

DHome

MEDIA KIT 2017





Letter from
STACY GIRARD

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As you flip through our media kit, you'll find demographics, rankings, and statistics to assist you in developing your annual advertising strategy. We hope our award-winning magazine will be a part of your plan for 2017.

With every issue, our editors spotlight the best our city offers in the way of home design—from our favorite builders and designers to stunning interiors to shopping and trends. Our *D Home* editors have earned national recognition for their work in writing, design, and general excellence. Along with good editorial company, *D Home* also delivers a loyal and affluent readership. All of which means your advertising is in the hands of the most valuable shelter audience in the city—bar none.

Take a look. See how we rank. After you've turned the last page of this kit, I think you'll agree that *D Home* is your home, and the most intelligent investment for 2017.

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D Home shows the Dallas reader how to live a beautiful life.

When you partner with *D Home*, you engage a powerful and passionate audience. You can find us everywhere from coffee tables of the most influential homeowners in Dallas to the showrooms of distinguished designers.

Our readers build their nests to reflect their lives—with perfectionism and pride. They trust us to match them with luxury brands worthy of a place in their homes.

182,720

Average monthly readers

\$719,000

Average reader home value

\$333,963

Average household income

75%

Female

25%

Male

98%

Consider *D Home* a reliable resource when making home-related purchases

69%

Plan to remodel or redecorate their home in the next year

69%

Frequently purchase products or services from ads seen in *D Home*

51

Average reader age

SOURCE: CIRCULATION VERIFICATION COUNCIL 2015, 2016

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EDITORIAL CALENDAR 2017

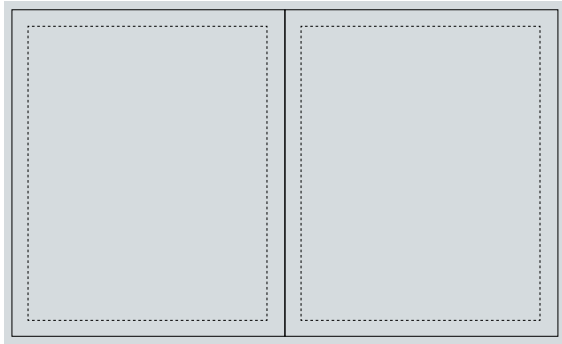


Best of Big D, September/October 2016

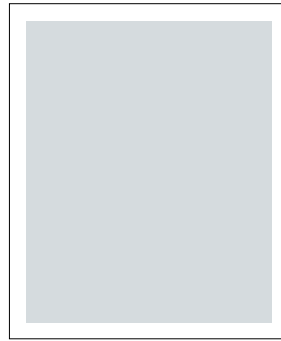
		AD CLOSE	ART DUE	NEWS STAND
JAN/ FEB	BUILDERS' GUIDE; HIGH-RISE ISSUE Ad Sections: Faces of Dallas; Builder and Remodeler Profiles	NOV 22	NOV 28	JAN 12
MAR/ APR	BEST DESIGNERS; GALLERY GUIDE Ad Sections: Best Designers Profiles Event: Best Designers	JAN 27	JAN 31	MAR 10
MAY/ JUN	BEST BUILDERS; OUTDOOR/LANDSCAPE ISSUE Ad Sections: Best Builders Profiles Event: Best Builders	MAR 24	MAR 28	MAY 4
JUL/ AUG	10 MOST BEAUTIFUL HOMES; LIFE IN COLOR WINNERS Ad Sections: Faces of Dallas; Outdoor Living	MAY 26	MAY 30	JUN 29
SEP/ OCT	BEST OF BIG D HOME Ad Sections: Design District: An Insider's Guide	JUL 21	JUL 25	AUG 31
NOV/ DEC	HOLIDAY ENTERTAINING ISSUE Ad Sections: ARC Awards; Holiday Gift Guide	SEP 22	SEP 26	NOV 2
D HOME 100	RESOURCE GUIDE How to Live a Beautiful Life in Dallas	SEP 1	SEP 5	JAN 23

SPECS 2017

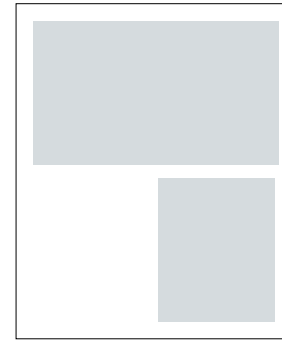
Please allow .25" in gutter for grindoff.



