

MEDIA KIT // 2017



D CEO isn't just a
business publication.

IT'S A HANDPICKED COMMUNITY OF DALLAS' MOST RESPECTED BUSINESS LEADERS.

Our 94,240 readers expect more than a magazine. They're looking for a connected media brand with thought-provoking journalism. That's our mission. When it comes to industries from real estate, economic development, and healthcare, to professional services and technology, executives know where to find insights on what makes our city tick: *D CEO*.

Whether you want to reach the city's hottest new startup or its most recognizable industry leaders, advertising within *D CEO* puts your brand at the boardroom table.



\$1,856,000

Average Reader Net Worth

To Navigating Healthcare

JAMES HAMILTON
The Entrepreneur
Who Turned a
Niche Business
Into a Billionaire

MARK JEFF
The Attorney
Who Turned
A Family Business
Into A Billionaire

THE LEGACY
PHILIP
Turned A
Family Business
Into A Billionaire

ILLUSTRATION BY JAMES HAMILTON

D CEO

48
ENTREPRENEUR OF THE YEAR
FINALISTS

WILL TAYLOR
BY
CHRISTOPHER
MORSE

FAMILY MATTERS

How Mike Pineda and his son, Ryan Jr., leveraged opportunity and changed the face of North Texas business.

D CEO

KA-CHING!
HOW MUCH CEOs
AND CFOs MAKE

NEW BLOOD:
INSIDE AS THE
MILLICENT DYNASTY

JERRY'S WORLD

The Dallas mayor on heading his heart's passion, and why he's worried about the future.

2013 CEO OF THE YEAR

D CEO

BOONE PICKENS

At 85, the energy magnate is still going strong.

D CEO

BEHIND THE SCENES OF THE REAL ESTATE COLAPSE

D REAL ESTATE CEO ANNUAL

The Top Real Estate Stories of the Year

WE DROVE DOWN THE DEATH, REBIRTH, AND REFINANCING OF DALLAS REAL ESTATE IN 2014

DEALS!

D CEO

5
OF THE TOP
CEOs OF THE YEAR

RAGS TO RICHES

The bright rise of Southlake's Philanthropist King
Just past acceptance: **LEON KHAN**

D CEO

THE MOST POWERFUL

DALLAS 500

BUSINESS LEADERS

IN DALLAS-FORT WORTH

2016

D CEO

SHIVING ALICIA ON THE CEO

TOP LAWYERS

THE SHOCKING COLLAPSE

OF DALLAS' SO-CALLED "HOSPITAL CHAIR"

D CEO

THE GATEKEEPERS

THE PERIODIC CHAIRMAN
FROM THE OIL AND
GAS INDUSTRY TO
K. BOONE PICKENS
GARY HILL
MARY FRANCES BURRELSON
STAN SICHARON

D CEO

33
FINANCIAL EXECUTIVES

D CEO

WONDER WOMAN

INSIDE THE
LIFE OF
THE
WOMAN
WHO
IS
REDEFINING
THE
REAL ESTATE
INDUSTRY

LEO SEY
CHEFS
LEADS A
REVOLUTION
IN AIRLINE
FOOD

D CEO

CRITICAL CONDITION

HOW CEO BARCLAY SERVA
MANAGED TEXAS HEALTH
THROUGH THE Ebola CRISIS

BATTALION BOAL DISEASES

PISTON PACKING

TEXAS HEALTH

D CEO

35
OF THE TOP
100
CEOs OF THE
YEAR

D CEO

The Survivor

Angie Ruiz triumphed over communist oppression and colon cancer. Then came his follow-up: turning around a battered Ericsson.

D CEO

51
OUTSTANDING ENTREPRENEURS OF THE YEAR

GLENN BECK

How his upstart company is revolutionizing the multimedia business.

D CEO

MARKET ON FIRE

THE 2014 COMMERCIAL REAL ESTATE CHALLENGE

NORTH TEXAS BIGGEST AND BEST DEAL OF THE YEAR

D CEO

LOVE AND MONEY

PHOTO: MICHAEL ROY/STARS TO GO
WWW.PUBLIC.MARKET.COM

D CEO

DRILLED: DRIVE NEW WORLD

2014 CEO OF THE YEAR

D CEO

30
YEARS OF
BUSINESS

JOEL ALLISON

BYLOR SCOTT & WHITE'S FIRST FINANCIAL & WINSTON H. HEARD

2015 CEO OF THE YEAR

D CEO

26

DOUG PARKER

The American Airlines CEO Gets Off to a Flying Start

D CEO

TOYOTA'S TEXAS TWIST

He patented a hybrid car in 1996. He's now the CEO of a car company that's making a big bet on electric cars.

