

D Weddings



MEDIA KIT 2012

D WEDDINGS

Dear Advertiser



WELCOME TO THE WORLD OF *D WEDDINGS*.

I'D LIKE TO SHARE WITH YOU WHY *D WEDDINGS* WORKS. FIRST AND FOREMOST, our readers trust the *D* brand. For 37 years, our readers have looked to *D Magazine* for opinions about how to live better in Dallas. With *D Weddings*, we have created a beautiful editorial environment full of recommendations for brides longing to create the wedding they've been dreaming about since childhood. We help them do that. No one knows this city like we do.

Second, *D Weddings* is a magazine, not a free publication. With *D Weddings* you can reach paying customers—the city's most enthusiastic and affluent brides—in a gorgeous editorial environment that they trust. We're also proud to report that *D Weddings* consistently outperforms other bridal magazines on area newsstands—even such titles as *Martha Stewart Weddings*, *Elegant Bride*, and *Modern Bride*.

Third, we believe a bridal magazine should create traction for our advertisers so their ads will be studied. To do that requires fantastic photography and engaging, inspiring stories about issues most critical to planning the perfect wedding—stories that cause our brides to stop and linger, perhaps mark a page, and refer to time and again. With an advertisement in *D Weddings*, you know you are in good company.

At *D Weddings*, we cherish our relationships with our business partners. If I can be of service in any way, please don't hesitate to ask.
All the best,

A handwritten signature in blue ink that reads "Laura Kostelny". The signature is fluid and cursive, written on a light blue background.

Laura Kostelny

Executive Editor

laurak@dmagazine.com

D WEDDINGS

Editorial Mission



PATRICIA HEAL



PATRICIA HEAL

HELPING THE DALLAS BRIDE START A BEAUTIFUL JOURNEY

When a bride is planning her wedding, she needs advice. She wants the warmth and honesty of her best friend, but she needs the guidance and expertise of a seasoned wedding planner. With *D Weddings*, she gets both. It is *D Weddings*' editorial mission to provide affluent, discriminating brides with an indispensable guide for planning an elegant and memorable wedding in Dallas. From glorious gown retailers to fabulous florists to creative cake makers, *D Weddings* is a magazine of stylish recommendations, presented in a friendly environment our brides have grown to trust. Our editors aim to inspire and inform through fashion-forward yet classic editorial that takes the best of the national trends and interprets them on a local level. We showcase real Dallas weddings so our brides can share in the joy with their friends while discovering ideas for their own big day. If Martha Stewart were planning a wedding in Dallas, she would turn to *D Weddings*.

D WEDDINGS

About *D Weddings*



D MAGAZINE PARTNERS' BACKGROUND

For more than thirty years, D Magazine Partners has been deeply committed to strengthening the fabric of Dallas through award-winning editorial, signature events, media partnerships, and charity sponsorships. *D Magazine* distributes more than 72,000 magazines monthly. 43,000 are delivered to our loyal, affluent subscribers from Highland Park to Plano. More than 13,000 copies are delivered to luxury hotels like The Mansion on Turtle Creek and Four Seasons Dallas at Las Colinas. *D Magazine* has become one of the best-selling magazines per capita in the United States on local newsstands. D Magazine Partners produces 10 magazines and 41 issues each year. *D Magazine* is more than an expression of the community it serves. *D Magazine* is a Dallas icon.

DALLAS' PREMIER WEDDING RESOURCE

In 2003, *D Magazine* unveiled the first issue of *D Weddings*, a twice-yearly magazine featuring wedding professionals and brides in Dallas-Fort Worth. Its readers are highly-coveted brides who expect the best which only *D Weddings* can deliver.

D WEDDINGS

Who Reads *D Weddings*



IT'S BEEN ALMOST A DECADE

D Weddings attracts the most valuable wedding audience and has become the top-selling bridal publication in Dallas-Fort Worth. Here's who you'll reach with every issue of *D Weddings*.

BRIDES

Our readers are first and second-time brides between ages of 22-45 with lots of great style. Whether she's planning a small, intimate wedding at home with a dinner party reception or a lavish affair at the Meyerson with 25 attendants, she seeks the very best.

