



**MEDIA KIT // 2022**





CONNECTING  
SMALL-BUSINESS  
SCORES WITH TEXTILES,  
PROPERTY, AND PROMOTING  
INDIAN BUSINESS

**CAN SALES**

HOW THREE ONCE-  
UNDOCUMENTED  
IMMIGRANTS BECAME  
SUCCESSFUL  
ENTREPRENEURS

LETTIE BROWN  
ANDREAS PATEL  
MARIO CEDEA

**D**  
**CEO**  
INSIDE DALLAS BUSINESS

FROM SUCCESS TO SIGNIFICANCE

**"If someone can do something 80 percent  
as well as you, let them do it."**

LT's AMBER VENZ BOX on the importance of delegating.

**D**  
**CEO**  
INSIDE DALLAS BUSINESS

2017 LATINO BUSINESS AWARDS

**BUILDING BRIDGES**

Our 24 Honorees Are Working To  
Narrow The Cultural Divide.

Yolter Almeida  
The CEO of International  
Trade Services Network  
Brazil and Mexico.

HOW ONE  
LOCAL  
COMPANY IS  
REINVENTING  
GOLF

**GAME PLAN**

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INSIDE DALLAS BUSINESS

**THE BLOCK**

Executives continue to  
flock to North Texas,  
one of the hottest  
relocation markets in  
the country.

Here are the newcomers  
you need to know.

Including:  
- Michael  
- Robert  
- Scott  
- Tom

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**WES END**

AS YOU'VE KNOWN IT,  
HERE'S WHAT'S COMING.

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**THE WOMEN WHO  
BUILT DALLAS**

How Ebby Halliday, Mary Kay Ash,  
Caroline Rose Hunt, and other  
powerful leaders shaped our city.

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PLUS:  
COMMERCIAL  
REAL ESTATE  
ANNUAL

2017  
OUR 2021  
CLASS  
OF POWER  
BROKERS

**OTHER  
PEOPLE'S  
MONEY**

Legacy Knight's Matt Ogile  
and Abe Minkara are harnessing  
the power of family offices.

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**THE BUSINESS  
OF BEAUTY**

North Texas cosmetics and skincare  
brands are gaining major players in NY  
and LA a run for their money.

29 FINALISTS  
CORPORATE  
CONSEL AWARDS

Why Big  
Game USA is  
a college  
football MVP

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**A New  
Era of  
Corporate  
Citizenship**

Writing a check is no longer  
enough when it comes to nonprofit  
and community involvement.

47  
FINALISTS  
EY's Entrepreneur  
of The Year

PLUS:  
Star's CEO  
Brad Roberts is  
Making Dallas a  
Hockey Town

2017 & 2018 Corporate Citizenship Award  
Winners: Michael & Mary Kay

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**THE  
INNOVATORS**

Meet the 51 changemakers who are  
shaping the future of  
business in North Texas - and  
beyond.

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FINANCIAL  
EXECUTIVE  
AWARDS

The Top M&A  
Deals and  
Dealmakers

...mer small-town  
...orman, Nexstar  
...lia Group's Perry Sook  
...s more television  
...ions than anyone else  
...the country.

**Up Next: reinventing local news.**

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2017  
HEALTHCARE  
ANNUAL

How H-E-B  
could disrupt  
DFW's grocery  
retail market

**The Quest  
for Inclusivity**

It starts with understanding the  
realities of others. It moves ahead by  
focusing on outcomes. DFW executives  
share strategies for progress.

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**THE NEXUS OF  
OPPORTUNITY**

Michael Sorrell has partnered with big  
names in business and government to  
renake education at Paul Quinn College.  
And he's just getting started.

83  
FINALISTS  
COMMERCIAL  
REAL  
ESTATE  
AWARDS

PLUS:  
Pioneer Award  
Winner Shawn Todd

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**CEO**  
INSIDE DALLAS BUSINESS

FINANCIAL  
EXECUTIVE  
AWARDS

PLUS:  
The Top M&A  
Deals and  
Dealmakers

**POWER  
COUPLE**

David and Ann  
Sutherland have  
profoundly escaped  
the luxury home  
goods industry.  
Here's how.

