



PRINT | ONLINE | DIGITAL | EVENTS

2012



PUBLISHER'S NOTE

WE CAN HELP YOU REACH DALLAS' MOST DESIRABLE AUDIENCES.



Texans are known for their home state pride and Dallas is no exception. We embrace our big, vibrant, booming city with gusto.

And that's where *D Magazine* comes in. Our mission is to make Dallas an even better place to live. We are proud to serve as a trusted source. Telling stories that connect people to their community. And giving recommendations that help them discover their city—even if they have lived here their entire life.

Our award-winning editorial and multi-platform media programs offer marketers access to the most influential and affluent consumers in the city. Join us.

Jennifer Erwin
Publisher





CIRCULATION & DISTRIBUTION



CELEBRATING 38 YEARS OF *D* MAGAZINE 1974-2012

***D Magazine* distributes more than 70,000 magazines monthly.**

We deliver 25,000 to our loyal, affluent subscribers from Highland Park to Plano. More than 9,000 copies are placed at luxury hotels and 8,000 copies are placed in high-traffic waiting rooms. *D Magazine* sells an average 26,000 magazines on the newsstands each month and is one of the best-selling newsstand magazines per capita in the United States.

***D Magazine's* circulation is audited.**

The Circulation Verification Council's (CVC) audit provides confidence that all copies of *D Magazine* are distributed as promoted. *D Magazine's* reader demographics are certified through surveys conducted by CVC and Ipsos Mendelsohn.

***D Magazine* readers are affluent.**

The average yearly household income of a *D Magazine* reader is \$337,000. The average net worth of a *D Magazine* reader is \$1.4 million. Eighty-nine percent own their own home.

***D Magazine* readers are loyal.**

They actively turn to *D Magazine* for trusted information and resources—every month. Ninety-three percent of our readers rate *D Magazine* either excellent or good. Seventy-six percent of *D* readers refer to the magazine when choosing a restaurant. Our readers spend, on average, 60 minutes reading *D Magazine* each month. Plus, *D Magazine* has reached "coffee table status" as 77% of our subscribers keep the magazine for a month or more.

***D Magazine* readers respond and retain.**

Advertising in *D Magazine* makes an impact. Twenty percent of our subscribers accessed an advertiser's website after seeing them in our pages. Eighty-four percent frequently purchase products or services seen from ads in *D Magazine*.

***D Magazine* is more than an expression of the community.**

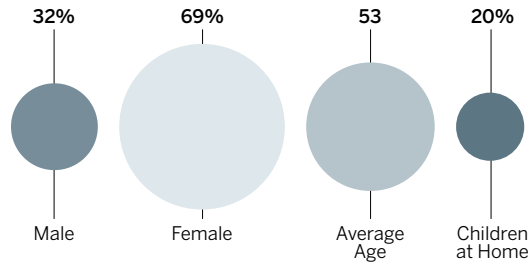
For 38 years, *D Magazine* has been deeply committed to strengthening the fabric of Dallas through award-winning editorial, signature events, media partnerships, and charity sponsorships.



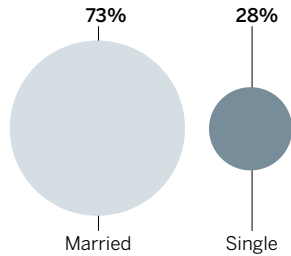
OUR READERS

OUR READER PROFILE

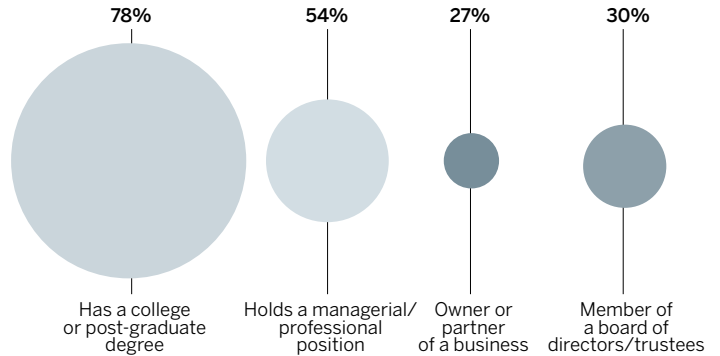
D Magazine Readers are affluent, educated professionals.



MARITAL STATUS

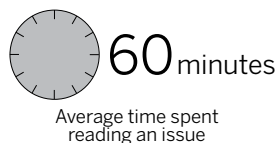
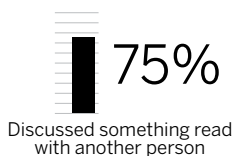
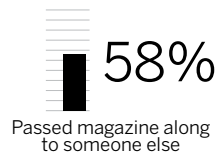
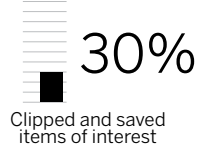


EDUCATION & OCCUPATION



READERSHIP HABITS

D readers love to spend time with each issue and tell their friends about it.



