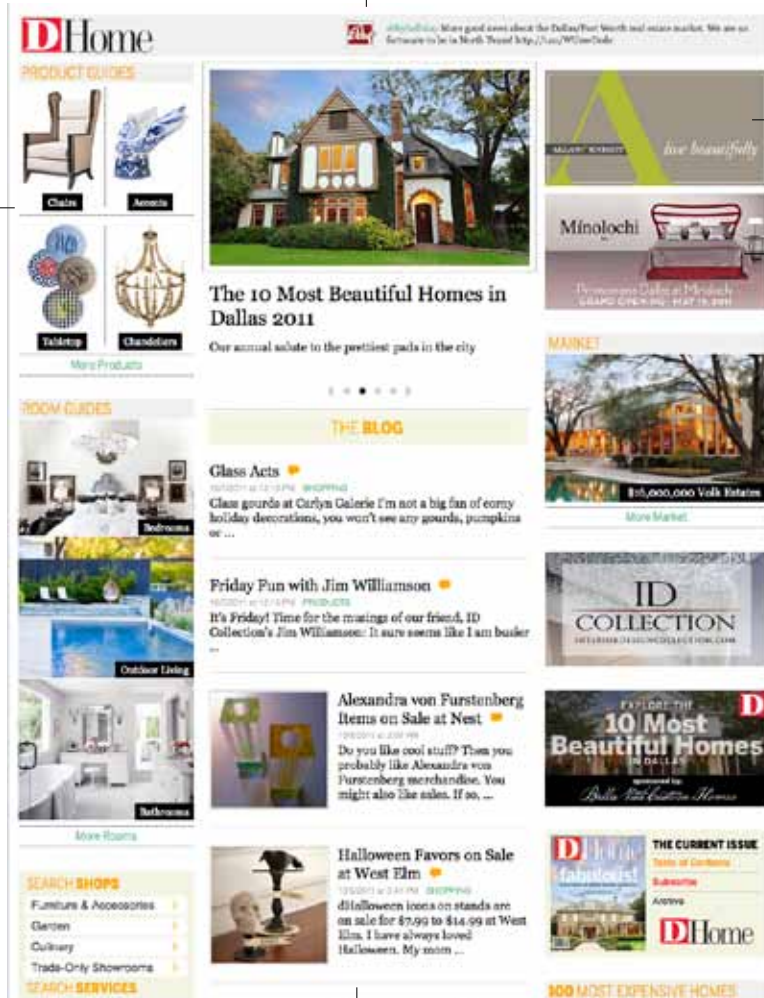
A daily conversation about people, places, and things that make us happy.

Featuring the D Home blog, inspiring product and room guides, shopping directories, and much more.

Twitter feed featuring friends of *D Home*

Product Guides

Ad Units



The Blog

In April 2011, we launched the new and improved D Home Page at *dmagazine.com*. Since then, it's become a destination for *D Home* readers to get their home and design fix on a daily basis. Our editors offer fresh content and perspective on everything from exclusive sales to their favorite finds. Above the fold ad units offer the perfect opportunity to embed your brand in our beloved site.

For information about advertising, please contact your account executive.

MECHANICAL REQUIREMENTS

Digital Files

InDesign or QuarkXpress (with supporting images and fonts), Illustrator EPS, TIFF, or PDF files are accepted. Please be sure that all images and logos are used at 350 dpi and the color is CMYK. A composite proof for color is required. D Home assumes no responsibility for ads supplied without appropriate proof.

Magazine Trim Size

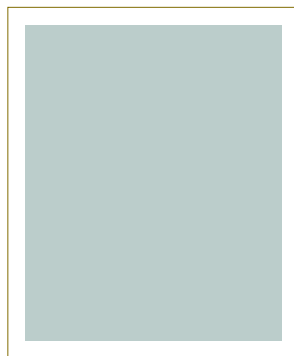
9" x 10.875". For bleed allow 1/8" beyond all trim. Keep live matter 1/4" from all trim. 3/16" foot trim is required. Magazine format is three-column and perfect-bound. Digital file will be held at D Home for one year from date of use.

AD SIZES

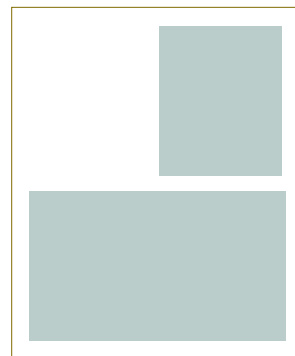


- Spread (Trim Size): 18" x 10.875"
- Spread (Live Area): 16" X 10.375"
- Spread (Bleed): 18.25" X 11.125"

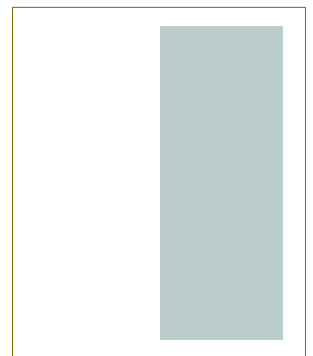
Please allow 1/4" in gutter for grindoff.



- Full Page (Trim Size): 9" x 10.875"
- Full Page (Live Area): 8" x 9.875"
- Full Page (Bleed): 9.25" x 11.125"



- 1/2 Horizontal: 7.5" x 4.875"
- 1/4 Vertical: 3.625" x 4.75"



- 1/2 Vertical: 3.625" x 9.875"