**D**  
**CEO**  
INSIDE DALLAS BUSINESS

THE  
INNOVATION  
AWARDS

**NEW**

Alicia Gordon  
has been a  
force of  
nature  
for several  
decades now.

**D**  
**CEO**  
INSIDE DALLAS BUSINESS

5 TAKEAWAYS  
FROM JOHN  
SMACK'S  
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...

**D**  
**CEO**  
INSIDE DALLAS BUSINESS



# “The **Best** Regional Business Magazine in America”

D CEO earned top honors in the 2021 Editorial Excellence Awards, presented by AABP.\* It took home six awards in all, including four golds.

## HERE'S WHAT THE JUDGES HAD TO SAY:

*“In addition to great writing and stellar design, the diversity in the story selection is evident.”*

*“Features are engrossing, useful, and timely.”*

*“Gorgeous portraits that are worthy of the powerful people being photographed.”*

*“The personal side of Dallas-Fort Worth business leaders is unpredictable, eye-opening, and thoroughly entertaining.”*



# D CEO is more than an award-winning business publication.

It's an elite community of Dallas' most respected business leaders.

Executives turn to *D CEO* to reach influencers in North Texas business, from entrepreneurs launching the city's hottest startups to the area's most recognizable corporate executives. Partnering with *D CEO* gives your brand a seat at the boardroom table.



8+  
NAMED AMERICA'S  
BEST REGIONAL BUSINESS  
MAGAZINE



**Shawn Williams**  
VP and Social Justice  
Practice Leader, Allyn Media  
portrait by Jill Broussard

# We did the math.

That's more than **56,000 C-Suite executives** at your fingertips.



## D CEO'S REACH

**80,000+**

D CEO monthly readership

**16,000+**

distribution



## D CEO'S READER

**85%**

of our readers **influence purchasing decisions** for their companies

**60%**

of our readers **contacted** a company because of an advertisement in *D CEO*.

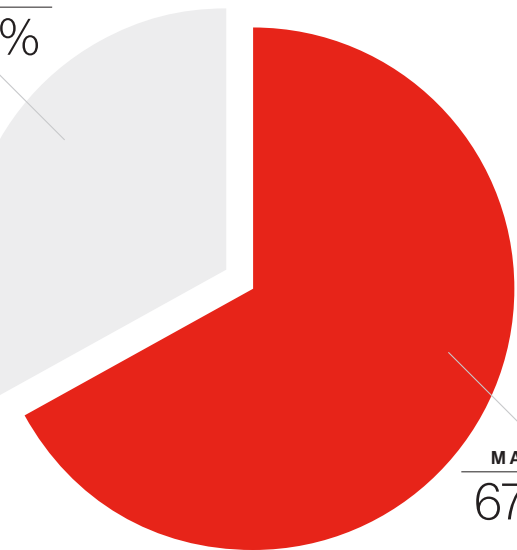
**52**

average reader age

**\$355,994**

average household income

**FEMALE**  
33%



**MALE**  
67%



SOURCE: CVC 2018



## D CEO Magazine

**Executive readers look to *D CEO* for the pulse of business in Dallas-Fort Worth.**

*D CEO* builds community among top North Texas executives through insightful and authoritative storytelling, reporting, and insights. Through its regular content and high-profile features, it's the who's who of North Texas business. The publication also connects the region's leadership class through frequent high-level branded events.

### D CEO REAL ESTATE ANNUAL

**We cover every inch of DFW's commercial real estate scene. Now you can, too.**

Coupled with the March issue, the *D CEO Real Estate Annual* has become a sought-after resource within the commercial real estate community—and beyond. Curated by veteran commercial estate journalist, and *D CEO*'s editor Christine Perez, it contains the market's most important trends, influencers and deals. Make sure decision-makers see your name as they plan their relocations and investments.

### D CEO HEALTHCARE ANNUAL

**North Texas' healthcare market is booming. Reach its decision-makers.**

Building off of the readership and success of *D CEO Healthcare*'s online content channel, the *D CEO Healthcare Annual* will be included in the September issue of *D CEO*, and feature original editorial coverage and reporting on the state of the North Texas healthcare industry. Targeted distribution will also ensure that your brand is in front of key healthcare decision-makers. This is an ideal opportunity for services hoping to reach healthcare executives.