FINANCIAL LEADERS

D readers are financially fit and invest in the future.

\$337,000
Average household income

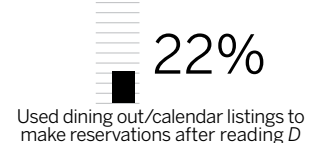
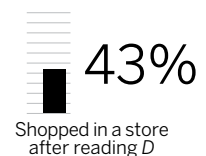
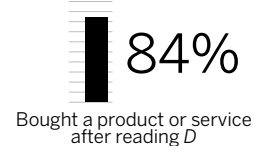
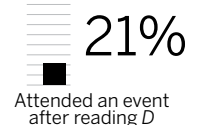
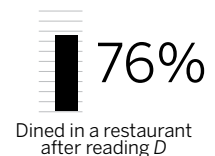
\$234,400
Median

\$1,404,000
Average net worth

\$1,268,000
Average value of investment portfolio

A TRUSTED RESOURCE

D readers take action.

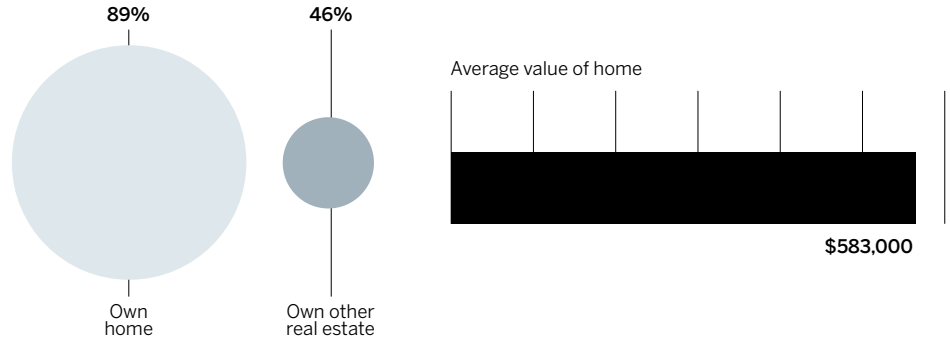




OUR READERS

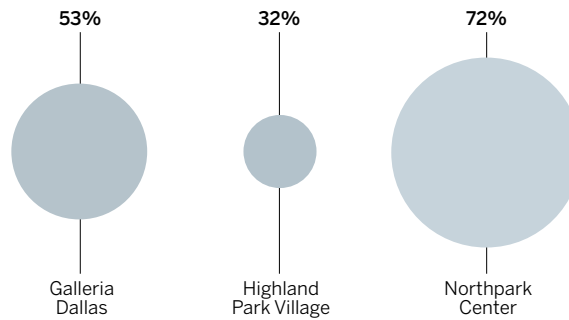
HOME

D Magazine readers create homes of distinction.



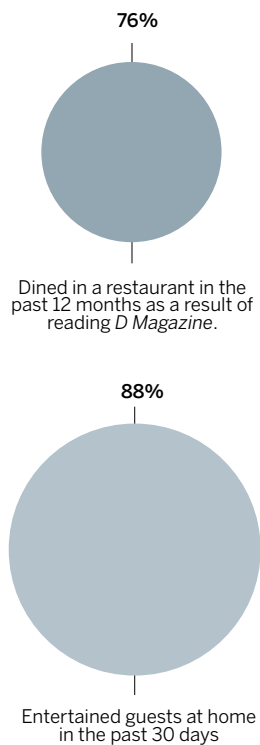
SHOPPING TRENDS

D readers are sophisticated shoppers.

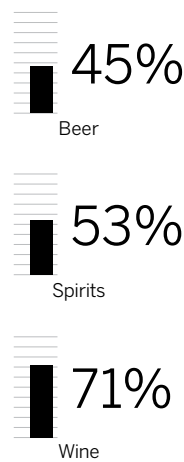


DINING & SPIRITS

D readers have a taste for life.



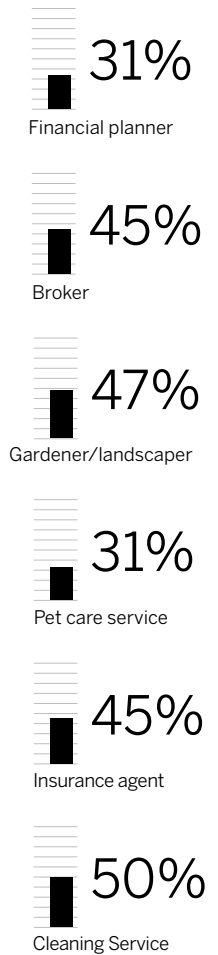
Beverages consumed or served in the past seven days



SERVICES

D readers seek services that simplify their life.