SHE'S WEALTHY

As the sister of *D Magazine*, we are aligned with the top demographic medium in the city, with an average reader household income of \$344,000 annually. She's the daughter and granddaughter of our most loyal readership, and, like her parents, she seeks quality and is willing to pay for it.

SHE ASPIRES TO CREATE

Using targeted, extremely successful newsstand sales, we reach the highly coveted bridal market in all of Dallas-Fort Worth.

SHE VALUES THE LOCAL VENDOR

Unlike some of the national bridal magazines which include Dallas and Fort Worth vendors almost as an afterthought, *D Weddings'* focus is local. Our reader uses local vendors for her flowers, catering, gown, entertainment, reception and ceremony design, beauty needs, and much more. She is inspired by what she sees and reads in bridal magazines, often bringing in tear sheets to show vendors. Brides and their families value the local information provided in *D Weddings* and use us as a resource guide.

Circulation & Distribution

NEWSSTAND SALES

D Weddings is available at bookstores, high-end grocery stores, and airports throughout the city—a benefit for advertisers. The newsstand success of *D Weddings* is directly related to the 30-year selling power of *D Magazine*'s products. Because of the strength of the *D* brand, Barnes and Noble has given *D Weddings* additional placement with free-standing racks that provide a greater advantage over the competition.

ONLINE: WWW.DMAGAZINE.COM/DWEDDINGS

The *D Weddings*' site is a sophisticated, inviting, and user-friendly site that features each issue's current articles and departments, local bridal shows and events, planning Q&As, vendor listings, and more.

CIRCULATION: 22,000

D Weddings reaches the more affluent brides in Texas. Prominently displayed at newsstands and check-outs, *D Weddings* can be found throughout Dallas-Fort Worth. Targeted newsstand circulation includes:

BOOK STORES:

Texas and select cities

Barnes and Noble

Costco

Issues Magazine Store

FINE MERCHANTS:

Albertsons

DFW Airport

H.E.B.

Kroger

Love Field Airport

Tom Thumb

Target

HOTELS:

The Adolphus

Dallas Renaissance

Hilton Anatole

Hilton Bella Harbor

Hotel Crescent Court

Hotel ZaZa

The Joule Hotel

The Magnolia Hotel

Mansion on Turtle Creek

Marriott Solana

Melrose Hotel

Renaissance Worthington

Rough Creek Lodge

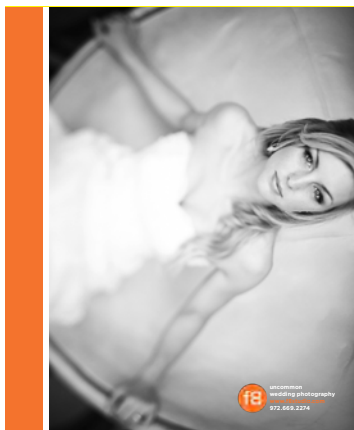
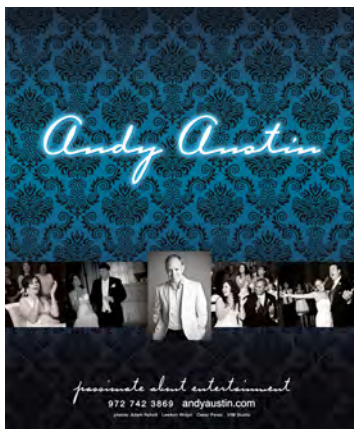
Sheraton Ft. Worth Hotel

Stoneleigh Hotel

Westin Galleria

Westin Stonebriar Resort

Testimonials



ADVERTISERS:

“Brides look to this magazine for the latest trends in weddings. It has become our industry’s standard in class and current style. There is no other advertising that pays off as well as *D Weddings* magazine. In fact, I don’t advertise anywhere else but *D Weddings*.”

—Lauren Sulser, *Fancy Cakes by Lauren*

“When a wedding inquiry is received by Rough Creek Lodge & Resort... one of our questions is, ‘how did you hear about us?’ It’s pretty clear that ‘word of mouth’ and ‘*D Weddings*’ are a close first and second choice. This magazine speaks for itself, targeting the bride with over-the-top standards and stands well above all other magazines in the wedding market. *D Weddings* is a great source of information, trends, fresh ideas, and literally on the cutting edge at all times.”

