

Media Kit 2010





About Us

The conversation in Dallas starts at dmagazine.com — whether it's about politics, business, restaurants, entertainment, weddings, home and garden, philanthropy or nightlife. The web site reflects *D Magazine's* 36-year commitment to provide readers with hard-hitting journalism combined with informative and entertaining features. Add to that our user commentary and social network building, and you've got the hottest site in town.

Every day we publish Dallas' most influential blogs, including the award-winning **FrontBurner**, foodie-haven **SideDish**, residential real estate recap **DallasDirt**, online book club **ReadingRoom**, philanthropy news outlet **Sweet Charity**, bridal advice and engagements announcements on **BridalBuzz**, as well as beauty and sales information on **ShopTalk**. Web visitors participate in a digital conversation, providing feedback and opinions on articles and blog entries posted by *D* editors. The web site also features multi-media components, including videos, photo galleries, and more. Plus, dmagazine.com highlights useful data bases, drawing from more than three decades of research and recommendations for everything from pediatricians to plumbers to chicken-fried steaks.

At dmagazine.com, web visitors get up-to-the-minute coverage of Dallas-Fort Worth with current issues, calendar listings, and restaurant reviews. Whether you are an out-of-towner, a newcomer, or a long-time resident, dmagazine.com is the go-to site for living the good life in Dallas-Fort Worth.

Dallas-Fort Worth 24/7

Best of Big D: Search our Best Doctors, Lawyers, Salons & Spas, Suburbs, Schools, Shopping, and more.

Blogs: **FrontBurner** keeps readers updated on everything Dallas. **SideDish** covers food and dining, **DallasDirt** focuses on local real estate happenings, and **ShopTalk** is packed with beauty tips, sales alerts, and product reviews. Our newest additions include daily advice for the Dallas bride-to-be from **BridalBuzz**, **SweetCharity** highlights on Dallas philanthropy and conversation from our online **ReadingRoom** book club.

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

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

Events: Find out what concerts, plays, festivals, and more are going on in Dallas-Fort Worth area daily.

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

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.

Real Estate: Find the hot neighborhoods, agents, hip pockets, celebrity listings, second homes, vacation homes, real estate trends, data analysis, tips for buying, selling, or staying put.

Audience

**According to internal survey.*

Young, Balanced Readership

With 55% between 18-34 and 35% ranging from 35-49, dmagazine.com attracts a young, influential audience. Visitors are a balanced group of both men and women (35% male, 64% female).

Affluent Consumers

64% have a household income of \$75,000+ with nearly half earning \$100,000+ per household.

Unique Audience

dmagazine.com reaches a new group of readers—72% do not subscribe to *D Magazine* or its sister publications.

Homeowners

65% of readers own a home worth \$200,000+.

Educated Adults

The majority (88%) have graduated college and 22% have post-graduate degrees.

dmagazine.com generates an average of 1.2 million pageviews per month with 200,000 unique users who spend an average of 3:39 minutes on the site with each visit. *According to internal Google Analytics data.

How They Spend Their Time

For entertainment, most often:

Dining	94%
Movies	68%
Bars and clubs	56%
Concerts	50%
Museums	32%
Professional sports	35%
Outdoor activities	34%
Theater	28%
Recreational sports	26%

Dined Out:

3-4 times per week	52%
Once per week	25%
Daily	12%

Went out for entertainment:

Once per week	39%
3-4 times per week	27%
Monthly	12%
2-3 times per month	16%
Daily	1%

91% have taken a domestic trip for pleasure in the last year.

80% have taken a trip in Texas for pleasure in the last year.

62% have taken foreign trips for pleasure in the last three years.