Services used by D readers in the past 12 months



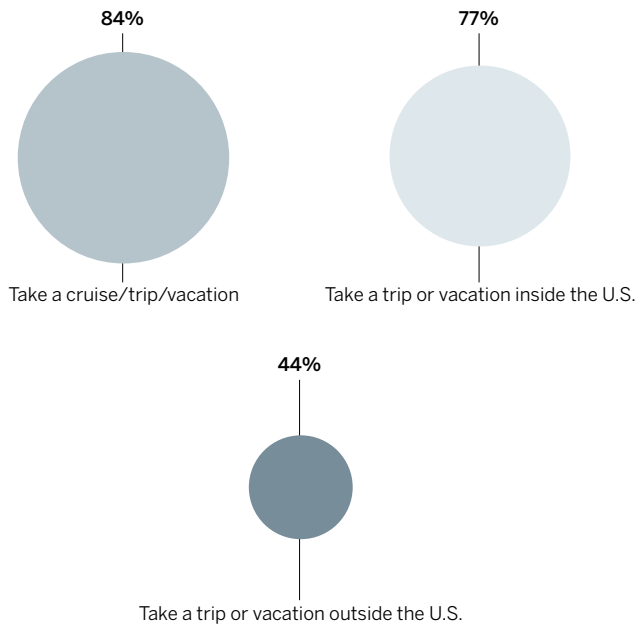


OUR READERS

TRAVEL

D readers have a passion for travel both domestic and abroad.

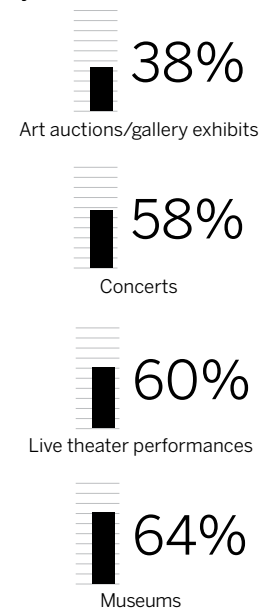
In the next 12 months, D readers plan to:



RECREATION & ARTS

D readers are everywhere and active.

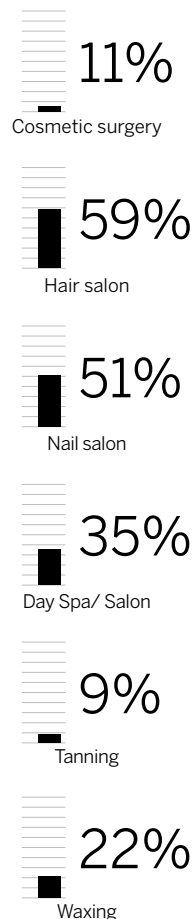
Places frequented by D readers in the past year



BEAUTY

D readers care about their looks.

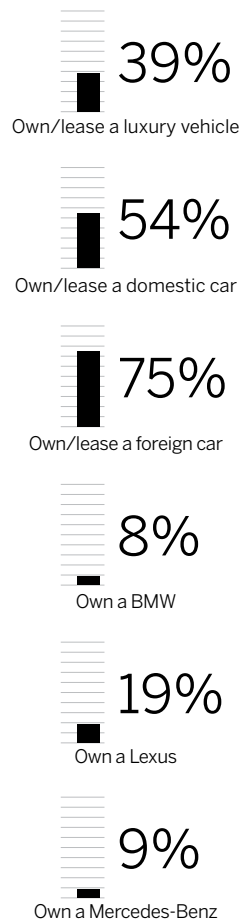
Beauty establishments/services frequented by D readers in the past year



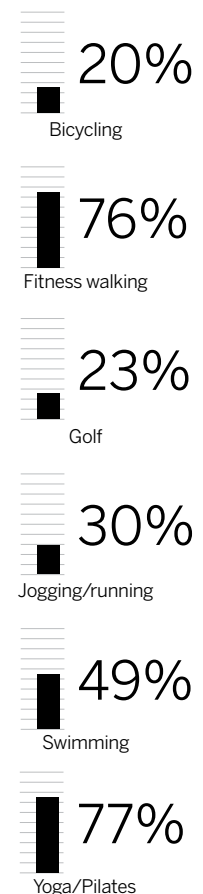
AUTOMOTIVE

D readers drive and arrive in style.

What D readers are driving



Recreation sought by D readers in the past year





**CIRCULATION
& DISTRIBUTION**

SUBSCRIBERS

D Magazine readers are affluent, educated professionals who want the best out of living in Dallas and can afford to have it.