### DALLAS 500 ANNUAL EDITION

Unprecedented in scope, the *Dallas 500* provides an engaging, personal look at the people who make DFW such a powerful economic force. Selected by the editors, the book features the 500 most influential executives in the region. When you advertise in the *Dallas 500*, your brand maintains a year-long presence on the desks and coffee tables of the region's business elite and their clientele.





68%

of *D CEO* readers are the **Chairpersons, CEOs, Owners, or Presidents** of their companies.



# All access, all the time.

## Dallas executives turn to *D CEO* Online for daily insights.

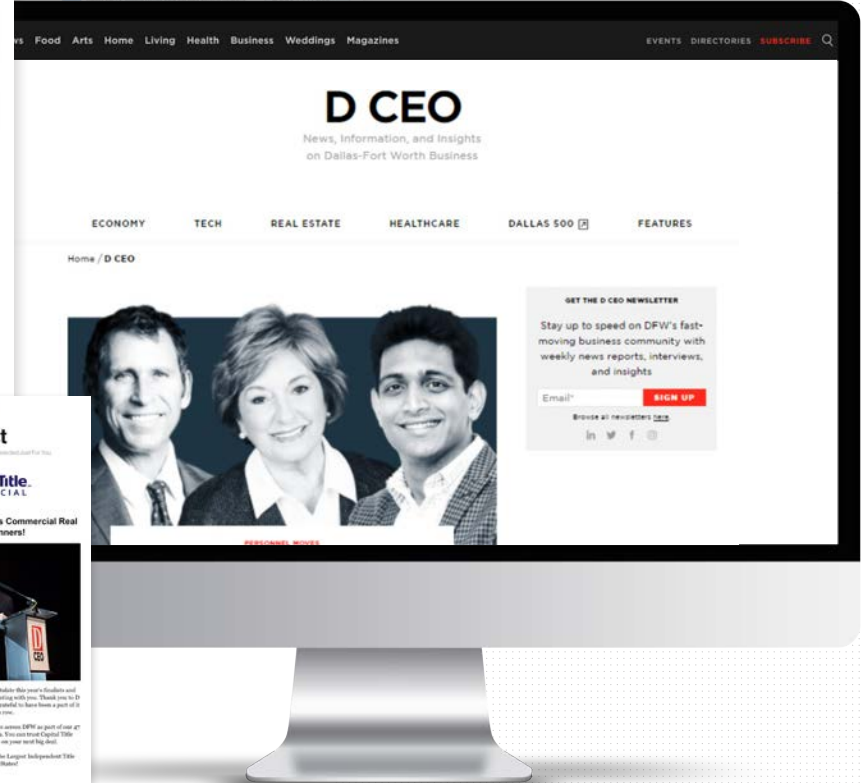
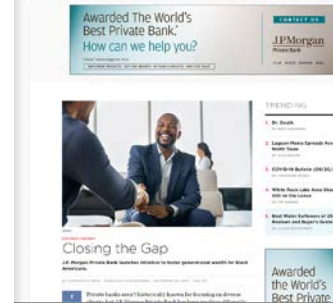
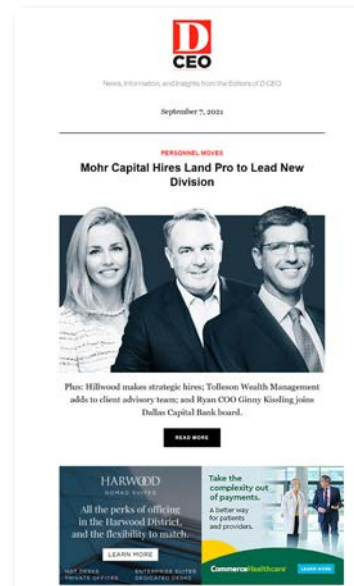
Position yourself with Dallas executives most trusted supplier of insights and updates for all things business. Our elite audience trusts *D CEO* to provide them with honest and informative coverage of the North Texas business community. As a sponsor, you will have unparalleled access to our core audience and be given the opportunity to promote your brand among key decision-makers.