68% have booked airline tickets/reservations online

Audience

How They Spend Their Money

Plan to purchase in 2010:

Women's Clothes/Fashion	74%
Liquor/Wine/Spirits	72%
Domestic Travel for Vacation	58%
Men's Clothes/Fashion	53%
Electronics	50%
Furniture	39%
Jewelry	32%
Sporting Goods	30%
International Travel for Vacation	23%
Major Appliance	23%
Domestic Travel for Business	23%
Home Remodeling	12%

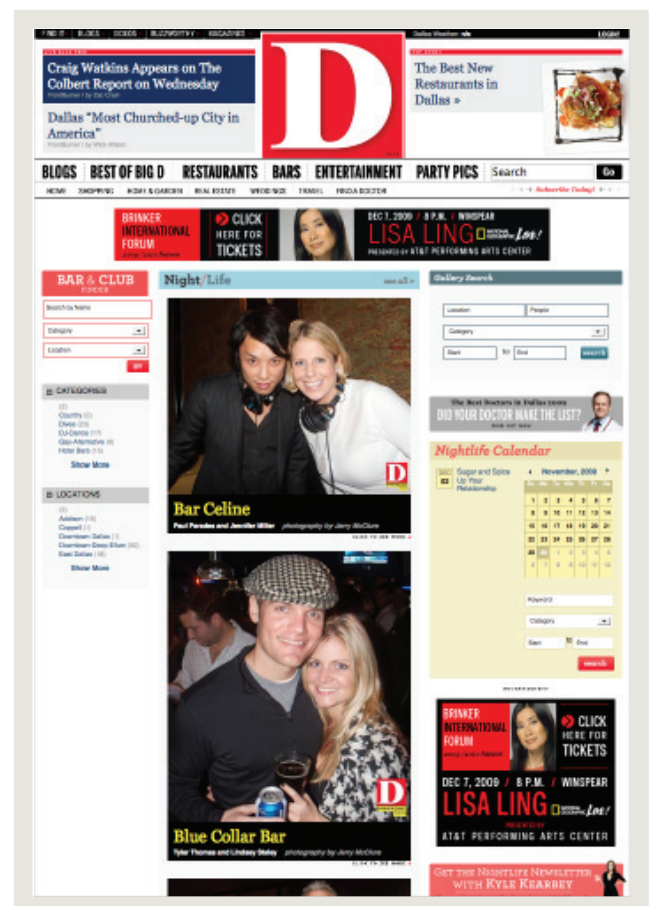
Will hire or change the following services in 2010:

Dentist	48%
Physician	36%
Health Club	26%
Maid Service	23%
Bank	23%
Insurance Agent	18%
Attorney	16%
Church	12%
Chiropractor	9%

20% plan on purchasing a vehicle in 2010



Homepage

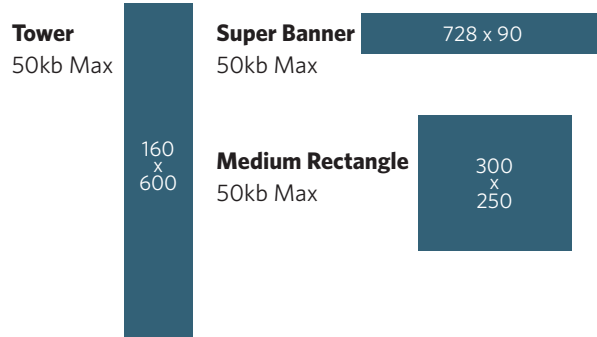


Party Pics

Ratecard

Name	Width x height	Maximum kb
Tower	160 x 600	50kb
Super Banner	728 x 90	50kb
Med. Rectangle	300 x 250	50kb

Common Ad Sizes



Flash Ads

Be sure to use the ClickTAG method and provide a URL.

Sections

- Homepage
- News & Features
- Restaurants
- Arts & Events
- Home & Garden
- Shopping
- Fashion & Beauty
- Travel
- Real Estate
- Weddings
- Business
- FrontBurner
- SideDish Food Blog
- DallasDirt Real Estate Blog
- SweetCharity Blog
- ShopTalk Blog
- BridalBuzz Blog
- Photo Galleries
- Archives
- Best of Big D
- Magazine Homepages
- Nightlife
- Videos

Specifications

Files Types Accepted

GIF, JPEG, HTML, JavaScript, Flash

Rich Media

Most third-party providers accepted. A backup GIF must be provided for browsers unable to detect rich media. Please contact your sales representative for more information.