D CEO

INSIDE DALLAS' SURPRISINGLY ROBUST BEAUTY BUSINESS

STADIUM SNAFU

HOW CEO

D CEO

CAN WOMEN RISE TO THE TOP IN DALLAS?

How 47 executives who are redefining the odds.

D CEO

24

JORDAN SPIETH, INC.

Turning the PGA's biggest prize into a \$1 billion business.

D CEO

THE LATINO EFFECT

How the Hispanic population in the state, including new immigrants, is driving growth in the economy.

D CEO

LEADING THE PACK

STRAZZIUS FROM... INNOVATIVE ENTREPRENEURS OF THE YEAR

D CEO print reader profile

Our audience values *D CEO's* unparalleled access and provocative journalism. We've worked hard to forge our reputation, which is why *D CEO* has been named the country's **best regional business magazine four years in a row.***

Get to know our print readers.

41 MINUTES

Average time spent reading each issue

71%

Male

\$361,448

Average Household Income

29%

Female

53

Average Reader Age

20,051

Circulation

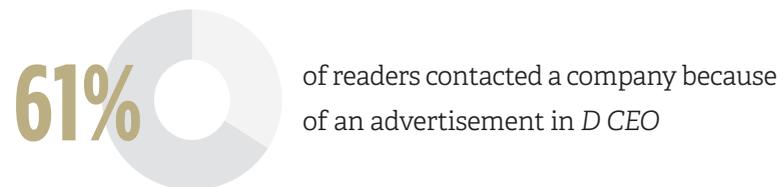
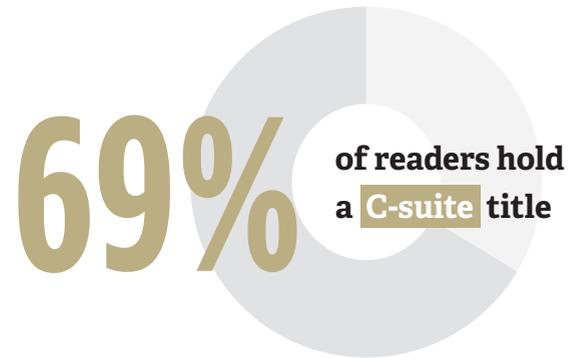


Kelcy Warren

*Alliance of Area Business Publishers

Powerful.
Affluent.
Educated.

53% of *D CEO* readers are the Chairmen, CEOs, Owners or Presidents of their companies. That's more than 10,000 Dallas decision-makers at your fingertips.



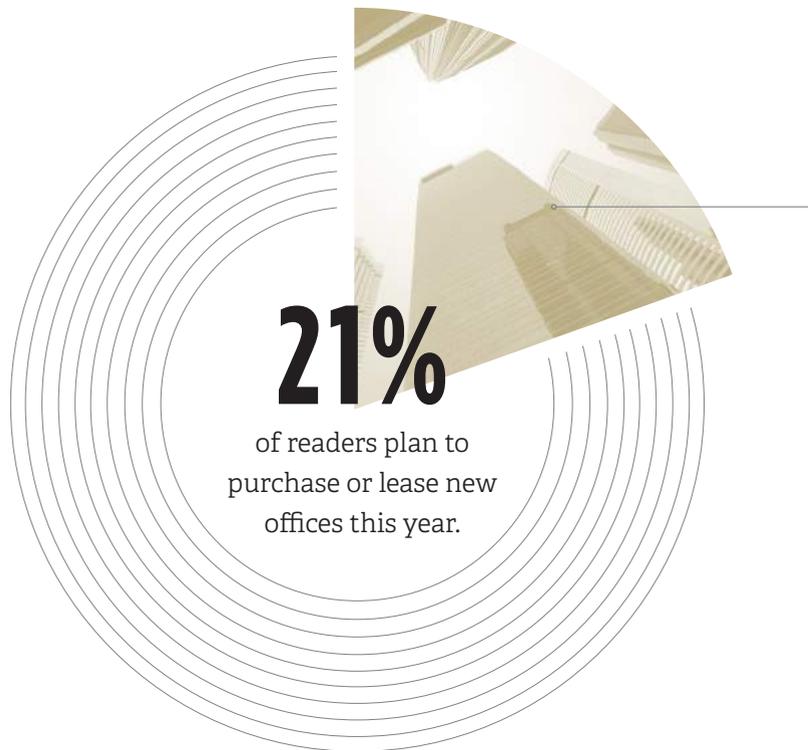


Access to DFW's business elite. Make your business part of the narrative.

