

DHome
Media Kit 2018



Engage with the most
powerful, passionate, and inspired
audience in Dallas.

When you partner with *D Home*, your business will be showcased everywhere from the coffee tables in the most affluent homes in Dallas to the studios of the most influential designers, builders, and architects. **Just ask our clients.**

“ The positive marketing impact *D Home* has added to our company's profile, locally and nationally, has been terrific. Most new clients we meet have seen us in some form or another in *D Home*. The pre-vetting we enjoy from that exposure is invaluable. We think *D Home* is the gold standard magazine for Dallas interiors.”

— BILL CATES, PETERS CATES DESIGN

The logo for D Home, featuring a red square with a white letter 'D' inside, followed by the word 'Home' in a black serif font.

D Home readers are renowned for their *loyalty, affluency, and relevancy.*

Our editors are **nationally recognized** for their work, and the superior quality of *D Home* mirrors our audience.

59,152

AVERAGE BI-MONTHLY READERS

50

AVERAGE READER AGE

28%

MALE

\$330,224

AVERAGE HOUSEHOLD INCOME

72%

FEMALE

\$719,000

AVERAGE READER HOME VALUE

“

D Home has the best content and design of all Dallas/Texas shelter magazines. My clients continually show me work from D; therefore, I know it reaches the correct audience.”

— JENNIFER FORDHAM,
POGGENPOHL

WHY PARTNER WITH *D HOME*?

TO ALIGN WITH A
TRUSTED BRAND.

D Home is notably recognized among the Dallas community because of our *editorial influence, community partnerships, and loyal readership.*

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

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*

WHERE DO WE REACH?

DALLAS AND BEYOND.

FROM 2016...

NEWSSTAND SALES
JUMPED BY

↑ 9.85%

TOTAL PAID SUBSCRIPTIONS +
VERIFIED CIRCULATION HAS INCREASED BY

↑ 8.9%

We even
captivated the attention
of...

DALLAS NEWCOMERS

2,000+

NEW READERS
IN DALLAS COUNTY

SURROUNDING SUBURBS

37%

OF OUR DISTRIBUTION REACHES
IDEAL SUBURBS: DENTON, TARRANT,
COLLIN COUNTY, AND MORE!



WHAT DO WE OFFER?

POWERFUL PRINT.

Our readers intentionally seek out local inspiration for their home and life.

You have a unique opportunity to reach them while they're turning the pages, and inspire their creativity.

D Home's effective print ads:

REACH A BIMONTHLY
READERSHIP OF

59,152

D Home sells more issues on Dallas newstands than *Architectural Digest*, *Dwell*, and *Elle Décor* **combined.**

“

There is a sense of respect and loyal connection within the Dallas design community to D Home's brand and, because of that, we have committed to an annual campaign with the magazine.”

— ROBERT HUGHES, CHRISTOPHER PEACOCK

SOURCE: Circulation Verification Council 2017



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WHAT DO WE OFFER?

HIGH-IMPACT DIGITAL.