## *D CEO* online is where your business can interact with our influential readers every day.

### Opportunities Include:

- Digital Newsletters
- Targeted Custom Emails
- Display Ads
- Native Content
- Sponsored Posts
- Video
- Category Sponsorships
- Programmatic and More
- Social Media Posts (LinkedIn)

Contact your account representative for the full *D CEO* digital offering deck and to confirm availability.



D CEO digital products receive  
**3,600,000+**  
page views a year

**200,000+**  
average users per month



# Align your brand with our core verticals.



## D CEO Business

D CEO keeps business leaders updated with daily insider news, behind-the-scenes interviews, and contributor commentary. The D CEO Weekly newsletter reaches executive readers who seek meaningful journalism, news of the day, influential networking opportunities, and industry insights.

### NEWSLETTER SUCCESS

**13,118**

Opt-in Email  
Subscribers

**31.7%**

Open Rate

**17.6%**

Click Through Rate

### SITE TRAFFIC

**38,000+**

Average Monthly Unique Visitors



## D CEO Healthcare

D CEO Healthcare serves as the daily content hub for the medical leadership community in Dallas. Through daily and weekly round-up newsletters, and quarterly content events, the D CEO Healthcare community is powerful—online and off.

### NEWSLETTER SUCCESS

**4,038**

Daily Email  
Subscribers

**10,340**

Weekly Roundup  
Subscribers

**31%**

Daily Email Click  
Through Rate

**32.7%**

Weekly Roundup  
Click Through Rate

### SITE TRAFFIC

**74,000+**

Average Monthly Unique Visitors



## D CEO Real Estate

The D CEO Real Estate digital portal keeps readers abreast of the latest deals, relocations, industry movers and shakers, and insights on all things commercial real estate. Office, retail, industrial, data centers, and multi family—we cover it all.

### NEWSLETTER SUCCESS

**5,354**

Opt-in Email  
Subscribers

**41.7%**

Open Rate

**27.6%**

Click Through Rate

### SITE TRAFFIC

**35,000+**

Average Monthly Unique Visitors

# Every *D CEO* event is a first-class, VIP marketing opportunity.

*D CEO* events bring together the brightest, most driven C-suite executives in North Texas, in one room.

We carefully select our attendees—nearly every event is invitation-only—so you can speak directly with potential clients. You won't find a more curated or impactful professional networking experience in town.



**“The quality and authenticity of *D CEO* events is unparalleled; I want my team to be involved and support whatever they do. *D CEO* is the best, and Dallas is better for their efforts.”**

**CYNT MARSHALL // CEO OF THE DALLAS MAVERICKS**

**“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 // FORMER DALLAS COWBOYS QB**

**“I was very impressed by this year’s awards. To draw that incredible crowd in August is a testament to the brand and need in the community.”**

**BYRON SANDERS // PRESIDENT & CEO OF BIG THOUGHT**





## Connect with leaders.

***D CEO* hosts numerous events—both in person and virtually—throughout the year to honor the pioneers and visionaries who drive our region's growth.**

## Awards & Recognition Programs

### The Innovation Awards

**EVENT:** January  
**ISSUE:** Jan/Feb  
**ATTENDANCE:** 300

*D CEO* and Dallas Innovates host important technology and corporate innovators together to honor the very best tech leaders making a splash in today's market. All finalists are honored at the event and featured in the January issue of *D CEO*.

### Power Broker Awards

**EVENT:** February  
**ISSUE:** March  
**ATTENDANCE:** 200+

In collaboration with leaders of commercial real estate firms in North Texas, *D CEO* editors reveal brokers who are generating the most revenue for their companies. This pre-publication event honors the dealmakers and sets the scene for impactful networking.

### Commercial Real Estate Awards

**EVENT:** March  
**ISSUE:** April  
**ATTENDANCE:** 400+

*D CEO* honors the best in commercial real estate across multiple categories, including developers, executives, architects, and top office, industrial, retail, and mixed-use projects. This is your opportunity to build relationships with the people building Dallas.