The *Dallas 500* is a special edition that celebrates the most influential leaders in North Texas. It's the result of a year-long research initiative by the editors of *D CEO*. Unprecedented in scope, the *Dallas 500* provides an engaging, personal look at the people who make DFW such a powerful economic force.

There is no comparable local publication—or audience. Only the *Dallas 500* connects Dallas' top executives, across more than 60 different categories. This issue is printed at luxury quality, designed to be a reference tool and keepsake.

When you advertise in the *Dallas 500*, your brand maintains a year-round presence on the desks and in the lobbies of the region's most established business leaders and their clientele.



WE COVER EVERY INCH OF DFW'S COMMERCIAL REAL ESTATE SCENE. WHEN YOU ADVERTISE IN *D CEO'S REAL ESTATE ANNUAL*, YOU CAN TOO.

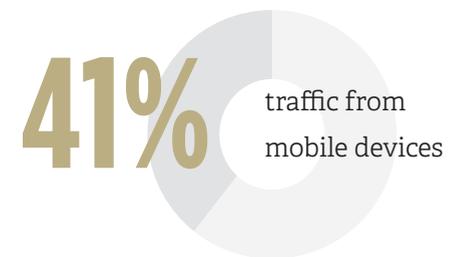
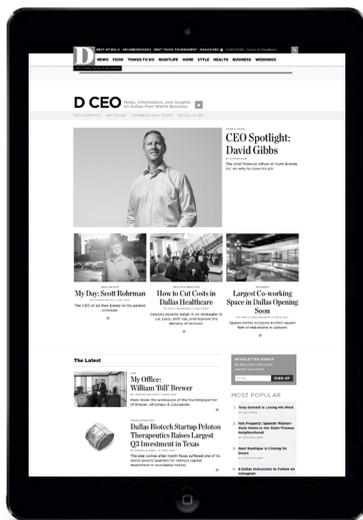
The *D CEO Real Estate Annual* establishes a picture of the North Texas commercial real estate market's most important trends and influencers. No other local publication includes insights from some of our 100 contributing editors in a single issue.

When you advertise in *D CEO's Real Estate Annual*, you connect with businesses considering pivotal transformations. Make sure they see your name as they plan their relocation and choose financial advisors, real estate brokers, and legal and accounting consultants.

Advertise with **D CEO online** and ensure our high-value readers see your brand over their morning coffee.

D CEO ONLINE IS WHERE DALLAS EXECUTIVES GET THEIR DAILY UPDATE OF BUSINESS NEWS.

D CEO online keeps DFW executives up-to-date on industry news and the North Texas economy. We've created a community space for leaders and entrepreneurs to learn all about regional business. These high-value readers check D CEO online daily to stay ahead of the Dallas business curve.



DCEOMAGAZINE.COM

WHEN YOU PARTNER WITH D CEO WEEKLY, YOU BECOME A C-SUITE ESSENTIAL.