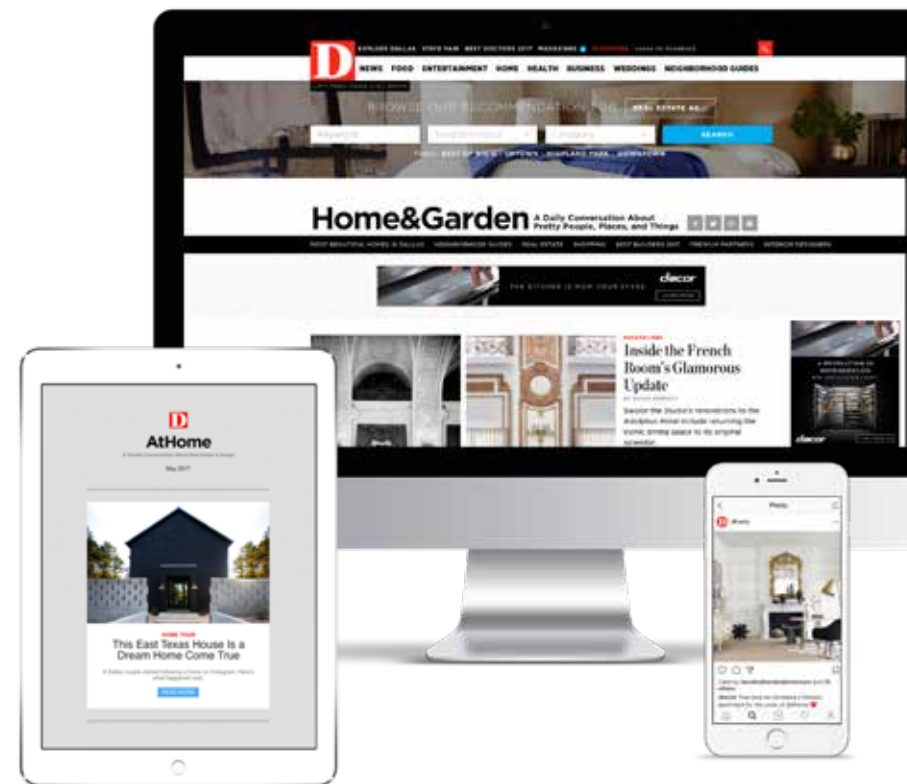
D Home attracts the most desired readers in the market — *online and off.*

Our digital reach is a marketer's dream.

COMBINED SOCIAL FOLLOWERS OF **110,612+**

NEWSLETTER SUBSCRIBERS AMOUNTING TO **8,906**

THE MOST ENGAGED SUBSCRIBERS AVERAGING **39%** CLICK THROUGH RATE



D Home can optimize your digital presence via:

- E-NEWSLETTERS
- E-BLASTS
- DISPLAY ADS
- NATIVE POSTS
- SPONSORED POSTS
- SOCIAL PROMOTIONS
- PROGRAMMATIC ADVERTISING
- CATEGORY SPONSORSHIPS
- DIRECTORY ENHANCEMENTS

WHAT DO WE OFFER?

ALL ACCESS.

D Home participates in and hosts **more than 20 events** a year.

We connect our clients to the local design community, in addition to high-end consumers.

We can help you creatively **engage with your target audiences** with a spectrum of custom engagement opportunities. *D Home's* events range from quarterly meetings that allow select partners to strategically expand their industry networks, to purposeful consumer events that **deliver optimal foot traffic into showrooms and businesses.**

Partnering with D Home means your brand is visible in front of prominent community groups.



DALLAS
ARCHITECTURE
FORUM



+ more!



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WHEN DO WE PUBLISH?

EDITORIAL CALENDAR 2018

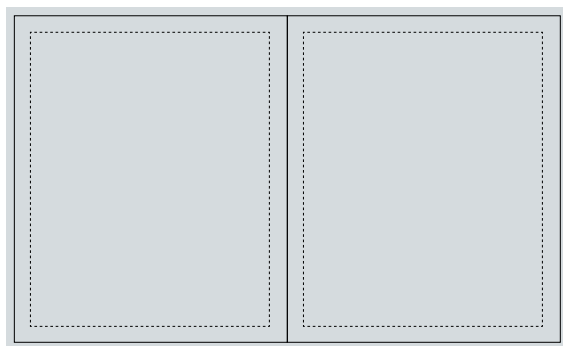


Best Builders, May/June 2017

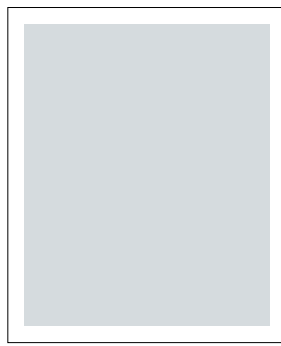
		AD CLOSE	ART DUE	NEWS STAND
JAN/ FEB	BUILD VS. REMODEL; MINIMALISM PACKAGE Ad Sections: Faces of Dallas; Builder and Remodeler Profiles	NOV 27	NOV 28	JAN 4
MAR/ APR	BEST DESIGNERS Ad Sections: Best Designers Profiles, NorthPark Garden Show Event: Best Designers	FEB 2	FEB 6	FEB 28
MAY/ JUN	BEST BUILDERS Ad Sections: Best Builders Profiles Event: Best Builders	MAR 30	APR 3	APR 25
JUL/ AUG	10 MOST BEAUTIFUL HOMES; OUTDOOR LIFESTYLE Ad Section: Outdoor Living	MAY 25	MAY 29	JUN 20
SEP/ OCT	BEST OF BIG D HOME Ad Sections: Design District: An Insider's Guide Event: Design Center Wine Walk	JUL 27	JUL 31	AUG 22
NOV/ DEC	HOLIDAY ENTERTAINING ISSUE; LIFE IN COLOR WINNERS Ad Sections: ARC Awards; ReNesting	SEP 28	OCT 2	OCT 24
D HOME 100	VOLUME II How to Live a Beautiful Life in Dallas	AUG 31	SEP 4	JAN 14

