



DESIGN
BOOK

MEDIA KIT

2012



DESIGN
BOOK

EDITORIAL
MISSION

Our annual *D Design Book* showcases the people, places, and things that influence the Dallas aesthetic.

Produced by the award-winning *D Home* editorial team, *D Design Book* aims to inspire and delight designers and high-end clients and motivate the acquisition of services and products from *D*'s curated list of advertisers. The 2012 edition will be distributed throughout Texas and surrounding regions and will also be sent to our Best Real Estate Agents in Dallas with a personal welcome extended to their affluent buyers.



— MEDIA KIT —
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DESIGN BOOK

EDITORIAL MISSION

What you'll find in *D Design Book*

This year, *D Design Book* will feature editorial covering a number of categories, including showrooms, design, architecture, homebuilding, landscape design, and more.

The design of *D Design Book* is arranged in an engaging format that serves as a catalyst for local design/home/garden purchasing. Lively editorial and photography create traction for the reader, encouraging her to stop and linger, perhaps mark a page, and refer to the publication time and again.

The major resource sections (organized by specialty to create easy navigation for readers) include: **Architects, Art & Antiques, Design Materials & Services, Designer Showrooms, Furniture & Accessories, Home Builders/Landscape Design, Interior Designers, and Kitchen & Bath.**



MEET THE TEAM



Christine Allison is the president of D Magazine Partners, Inc. In 2000, she

founded the award-winning *D Home*, and continues to serve as the magazine's driving editorial and publishing force. Before entering magazine publishing, Christine lived in New York City and worked at John Boswell & Associates literary agency as a book packager. Christine also has extensive experience in advertising, having owned and operated a boutique advertising agency in the early 1980s. A graduate of Southern Methodist University, she is the author of eleven books and the mother of four daughters. christinea@dmagazine.com



Laura Kostelny is the executive editor of *D Design Book*. 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



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 Design Book* and *D Home*. rhonda.reinhart@dmagazine.com



Peggy Levinson is the market editor for *D Design Book*. 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. peggyl@dmagazine.com



Jamie Laubhan-Oliver is the art director for *D Design Book*. 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.



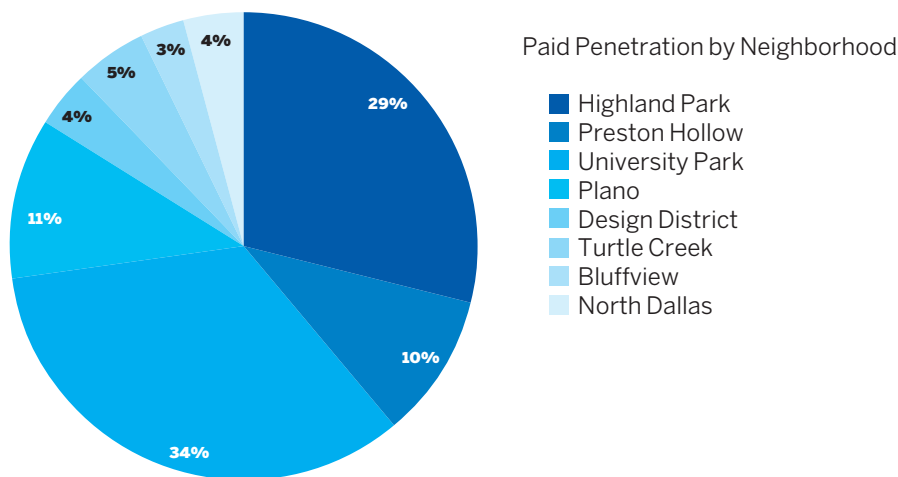
DESIGN BOOK

DISTRIBUTION

D Design Book delivers a strategic distribution to select newsstands, designers, real estate agents, and their discerning clientele.

DISTRIBUTION QUANTITY: 25,000

PAID SUBSCRIPTION AND NEWSSTAND



DESIGNERS

D Design Book is mailed to a coveted list of interior designers with a high volume or purchases from Dallas showrooms residing in the following cities:

- Austin, Texas
- Dallas, Texas
- Houston, Texas
- Little Rock, Arkansas
- Monterrey, Mexico
- New Orleans, Louisiana
- Oklahoma City, Oklahoma
- San Antonio, Texas
- Tulsa, Oklahoma

NEWSSTAND SALES

D Design Book is available at high-end grocery store check-out counters and bookstores throughout the city—a boon for advertisers including:

- Albertsons
- Barnes & Noble
- Borders
- Kroger
- SMU Bookstore
- Tom Thumb
- Waldenbooks

SUBSCRIPTIONS

D Design Book is mailed to all *D Home* subscribers and selected individuals in the Dallas-Fort Worth area with home values of \$1 million or more.

BONUS DISTRIBUTION

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

- Fairmont Hotel
- Four Seasons Resort
- Hotel Crescent Court
- Hotel ZaZa
- Melrose Hotel
- Stoneleigh Hotel
- The Adolphus
- The Mansion on Turtle Creek
- Westin Galleria

D Design Book is also found at to-the-trade events, various *D Home* events, and editors' speaking engagements to influential women's groups. It's also found at the most prestigious showrooms in the Dallas area and sent to our Best Real Estate Agents in Dallas list to distribute to affluent clients throughout the year.