



ONLINE

2012



ABOUT US

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. Plus, 43.4% of *dmagazine.com* readers visit the site every day. It's where the city's influencers meet, discuss, and debate. Let us help you reach them.

Jennifer Erwin
Publisher



EIGHT EXCITING BLOGS THAT COVER EVERYTHING FROM FOOD TO FASHION

FrontBurner

Keeps readers updated on everything Dallas

Side **Dish**

Covers food and dining

FrontRow

Daily review of Dallas' Arts

ShopTalk

Packed with beauty tips, sales alerts, and product reviews

Bridal **Buzz**

Daily advice for the Dallas bride-to-be

RealPoints

Daily reports on Dallas commercial Real Estate

StyleSheet

Daily reports on Dallas Fashion

DHome

Covers Home and Garden



HOT SPOTS ON THE SITE

BEST OF BIG D

Search our Best Doctors, Lawyers, Salons & Spas, Suburbs, Shopping, and more.

RESTAURANTS

Features in-depth search, reviews, reservations, and recipe database.

BARs

Whether looking for pictures from the local pub last weekend or of visiting celebrities, readers find hundreds of galleries to browse and forward to friends.

ARTS + EVENTS

Find out what concerts, plays, festivals, and more are going on in North Texas daily.

SHOPPING

Fashionistas find sales, news, trends, and must-have products.

STYLE

Check out Dallas' unique street style through the lens of SMU film grads, Kristi and Scot Redman.

WEDDINGS

Search through real weddings photos and article archives about flowers, tablescapes, gowns, and an extensive directory of vendors.

TRAVEL

Find that special getaway with the help of hundreds of reviews about vacation spots around the world, along with Texas locales for weekend getaways.

HOME & GARDEN

Check out local designers' work along with a database of recommended service providers including painters, electricians, carpenters, and more.

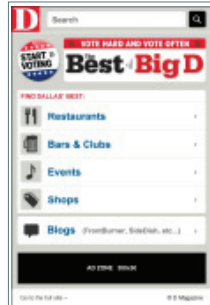




ADVERTISING OPPORTUNITIES

REACH OUR READERS WHEN THEY ARE ON THE GO

MOBILE SITE



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

D RECOMMENDS APP



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

NEWSLETTERS

D Travel
March 2011

Travel Destinations

Arkansas Parks & Tourism

Phone: (800) NATURAL
Website: <http://www.arkansas.com/>

State beautiful landscapes, scenic byways and more. It's easy to do in Arkansas, and you'll be amazed how far your dollar will stretch. Visit www.arkansas.com or call 1-800-NATURAL for your free Vacation Planning Kit.

Arkansas Retirement/Relocation

333 Executive Court, Suite 100
Little Rock, AR 72205

Contact name: Lenett Wheeler, Flake-Wikerson
Market Insights

FRONTROW

A weekly newsletter dedicated to arts and entertainment

REALPOINTS

A weekly newsletter dedicated to commercial real estate

TRAVEL

A semi-monthly newsletter dedicated to getaways

DIRECTORY LISTINGS

Opening Friday: Calypso Home Shop is The Plaza at Preston...

What to do With All Those Flowers After the Big Day?

D Vote Now on the City's Best Shopping

BLOGS BEST-BIG D RESTAURANTS BARS ENTERTAINMENT EVENTS PARTY PICS

HOME SHOPPING HOME & GARDEN WEDDINGS FIND A DOCTOR FIND A LAWYER PHONE DIRECTORY

CRAVIN' CRAWDADS? JOIN US SATURDAY, APRIL 30

CRAWFISH BOIL

Craig Jarrell
Real Estate Broker
4008 Powers Lane, Ste. 300 | Oak Grove • Dallas, TX 75225
817-234-4368 (office)
214-261-4324 (fax)
<http://www.craigjarrell.com>

Greg Jarrell
Real Estate Broker
5000 Campbell Ave., Ste. 300 | Dallas, TX 75225

MARKETING YOURSELF

Include a link to your website or profile by purchasing a link in one of dmagazine.com's comprehensive directories. Prices vary.

E-mail onlinedirectories@dmagazine.com for information.



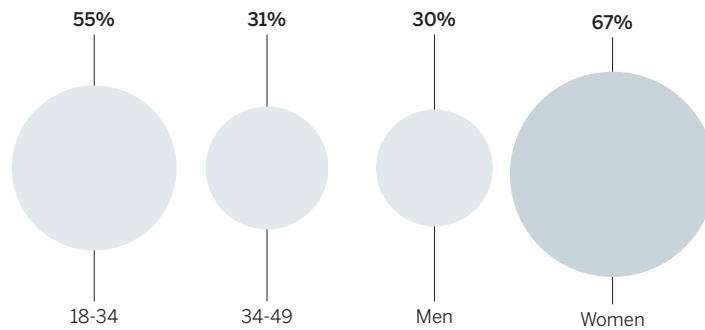
OUR READERS

MEET OUR READERS

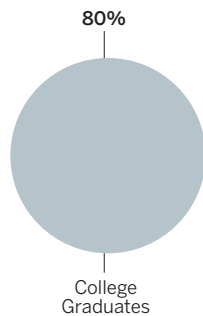
dmagazine.com generates an average of **1.9 million** page-views per month with **383,000** unique users who spend an average of **2:38** minutes on the site with each visit.

YOUNG, BALANCED READERSHIP

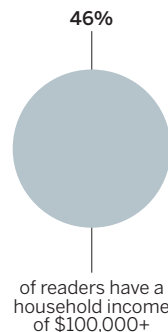
dmagazine.com attracts a young, influential audience. Visitors are a young balanced group of both men and women.