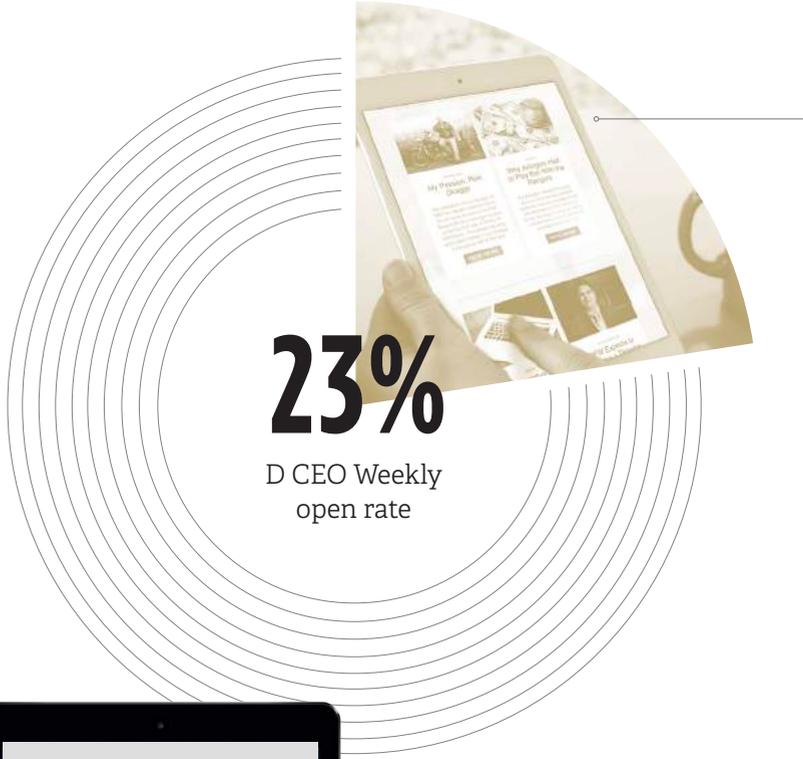
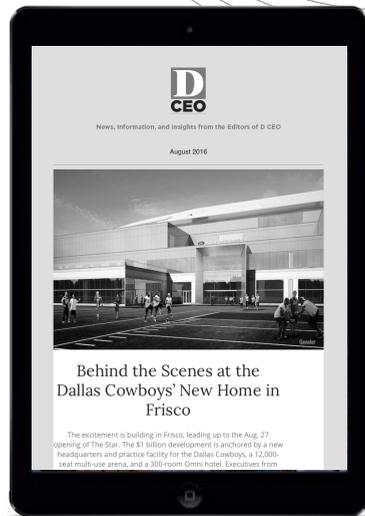
Our *D CEO Weekly* e-newsletter keeps business leaders updated with insider tidbits and behind-the-scenes interviews with the region's most influential executives. With 14,500 weekly opt-in subscribers, this is a targeted audience that is actively seeking impactful journalism, news of the day, promising networking opportunities, and luxury products.

By aligning with *D CEO Weekly*, your brand becomes a consistent presence for a highly engaged readership.

D CEO Weekly reaches
14,500
digital subscribers

23%

D CEO Weekly
open rate

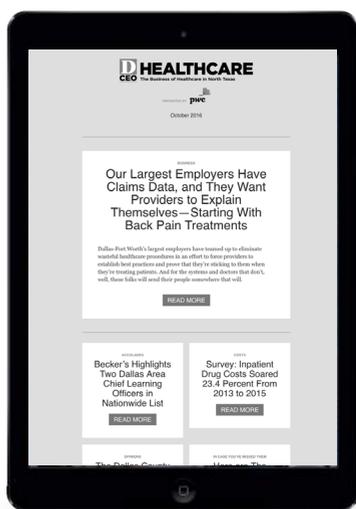


In Dallas, no one covers the **healthcare** industry like *D CEO*.



34,000+

Average Monthly Unique Visitors



3,200

Daily Email Subscribers

9,500

Weekly Roundup Subscribers

D HEALTHCARE DAILY

The *D CEO* brand is the backbone for Dallas' medical community news. And the content center that brings physicians and industry leaders together is our site, D Healthcare Daily.

D Healthcare Daily gives your brand unparalleled access to the physicians, employers, administrators and board members making the Dallas medical community's most important decisions.

DHEALTHCARE DAILY.COM

Target your key audience with our online channels.

Industry

- 48% Hospitals/Health Systems
- 16% Private Practice Physicians
- 5% Physician Groups
- 4% Insurance/Benefits

Title

- 45% Director or Senior Manager
- 29% C-Suite or Executive

Build a bond with the Dallas **real estate** community.