HOW TO GET STARTED

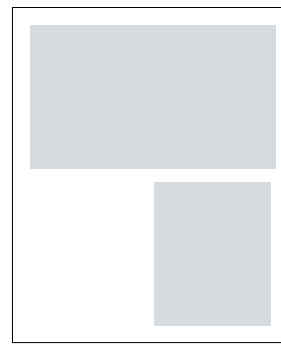
SPECS 2018



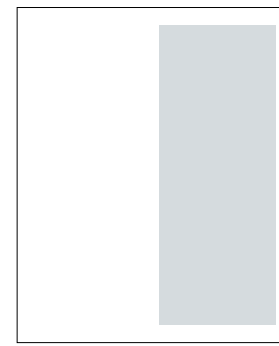
SPREAD (TRIM SIZE): 18" X 10.875"
SPREAD (LIVE AREA): 17" X 10.375"
SPREAD (BLEED): 18.25" X 11.125"



FULL (TRIM SIZE): 9" x 10.875"
FULL (LIVE AREA): 8.5" X 10.375"
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:

WHAT TO SUBMIT

- Digital files exported in InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF.
- All images should be 350 dpi and color as CMYK.
- Composite proof for color. Without a proof, D Home assumes no responsibility for ads supplied without appropriate proof.

AVOID AT ALL COST

- Submitting ads created in Microsoft Word, Microsoft Publisher, Power Point or any PC-based program. (They will not be accepted.)

UPLOAD HERE

Submit ads by visiting this URL: dbinbox.com/dhome

KNOW THE SPECS

- 9" x 10.875". For bleed allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- All images should be 350 dpi and color CMYK.
- Magazine format is three-column and is perfect bound.

WE ARE HERE TO HELP YOU

- We are happy to recreate the ad for you at our normal ad production rate.
- Hold art for one year from date of use.

D HOME ANNUAL

Specs for D Home's annual resource guide are available upon request.

HOW TO GET STARTED

RATES 2018

ADVERTISING DISPLAY RATES (LOCAL):

SIZE	1X	4X	6X
Spread	\$9,260	\$8,990	\$8,730
Full Page	\$5,380	\$5,140	\$4,885
Half Page	\$3,585	\$3,390	\$3,215
Quarter	\$2,185	\$2,055	\$1,955

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.

2018 DEADLINES:

ISSUE	SPACE	MATERIALS
Jan/Feb	11.23.17	11.27.17
Mar/April	2.02.18	2.06.18
May/June	3.30.18	4.03.18
July/August	5.25.18	5.29.18
Sept/Oct	7.27.18	7.31.18
Annual <i>D Design Book</i>	8.31.18	9.04.18
Nov/Dec	9.28.18	10.02.18

AD CREATION:

SIZE	RATE
Full	\$350
1/2	\$250
1/4	\$125

Any type changes, adding logos, etc.: \$50
Change to ad after two revisions: \$50
Change to ad after approval: \$100
Ad materials after deadline: \$100

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%.

D Home is your home, and a wise partner
as you finalize your marketing strategy for
this year and beyond.

“

The people at *D Home* are all very committed to the quality of their work, easy to work with and friendly. I am comfortable working with *D Home* because I know they will present me and my work in a professional way. Watching the teams at *D Home* over the years helps me understand how they maintain their high standards and continually produce a first quality magazine.”

— LESLIE JENKINS, JENKINS INTERIORS

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