EDUCATED ADULTS

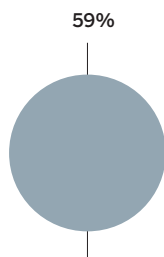


HOUSEHOLD INCOME



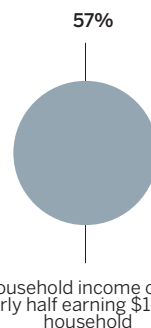
UNIQUE AUDIENCE

dmagazine.com reaches a new group of readers.



AFFLUENT CONSUMERS

dmagazine.com reaches a new group of readers.





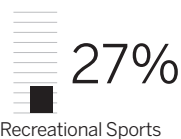
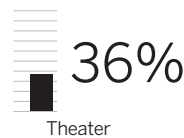
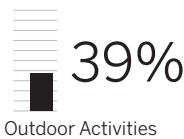
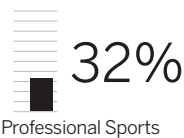
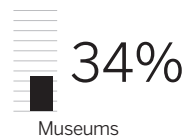
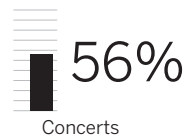
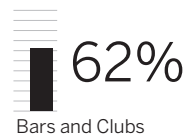
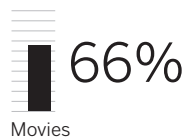
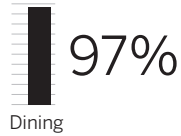
OUR READERS

HOW OUR ACTIVE AND AFFLUENT READERS SPEND THEIR TIME

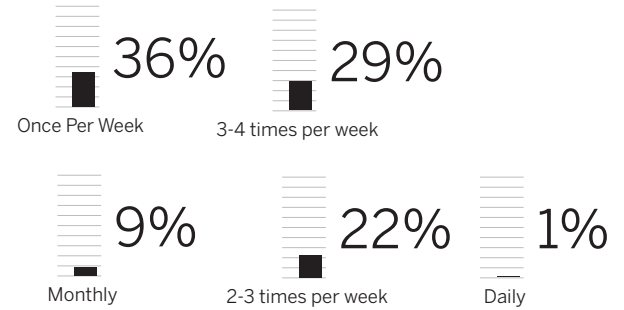
SERVICES

D readers seek services that simplify their life.

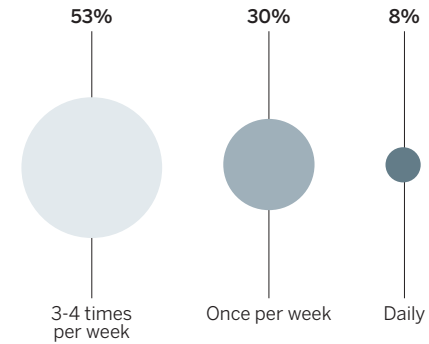
Entertainment services used by *dmagazine.com* readers most often



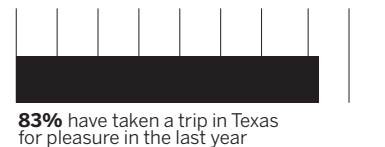
WENT OUT FOR ENTERTAINMENT



DINED OUT



TRAVEL

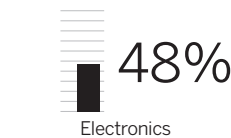
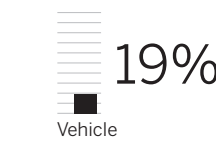
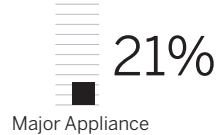




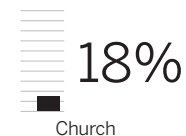
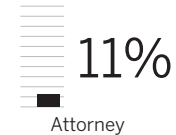
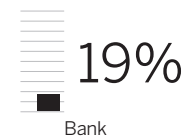
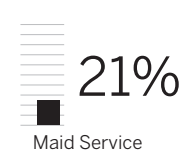
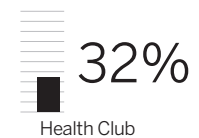
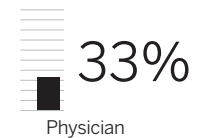
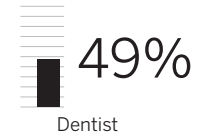
OUR READERS

OUR READERS HAVE DISCRETIONARY CASH TO SPEND. GET ACCESS TO THEM.

PLAN TO PURCHASE IN 2012



WILL HIRE OR CHANGE THE FOLLOWING SERVICES IN 2012





WEB EDITORIAL CALENDAR

FEBRUARY/MARCH

Feb. 20-March 4

Best of Big D Readers' Choice:
Food and Drink voting

MARCH/APRIL

March 12-March 25

Best of Big D Readers' Choice:
Nightlife voting

APRIL/MAY

April 2-April 15

Best of Big D Readers' Choice:
Culture voting

April 23-May 6

Best of Big D Readers' Choice:
Shopping voting

April 30-May 20

D Home — One Great Room nominations

MAY/JUNE

May 14-May 27

Best of Big D Readers' Choice:
Services voting

JUNE/JULY

May 28-June 29

10 Most Beautiful Women in
Dallas nominations

June 4-17

D Home — One Great Room voting

June 20

Best Suburbs (dynamic content e.g. 100
Most Expensive Homes)

JULY/AUGUST

July 11-Aug. 12

Cutest Pet contest nominations

July 18

New Best of Big D landing page

Best of Big D article (dynamic con-
tent e.g. Must-Do Dallas)

AUGUST/SEPTEMBER

Aug. 20-Sept. 24

10 Most Beautiful Women in
Dallas voting

SEPTEMBER/OCTOBER

Oct. 1-Oct. 26

Cutest Pet Photo contest voting

OCTOBER/NOVEMBER

Oct. 29-Nov. 23

Recipe contest (SideDish)