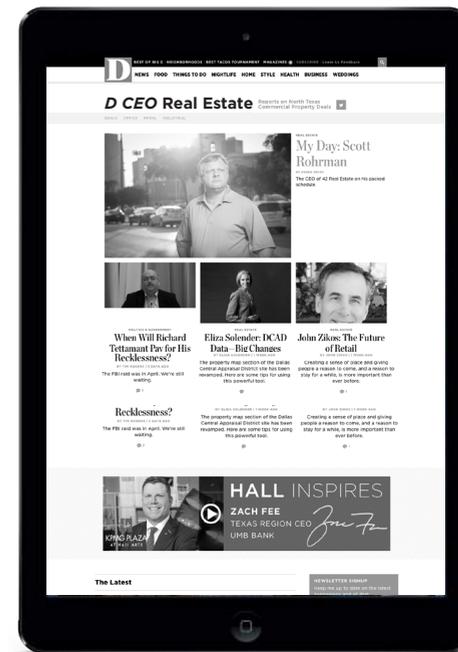
D CEO REAL ESTATE

Our *D CEO* Real Estate site helps readers keep tabs on the ebb and flow of businesses moving into and around Dallas. Office space, retail space, and industrial space alike—we cover it all.

Advertising with *D CEO* Real Estate aligns your business with more than 100 contributing editors—the experts interpreting the data from one of the nation's hottest real estate markets.

Content Sectors:

- Design and Construction
- Development and Investment
- Industrial and Data Centers
- Office
- Property Sales
- Research
- Retail



SUPPORTED BY MAJOR INDUSTRY ORGANIZATIONS

CREW | CoreNet Global | Downtown Dallas Inc. | ICSC
North Texas CCIM | NTCAR | The Real Estate Council

Every **D CEO event** is a VIP marketing opportunity.

There's a reason *D CEO* events are the most talked-about and well-attended in the Dallas business scene. We know our audience, and we deliver on their expectations by honoring the pioneers and visionaries that drive our city's innovative reputation.

D CEO events bring together the brightest, most driven C-suite executives in Dallas under one roof for a high-value sponsorship opportunity. We carefully select our attendees—nearly every event is invitation only—so you can speak directly with potential clients for your business. You won't find a more curated or impactful professional networking experience.

Last year,
more than
4,200
business leaders
attended a
D CEO event.



**“ONE OF THE BEST NETWORKING OPPORTUNITIES
OUT THERE. I HAVE SEEN AN INCREASE IN SALES
AND RECEIVED GREAT REFERRALS.”**

RYAN BEAUPRE // DALLAS COWBOYS FOOTBALL CLUB

**“IF YOU WANT UNIQUE INSIGHTS INTO THE LEADERS WHO
MAKE DALLAS SUCH A DYNAMIC PLACE TO DO BUSINESS, I
SUGGEST YOU PICK UP THE LATEST ISSUE OF *D CEO*.”**

ROGER STAUBACH // EXECUTIVE CHAIRMAN OF JLL AMERICAS

**“YOU CAN BANK ON *D CEO* FOR THE
NEWS ON BUSINESS IN DALLAS.”**

ELAINE AGATHER // CHAIRMAN OF JP MORGAN CHASE IN DALLAS

Title

Sponsorship Benefits

Pre-Event

- RSVP list (name and company name)
- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements

Event

- Stage presence during event — presenting and/or speaking role at event
- 20 tickets to event (10 for company use + 10 for inviting clients)
- Logo inclusion in AV display at event
- Logo inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event
- Table space for marketing and collateral during the event
- Opportunity to include item in gift bag at event (when applicable)

Post-Event

- Full-page advertisement in *D CEO* either distributed at the event or recapping the event
- Company mention in post-event coverage in *D CEO* and/or online
- 25 extra copies of the *D CEO* issue featuring the event
- 10 *D CEO* subscriptions for clients — includes letter from the publisher
- First right to renew for following year (valid for 90 days post event)

TOTAL INVESTMENT OF TITLE SPONSORSHIP:

\$16,500



Premier Sponsorship Benefits

Pre-Event

- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements

Event

- 15 tickets to event for company use or for inviting clients
- Logo inclusion in AV display at event
- Logo inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event
- Table space for marketing and collateral during the event
- Opportunity to include item in gift bag at event (when applicable)

Post-Event

- Full-page advertisement in *D CEO* either distributed at the event or recapping the event
- 15 extra copies of the *D CEO* issue featuring the event

**TOTAL INVESTMENT OF
PREMIER SPONSORSHIP:**

\$12,000

Signature Sponsorship Benefits

Pre-Event

- Company name inclusion on event website
- Company name inclusion on event invitations and advertisements

Event

- 10 tickets to event for company use or for inviting clients
- Company name inclusion in AV display at event
- Company name inclusion on signage at event
- Verbal recognition by Publisher/Editor during the event

Post-Event

- Advertisement in *D CEO* either distributed at the event or recapping the event

**TOTAL INVESTMENT OF
SIGNATURE SPONSORSHIP:**

\$8,000 with full page

\$6,000 with half page

Sponsor Highly-Targeted Events.