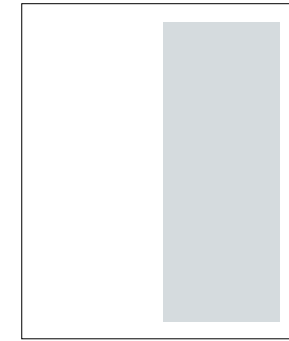
SPREAD (TRIM SIZE): 18" X 10.875"
SPREAD (LIVE AREA): 16" X 10.375"
SPREAD (BLEED): 18.25" X 11.125"



FULL (TRIM SIZE): 9" x 10.875"
FULL (LIVE AREA): 8" X 9.875"
FULL (BLEED): 9.25" X 11.125"



1/2 HORIZONTAL: 7.5" x 4.875"
1/4 VERTICAL: 3.625" x 4.75"



1/2 VERTICAL: 3.625" x 9.875"

MECHANICAL REQUIREMENTS:

DIGITAL FILES ONLY:

- InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF files are accepted.
- All images should be 350 dpi and color as CMYK.
- Please supply a composite proof for color. Without a proof, *D Home* assumes no responsibility for ads supplied without appropriate proof.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

MAGAZINE TRIM SIZE:

- 9" x 10.875". For bleed allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at D for one year from date of use.

AD UPLOAD INFO:

Upload ads to dbinbox.com/dhome



RATES 2017

ADVERTISING DISPLAY RATES (LOCAL):

SIZE	1X	4X	6X
Spread	\$8,990	\$8,725	\$8,475
Full Page	\$5,220	\$4,990	\$4,740
Half Page	\$3,480	\$3,290	\$3,120
Quarter	\$2,120	\$1,995	\$1,895

ADVERTISING DISPLAY RATES (COVERS):

SIZE	1X	4X	6X
Inside Front	\$7,550	\$7,175	\$6,720
Inside Back	\$6,130	\$5,900	\$5,560
Back Cover	\$9,070	\$8,620	\$8,200

INSERT PAGES:

Pricing ranges from 2-16 insert pages.

Detailed information available upon request.

AD CREATION:

SIZE	RATE	
Full	\$350	Any type changes, adding logos, etc.: 50
1/2	\$250	Change to ad after two revisions: 50
1/4	\$125	Change to ad after approval: 100
		Ad materials after deadline: 100

2017 DEADLINES:

ISSUE	SPACE	MATERIALS
Jan/Feb	11.22.16	11.28.16
Mar/April	01.27.17	01.31.17
May/June	03.24.17	03.28.17
July/August	05.26.17	05.30.17
Sept/Oct	07.21.17	07.25.17
Annual <i>D Design Book</i>	09.01.17	09.05.17
Nov/Dec	09.22.17	09.26.17

Rates for *DHome's* annual trade publication, *D Design Book*, available upon request.

Publisher reserves the right to refuse any advertising. All rates are four-color and agency commissionable. Black-and-white rates are available. Guaranteed premium positions, e.g. opposite table of contents, add 15%. Bleed advertisements incur a 10% up-charge.



“It is a pleasure to partner with D Home. It is not only an excellent opportunity to network with our existing clients but gives us the chance to meet potential new customers at the intimate gatherings.”

**JENNIFER WILLIAMS // EXPRESSIONS HOME GALLERY,
A MORRISON SHOWROOM**

“Partnering with D Home to increase my brand awareness and visibility has proven to be an invaluable way to market my projects and expertise in the custom home building industry.”

MARK MOLTHAN // PLATINUM SERIES BY MARK MOLTHAN

“D Home is an important brand awareness vehicle for Crawford Services to communicate our indoor home comfort message to Custom Builders and Consumers. We appreciate the content and consistency that the magazine delivers with each publication.”

BRAD CRAWFORD // CRAWFORD SERVICES, INC.

Contact your account representative for more information.