—Brenda Weaver, *Rough Creek Lodge & Resort*

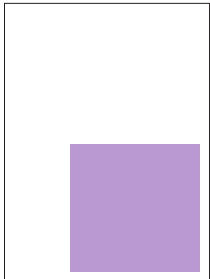
“*D Weddings* is the one publication in Dallas that stands out and that brides read as a true resource. It is a ‘who’s who’ in the wedding industry.”

—Andy Austin, *Andy Austin Entertainment*

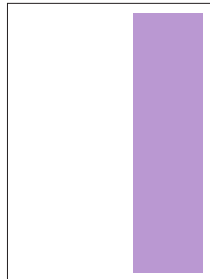
“*D Weddings* is what imitators aspire to be—authoritative, timely, and stylish in a way that only a D title can be. It is the one wedding magazine that has everything going for it, including a sophisticated and responsive audience. The brides that come to me through *D Weddings* are always a cut above the rest.”

—Gary Donihoo, *f8 Studio*

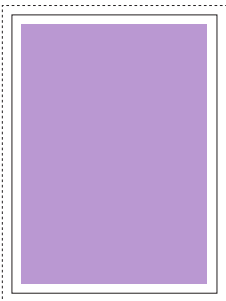
Advertising Specs



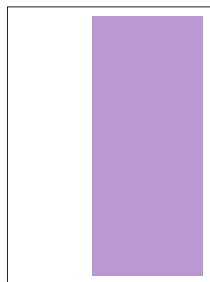
1/3 SQUARE
4 3/4" x 4 3/4"



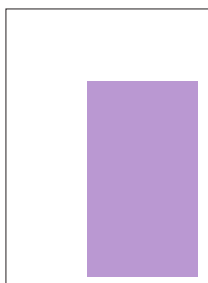
1/3 VERTICAL
2 3/8" x 9 5/8"



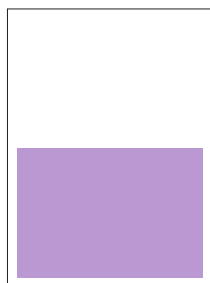
FULL (LIVE AREA)
8" x 9 7/8"
FULL (BLEED)
9 1/4" x 11 1/8"



2/3 VERTICAL
4 3/4" x 9 5/8"



1/2 VERTICAL
4 7/8" x 7 1/2"



1/2 HORIZONTAL
7 1/2" x 4 3/4"

PRINTING REQUIREMENTS

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 Weddings* for one year from date of use.

D Weddings is printed direct-to-plate, web-offset on coated stock. In general, follow AAAA recommended standards for offset print (SWOP Standards).

PREFERRED FILE FORMATS: PDF (high resolution), Photoshop TIF, Illustrator EPS, Quark-XPress or InDesign (please include all images and fonts).

ACCEPTABLE FILES: All formats submitted must be CMYK in color, and all images must be at least 300 dpi.

ACCEPTABLE MEDIA: CD-rom, email, or FTP site. Email: Please send files to erin@dmagazine.com. Please fax a proof for verification of the file. Fax number is 214.748.4579.

FTP BY INTERNET:
<ftp://ftp1.dmagazine.com>
User ID: D Weddings
Password: dmagazine

FTP BY FETCH:
IP Address: <ftp1.dmagazine.com>
User ID: D Weddings
Password: dmagazine
Directory: nothing

ACCEPTABLE PROOFS: Kodak Approvals, Cromalins, Matchprints, or Iris. Laser proofs will be accepted, but *D Weddings* will not be held responsible for the color.

UNACCEPTABLE PROOFS: Ads created in Microsoft Word, Microsoft Publisher, Powerpoint, or any PC-based word-processing program cannot be accepted. We will be glad to re-create the ad at normal ad production rate. All ads should be submitted suitable to print as is, with a print-out of the contents of each disk supplied. *D Weddings* is not responsible for any error in content. If files are prepared improperly, *D Weddings* will not guarantee the reproduction of the ad, and additional net production charges to the advertiser may result.

Please contact *D Weddings*' production department at 214.939.3636 for additional information concerning preparation of digital advertisements.