D CEO REAL ESTATE ANNUAL RECEPTION

EVENT: January
ISSUE: December
ATTENDANCE: 200+

Top industry executives join us to celebrate the release of our *D CEO Real Estate Annual* special issue, which features market outlook reports for the coming year, blog excerpts from *D CEO Real Estate*, and a list of DFW lease and sales transactions.

TECHNOLOGY ISSUE RECEPTION

EVENT: January/February
ISSUE: January/February
ATTENDANCE: 200+

This reception brings together North Texas' top tech talent for an intimate cocktail party to celebrate the release of our technology issue. As the tech industry continues to boom in North Texas, so do our ties with new and growing tech companies.

POWER BROKERS

EVENT: February
ISSUE: March
ATTENDANCE: 300

The editors of *D CEO* work with the leaders of commercial real estate firms in North Texas to reveal their top brokers in our March issue. This pre-publication event honors the winners and set the scenes for impactful networking.

COMMERCIAL REAL ESTATE AWARDS

EVENT: March
ISSUE: April
ATTENDANCE: 400+

This event honors the best and the brightest in commercial real estate across multiple categories—including developers, brokers, executive of the year, top office, industrial, retail and mixed-use projects. This is your opportunity to build relationships with the people building Dallas business.

FINANCIAL EXECUTIVES AWARDS

EVENT: April
ISSUE: May
ATTENDANCE: 300

In collaboration with the veteran leaders of the Dallas CPA Society and the Financial Executives International, we honor Dallas' top financial executives at this VIP event.

MERGERS & ACQUISITIONS AWARDS

EVENT: May
ISSUE: May
ATTENDANCE: 250+

Our annual Mergers and Acquisition Awards bring together the audiences for *D CEO* and the Association for Corporate Growth for one high-profile evening. Finalists are announced and honored in front of the most strategic and active deal-makers in Dallas.

D CEO REAL ESTATE SUMMER RECEPTION

EVENT: June
ATTENDANCE: 200+

We bring together our impressive roster of contributing *D CEO Real Estate* editors for an exclusive networking opportunity. This is a key event for any business looking to capture the attention of Dallas' top tenant reps and other commercial real estate pros blazing trails in our city.

WOMEN'S LEADERSHIP SYMPOSIUM

EVENT: June
ISSUE: June
ATTENDANCE: 500+

This half-day symposium informs, educates, and inspires women business leaders of today and tomorrow. By sponsoring this event, you make a connection with top executives, entrepreneurs, and visionaries—and align yourself with a powerful and positive message.

TOP RISK MANAGERS

EVENT: May
ISSUE: June
ATTENDANCE: 150-200

In partnership with the Risk Management Society, we recognize North Texas' top risk managers working behind the scenes to concept and execute high-return business strategies. Winners will be unveiled at an exclusive event.

D CEO REAL ESTATE FALL RECEPTION

EVENT: September
ATTENDANCE: 200+

We bring together our impressive roster of contributing *D CEO* Real Estate editors for an exclusive networking opportunity. This is a key event for any business looking to capture the attention of Dallas' top tenant reps and other commercial real estate pros blazing trails in our city.

LATINO BUSINESS AWARDS

EVENT: September
ISSUE: September
ATTENDANCE: 250+

The Latino business community is a fast-growing economic engine in Texas. We partner with the Asociacion de Empresarios Mexicanos to honor the achievements of Latino-owned businesses and Latino business leaders throughout North Texas.

CIO/CTO OF THE YEAR AWARDS

EVENT: September
ISSUE: October
ATTENDANCE: 250+

Now more than ever, CIOs and CTOs are helping Dallas businesses grow in profitability, functionality and competitiveness. We recognize the city's most successful players in this rapidly growing field with a VIP event.

ACC & D CEO CORPORATE COUNSEL AWARDS

EVENT: October
ISSUE: November
ATTENDANCE: 300+

In partnership with the Association of Corporate Counsel, we honor the top corporate attorneys in six industry categories. The winner celebration is a networking event for both in-house attorneys and managing partners from top law firms.