375,021

TOTAL MONTHLY READERSHIP FOR *D* MAGAZINE

PAID CIRCULATION

58,996

**CVC AVERAGE PAID AND ANALYZED NON-PAID
CIRCULATION AS OF JUNE 2011**

NEWSSTANDS

D Magazine sells on average 26,000 magazines from newsstands each month and has become one of the best-selling magazines per capita in the United States on local newsstands.

Supermarkets

- Albertson's
- Brookshire's
- Central Market-HEB
- Kroger
- Sprout's Market
- Target
- Tom Thumb
- Wal-Mart
- Whole Foods Market
- Urban Market

Drugstores & Convenience stores

- 7-Eleven
- CVS
- Walgreen's

Bookstores & Newsstands

- Barnes & Noble
- Books A Million
- Borders
- Costco
- Vitamin Cottage
- Hastings

Airports

- Dallas/Fort Worth International Airport
- Dallas Love Field



CIRCULATION & DISTRIBUTION

HOTELS

The following hotels receive 9,000 copies of *D Magazine*:

Adam's Mark Hotel
Courtyard by Marriott-Blackstone Hotel
Crowne-Plaza-Dallas Market Center
Dallas Legacy Marriott
Doral Tesoro Hotel
Doubletree Hotel-Galleria Dallas
Doubletree Hotel-Campbell Centre
Embassy Suites-Market Center
Embassy Suites-Park Central
Fairmont
Four Seasons Dallas at Las Colinas
Four Seasons Spa
Gaylord Texan
Hilton Hotel-Lincoln Centre
Hilton Hotel-Southlake Town Square
Hotel Crescent Court
Hotel Lumen
Hotel Palomar
Marriott Dallas-Plano Legacy
Marriott Dallas-Solana
Ritz-Carlton, Dallas
Rosewood Mansion on Turtle Creek
Sheraton Suites Market Center
South Fork Hotel
Stoneleigh Hotel
The Adolphus
The Joule
The Melrose Hotel
The Westin-DFW
The Westin Galleria
The Westin Stonebriar Resort
W Dallas Victory Hotel
Wyndham North Galleria
Wyndham Summerfield Suites

WAITING ROOMS

D Magazine is in 8,000 waiting room locations, including the offices of doctors, dentists, lawyers, accountants, auto dealerships, real estate agents, and other professionals.



ONLINE AND DIGITAL ASSETS

SO MUCH MORE THAN A MAGAZINE

The Conversation in Dallas Starts at dmagazine.com

We can't help but brag about dmagazine.com. It reflects *D Magazine's* 38-year commitment to deliver hard-hitting journalism combined with informative and entertaining features.

But there's so much more. Eight exciting blogs that cover everything from food to fashion, photo galleries, comprehensive directories, calendar listings, restaurant reviews, and the list goes on. Dmagazine.com is the go-to site for living the good life in North Texas.

And we've got the traffic to prove it. Dmagazine.com generates an average of 1.9 million page views per month with 383,000 unique users who spend an average of 2:38 minutes each visit.



REACH OUR READERS WHEN THEY ARE ON THE GO

Mobile Site



D Recommends App



- 16% of Dmagazine.com's monthly visits are generated on mobile devices

- 25,000 downloads
- 14% of *D Magazine* subscribers have downloaded D Recommends



SIGNATURE EVENTS

D Magazine Partners signature events are the most-talked about and well-attended in the city. But we do more than throw a great party. Our events fuse our award-winning content with sponsorship opportunities that are tailored to meet our clients' marketing objectives. We deliver high-impact, highly-targeted events that encourage connections with our devoted readers and fans.

2012 SPONSORSHIP OPPORTUNITIES

- Technology Networking Series
- Excellence in Nursing
- Power Brokers
- Best Designers
- Financial Executives Awards
- Best Lawyers
- Best Builders
- Best Real Estate Agents
- Commercial Real Estate Networking Series
- Best Doctors
- Corporate Counsel Awards
- FrontRow Live
- CEO of the Year
- 10 Most Beautiful Women in Dallas

Customized event services are available upon request.



MARKETING SERVICES

Tap into D Magazine Partners' team of dedicated marketing professionals. We create innovative, integrated, and custom marketing programs through exclusive events, brand extensions, and added value assets.

Our marketing experts can help you:

- Increase brand visibility and reach
- Drive traffic and increase sales
- Generate invaluable word-of-mouth exposure
- Enhance promotions, contests, product launches, and events

As a D Magazine partner, you will receive added value opportunities including:*

- Around Town
- D Partnered Events Newsletters
- Publisher's Letter
- Gift Subscriptions
- Special Event Access

*Based on availability and total contract value.

For more information, contact your account executive.