

**D**Home

MEDIA KIT 2017





*Letter from*  
JOEY CONICELLA

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**Through hours of research, we've compiled demographics,** rankings, and statistics on the home design industry to assist you in developing an advertising strategy. We hope you find that our award-winning magazine will be an asset to growing your business in Dallas, as many of our long-time partners have.

The editors of *D Home* know the Dallas shelter and design community better than anyone. In every issue, we give thoughtful looks at the city's best interior and exterior home design, trends, and more. Our editors have earned national recognition for their work, and the superior quality of *D Home* mirrors our audience—a loyal and affluent readership. When you advertise in the pages of *D Home*, you're directly in the hands of the most valuable shelter audience in the city.

Take a look and see for yourself why *D Home* is your home, and a wise partner as you finalize your marketing strategy for this year and beyond.

Joey Conicella



# *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



# EDITORIAL CALENDAR 2017

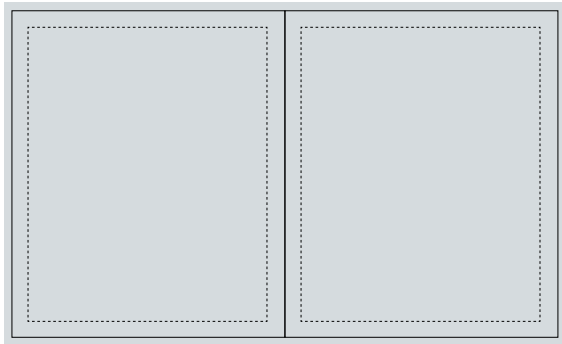


Best of Big D, September/October 2016

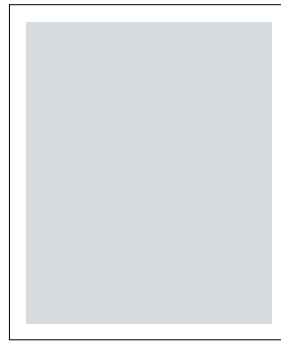
		AD CLOSE	ART DUE	NEWS STAND
JAN/ FEB	<b>BUILDERS' GUIDE; HIGH-RISE ISSUE</b> Ad Sections: Faces of Dallas; Builder and Remodeler Profiles	NOV 22	NOV 28	JAN 12
MAR/ APR	<b>BEST DESIGNERS; GALLERY GUIDE</b> Ad Sections: Best Designers Profiles	JAN 27	JAN 31	MAR 10
MAY/ JUN	<b>BEST BUILDERS; OUTDOOR/LANDSCAPE ISSUE</b> Ad Sections: Best Builders Profiles	MAR 24	MAR 28	MAY 4
JUL/ AUG	<b>10 MOST BEAUTIFUL HOMES; LIFE IN COLOR WINNERS</b> Ad Sections: Faces of Dallas; Outdoor Living	MAY 19	MAY 23	JUN 29
SEP/ OCT	<b>BEST OF BIG D HOME</b> Ad Sections: Design District: An Insider's Guide	JUL 14	JUL 18	AUG 31
NOV/ DEC	<b>HOLIDAY ENTERTAINING ISSUE</b> Ad Sections: ARC Awards; Holiday Gift Guide	SEP 15	SEP 19	NOV 2
<b>D HOME</b> 100	<b>RESOURCE GUIDE</b> How to Live a Beautiful Life in Dallas	AUG 18	AUG 22	JAN 23

# SPECS 2017

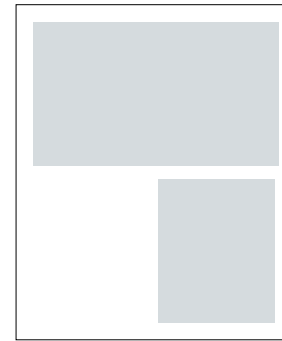
Please allow .25" in gutter for grindoff.



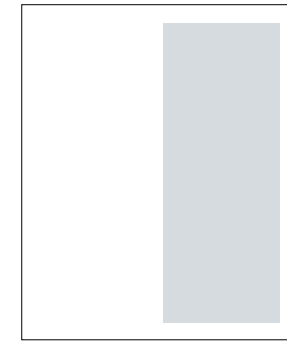
**SPREAD (TRIM SIZE):** 18" X 10.875"  
**SPREAD (LIVE AREA):** 16" X 10.375"  
**SPREAD (BLEED):** 18.25" X 11.125"



**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](http://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.**