RESIDENTIAL REAL ESTATE AWARDS

EVENT: October
ISSUE: November
ATTENDANCE: 150-200

The Residential Real Estate Awards recognize outstanding developers, real estate agents, projects, and residential communities changing the Dallas landscape for the better. This is a pre-publication event, putting your brand at the forefront of the industry's event of the year.

DALLAS 500 ANNUAL RELEASE RECEPTION

EVENT: November
ISSUE: November
ATTENDANCE: 300+

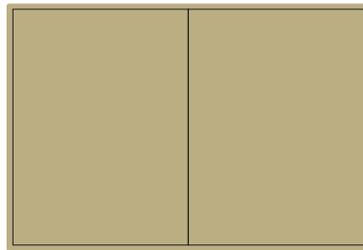
This annual event brings together the most powerful business leaders in Dallas-Fort Worth in an unprecedented targeted networking event. Leaders across a wide range of industries have a chance to mingle and discuss the opportunities and challenges in their respective fields.

EXCELLENCE IN HEALTHCARE AWARDS

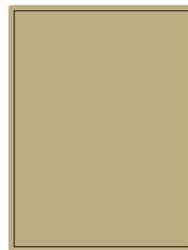
EVENT: November
ISSUE: December
ATTENDANCE: 250

The Excellence in Healthcare Awards recognizes standout medical industry professionals in the categories of: Practitioners; Innovation; Medical Research; Medical Devices/Technology; Pharmaceuticals; Community Outreach; Wellness Programs; Medical Real Estate; and Healthcare Volunteers. A Lifetime Achievement Award is also presented.

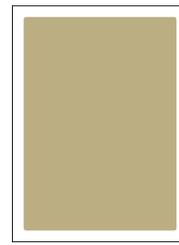
Stand out from the crowd.



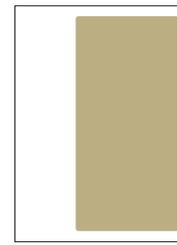
Spread (w/bleed)
16.25" x 11"



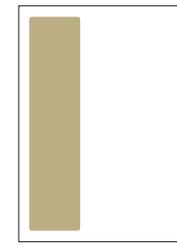
Full (w/bleed)
8.25" x 11"



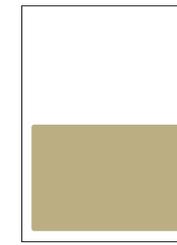
Full (LIVE AREA)
7" x 10"



2/3 Vertical
4.625" x 9.75"



1/3 Vertical
2.25" x 9.75"



1/2 Horizontal
7" x 4.875"

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 CEO* is not responsible for the content of your ad.
- 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:

- 8" x 10.75". For bleed allow .125" beyond all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D CEO* for one year from date of use.

AD UPLOAD INFO:

Upload ads to dbinbox.com/dceo

2017 DEADLINES:

Issue	Space Reservation
March	1.19.17
April	2.9.17
May	3.9.17
June	4.13.17
July/Aug	5.11.17
September	7.13.17
October	8.10.17
November	9.14.17
December	10.12.17
Jan/Feb	11/15/17

Maximize your buy.

Advertising Display Rates (Gross):

SIZE:	1X	3X	6X	10X
SPREAD	11,559	10,448	9,469	8,354
FULL	7,994	7,308	6,706	6,038
2/3 VERTICAL	7,507	6,543	5,771	5,140
1/2 HORIZONTAL	6,507	5,752	4,445	4,071

Ad Creation:

SIZE	RATE
Full	\$350
2/3	\$300
1/2	\$250

Includes type with one logo and one image.

- Creation of ads includes a color laser proof and one round of proofing changes
- An additional \$50 will be charged per change after initial proofing
- An additional \$100 will be charged for changes made after approval
- An additional \$100 will be charged for ad materials received after deadline
- Additional charges will be incurred for resizing, type changes, scans, etc.

Need Digital Rates?

Ask your advertising account representative for advertising rates on all of our digital products:

- D CEO Online
- D CEO Weekly Newsletter
- D Healthcare Daily
- D Healthcare Daily Newsletter
- D CEO Real Estate

PREFERRED POSITION

15% premium on an issue-by-issue basis and 10% premium on a contract basis, excluding cover positions.