Third-Party Providers

Most third-party providers accepted. Please contact your sales representative for more information.

Resolution

72 dpi for web-ready artwork and a minimum of 300 dpi for all other artwork.

Link*

Include exact URL for link.

*Flash Ads: Use the ClickTAG method.

Lead Time

3 business days (additional 2 days for rich media).

Reporting

Clients will be provided with a monthly status report during your campaign period as well as a final report at the end of campaign period if requested.

In-house Production

We would be happy to produce advertisements for clients. Please contact your sales representative for more information. *Please note there is a \$100 ad creation fee.*

Exclusive Sponsorships & Road Blocks

Exclusive Sponsorships

SECTION	MONTHLY RATE	AD IMPRESSIONS
Civic (FrontBurner)	\$0,000	
Dining	\$0,000	
Nightlife	\$0,000	
Real Estate	\$0,000	
Bridal	\$0,000	
Home & Garden	\$0,000	
Medical	\$0,000	
Shopping	\$0,000	

Additional Advertising

PLACEMENT	RATE
Homepage & Blog Takeover*	\$0,000
Homepage & Blog Re-Skin*	\$5,000
Re-Skin Subpages**	TBD

* one day per week

** Time period negotiable

Our Advertisers Include:

National Advertisers:

Audi
 Patron
 William Grant Co.
 Dr Pepper
 Pappas
 Karlsson's Gold Vodka
 Equinox
 Land Rover
 Max Factor
 Massage Envy
 Ty-Ku
 Mercedes
 Cadillac

Local Advertisers:

Central Market
 ATT Center for Performing Arts
 Brinker Lecture Series
 Dallas Opera
 Dallas Summer Musicals
 Dallas Symphony
 Dallas Cowboys
 Dallas Stars
 Texas Rangers
 Ebby
 Legacy Books
 Downtown Dallas
 Inwood Village
 Meadows Museum
 Methodist Hospital
 UT Southwestern
 Steinway
 Travis at Katy Trail
 West Village
 Cindi's Deli
 Dr Delphinium
 Flying Fish
 Gaylord
 Highland Park Village
 House of Blues
 Lonestar Park
 Northpark
 The Granada
 The Joule

Ad Opportunities

Newsletters

D Nightlife

A weekly newsletter dedicated to Dallas after dark.
7,850+ circulation.

Investment: \$500 per week

D Events

Helping subscribers fill their cultural calendars with
a weekly newsletter. 19,300+ circulation.

Investment: \$500 per week

Magazine Highlights

Print subscribers get a preview and exclusive insight
into the makings of each issue of *D Magazine* from
Executive Editor Tim Rogers. 13,000+ circulation.

Investment: \$500 per week

Directory Listings

Include a link to your Web site or profile by purchasing a link in one of dmagazine.com's comprehensive directories.
Prices vary. Email onlinedirectories@dmagazine.com for more information.

Editorial Calendar

January 2010

WEB EXCLUSIVE EDITORIAL

Best DJs Voting (3 weeks)

ONLINE SPECIAL SECTIONS

Top Seafood

FROM THE MAGAZINES

Best Dentists (*D Magazine*)

35th Anniversary of *D Magazine* (*D Magazine*)

Best of Everything (*D Home*)

Healthcare (*D CEO*)

February 2010

WEB EXCLUSIVE EDITORIAL

Valentine Day Gift Guide

ONLINE SPECIAL SECTIONS

Top Romantic Restaurants

Top Salons and Spas in Dallas

EVENT

Sweet Charity/Mansion

FROM THE MAGAZINES

Best BBQ (*D Magazine*)

March 2010

WEB EXCLUSIVE EDITORIAL

D Weddings Voting

Reality Show Pregnant Bride

ONLINE SPECIAL SECTIONS

Top Burgers

Guide to North Texas Races

EVENT

Best DJs Revealed (March 25, 2010)

FROM THE MAGAZINES

D Beauty (*D Magazine*)

Best Designers (*D Home*)

Commercial Real Estate (*D CEO*)

Best Brokers (*D CEO*)