BLEED

Available on full pages and spreads for a 10% premium.

INSERT/GATEFOLDS

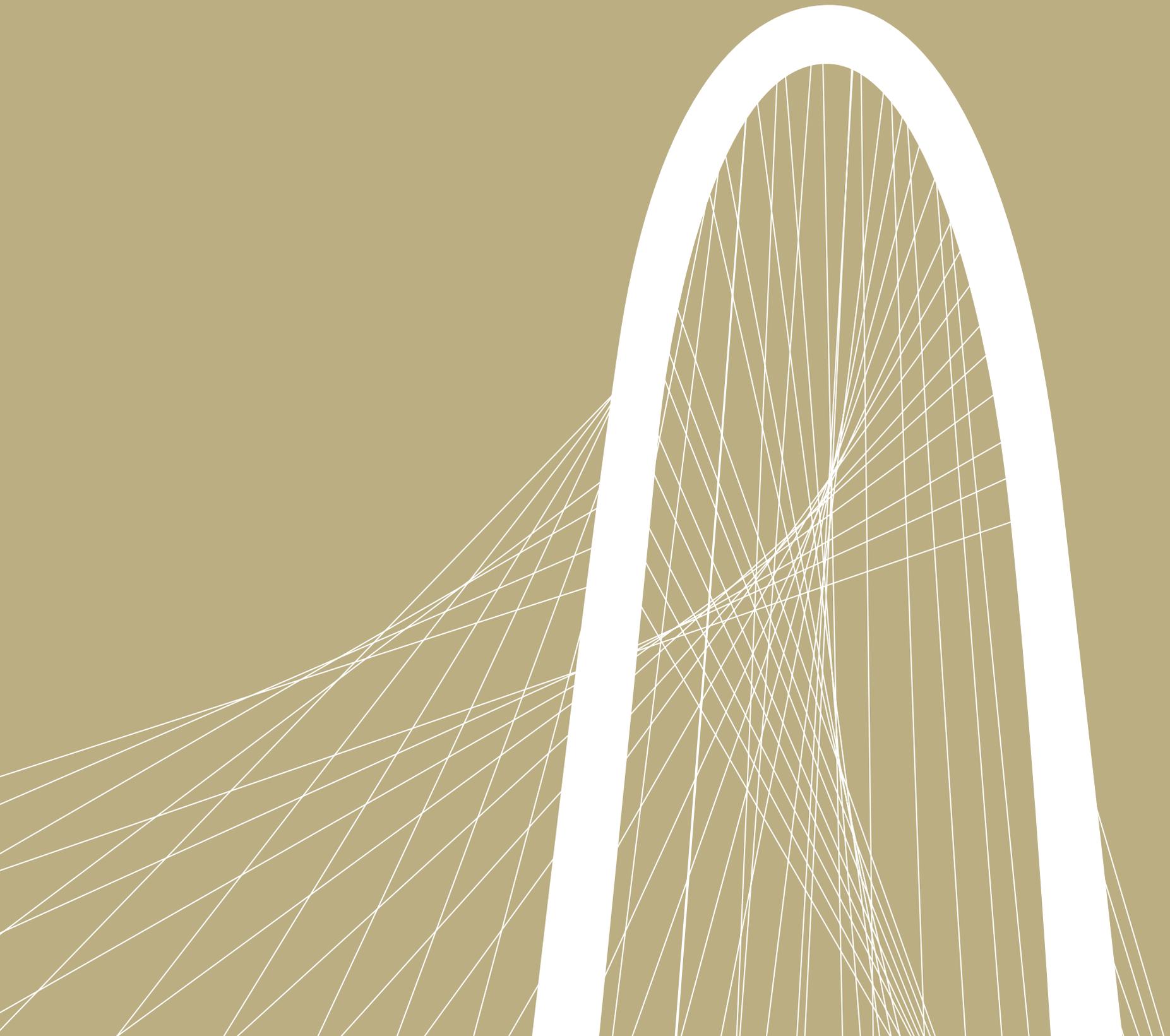
Available. Contact for details.



LET'S TALK BUSINESS.

For advertising or sponsorship information, contact your account representative or our publisher,
Josh Schimmels, at josh.schimmels@dmagazine.com or 214.939.3636, x305.







DCEOMAGAZINE.COM