April 2010

WEB EXCLUSIVE EDITORIAL

Best of Big D Voting - Salons/Beauty

ONLINE SPECIAL SECTIONS

Top Tex-Mex

Top Summer Camps for Kids

FROM THE MAGAZINES

Best Pediatricians (*D Magazine*)

Outdoors in Dallas (*D Magazine*)

May 2010

WEB EXCLUSIVE EDITORIAL

Best of Big D Voting - Nightlife

Mother's Day Events

ONLINE SPECIAL SECTIONS

Top Brunch

FROM THE MAGAZINES

Best Women in Law (*D Magazine*)

Dallas Seafood (*D Magazine*)

Best Builders (*D Home*)

Second Homes (*D Home*)

Diversity (*D CEO*)

June 2010

WEB EXCLUSIVE EDITORIAL

Best of Big D Voting - Shopping

Father's Day Events

ONLINE SPECIAL SECTIONS

Top Steakhouses

Golf Obsessions

FROM THE MAGAZINES

D Beauty (*D Magazine*)

July 2010

WEB EXCLUSIVE EDITORIAL

Best of Big D Voting - Restaurants

10 Most Beautiful Homes Voting

ONLINE SPECIAL SECTIONS

Fourth of July events

Top Sushi

Weekend Getaway Guide

FROM THE MAGAZINES

Rating the Suburbs (*D Magazine*)

Entertainment (*D Home*)

Ernst & Young Entrepreneur of the Year Awards
(*D CEO*)

August 2010

WEB EXCLUSIVE EDITORIAL

Family/Kids/Back to School (2 features)

ONLINE SPECIAL SECTIONS

Top BBQ

Staycations

FROM THE MAGAZINES

Best of Big D (*D Magazine*)

Editorial Calendar

Online Edit Special Sections Calendar (Cont'd)

September 2010

WEB EXCLUSIVE EDITORIAL

10 Most Beautiful Voting

ONLINE SPECIAL SECTIONS

Top Asian

Buy Local

FROM THE MAGAZINES

Dallas Cowboys turn 50 (*D Magazine*)

D Beauty (*D Magazine*)

10 Most Beautiful Homes (*D Home*)

Nonprofits (*D CEO*)

October 2010

WEB EXCLUSIVE EDITORIAL

Halloween Events

ONLINE SPECIAL SECTIONS

Green Living

Condos/Townhouses/Apts.

FROM THE MAGAZINES

CFOs of Dallas (*D CEO*)

November 2010

WEB EXCLUSIVE EDITORIAL

Best Chefs Voting

FROM THE MAGAZINES

Best Doctors in Dallas (*D Magazine*)

Holiday Kitchens (*D Home*)

Best Corporate Counsel (*D CEO*)

ONLINE SPECIAL SECTIONS

Top Arts District Dining

Top Yoga Studios

EVENT

10 Most Beautiful

December 2010

WEB EXCLUSIVE EDITORIAL

Holiday Gift Guide

NYE Events

FROM THE MAGAZINES

Best Restaurants (*D Magazine*)

D Beauty (*D Magazine*)

CEO of the Year (*D CEO*)

ONLINE SPECIAL SECTIONS

Party Planning

Flash Click Counting

The clickTag method

When creating flash banners it is necessary that the banner's destination (click-through) url is not physically hard coded into the SWF file, otherwise click counting will not be possible. Instead, the "clickTag" variable should be used. The value of this variable can then be handed over to the flash banner by the ad server.

Advantages

- Both sides can count clicks via the ad server.
- It isn't necessary to return the Flash file to the designer if the destination url needs to be changed.
- The destination url can easily be checked.
- There's no need for the Flash designer to know the destination url.

Implementation

To implement the clickTag click counting method in your flash creative, simply insert a new top-layer button in the clickable area and add the following action:

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```

Ensure That

- The URL box is set as an expression.
- clickTag is lower case, except for the 'T' which must be upper case.
- The target window is set appropriately.

Multiple Click-throughs

The process is almost the same for flash creative which contains multiple clickable zones with different destination urls. Follow the procedure outlined above, but instead of clickTag use clickTag1, clickTag2, clickTag3, etc for each clickable area.