### Financial Executive Awards

**EVENT:** April  
**ISSUE:** May  
**ATTENDANCE:** 250

In collaboration with veteran leaders of the Dallas CPA Society and Financial Executives International, we honor the CFOs and other financial executives driving bottom-line results for their companies.

### Mergers & Acquisitions Awards

**EVENT:** April  
**ISSUE:** May  
**ATTENDANCE:** 250

*D CEO* editors, in partnership with the Association for Corporate Growth, honor the region's top deals and dealmakers and hosts panel discussions on the latest issues and trends.

### Nonprofit & Corporate Citizenship Awards

**EVENT:** August  
**ISSUE:** August  
**ATTENDANCE:** 600

Honors nonprofit organizations making a positive impact and corporate executives who provide support—through volunteerism and financial investments. In partnership with the Communities Foundation of Texas.

### Corporate Counsel Awards

**EVENT:** September  
**ISSUE:** October  
**ATTENDANCE:** 150+

This annual program recognizes the significant roles in-house counsel play in strategy and overall business success. *D CEO* editors identify the region's outstanding corporate attorneys to be honored at a VIP reception and featured in *D CEO*.

### North Texas Energy Awards

**EVENT:** October  
**ISSUE:** November  
**ATTENDANCE:** 250+

The North Texas region has become an international epicenter for oil and gas and for energy finance. *D CEO* celebrates individuals and organizations leading innovations in the upstream, midstream, services, and finance sector.

### Excellence in Healthcare Awards

**EVENT:** November  
**ISSUE:** December  
**ATTENDANCE:** 200

The Excellence in Healthcare Awards recognizes standout medical industry professionals, from practitioners and innovators to medical research, community outreach, and medical real estate.

## Networking Receptions

### **Dallas 500 Annual Release Reception**

**EVENT:** November  
**ISSUE:** November  
**ATTENDANCE:** 250

This invite-only reception brings together the most powerful business leaders in DFW for an unprecedented networking event. Leaders across a range of industries have the chance to connect with other influential executives.

### **D CEO Real Estate Cocktail Receptions**

**EVENT:** Twice a Year  
**ATTENDANCE:** 200+

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

## Thought Leadership

### **Women Leading STEM Breakfast**

**EVENT:** February  
**ATTENDANCE:** 150+

*D CEO* is proud to announce a new networking and panel event that brings together leading female executives and teams paving the path for women in technology. Ranging from startup founders to enterprise and C-level executives, this will be a unique opportunity to reach those changing the face of STEM.

### **CFO Business Outlook**

**EVENT:** February  
**ATTENDANCE:** 150+

Exemplary CFOs provide invaluable insight into the future business climate. This *D CEO* Breakfast Panel hosts regional financial executives from leading industries to discuss the overall business environment, visions for the coming year, and best practices to navigate economic conditions.

### **Women's Leadership Symposium**

**EVENT:** May  
**ISSUE:** June  
**ATTENDANCE:** 500+

This full-day symposium informs, educates, and inspires women managers and leaders on key subjects including mentorship, growth, and entrepreneurship. Attendees have an opportunity to learn and meet with likeminded business professionals and executive speakers.

### **Diversity, Equity, and Inclusion Quarterly Speaker Series**

**EVENT:** Quarterly  
**ATTENDANCE:** 150+

*D CEO* hosts a quarterly series as a necessary ongoing dialogue to share Diversity, Equity, and Inclusion efforts across the business community. Practitioners, C-level executives, and community leaders will lead frank and helpful discussions on their efforts to create more inclusive workplaces, with opportunities to network and collaborate.

### **D CEO Healthcare Panels**

**EVENT:** 3-4x per year  
**ATTENDANCE:** 100+

*D CEO* hosts an exclusive group of healthcare professionals, business owners, and C-Suite executives, giving attendees access to the latest trends, insights, perspectives and analysis on important issues and trends within DFW healthcare.

### **Diversity, Equity, and Inclusion Symposium**

**EVENT:** September  
**ISSUE:** September  
**ATTENDANCE:** 300+

Research proves that diverse teams are smart business. This *D CEO* symposium informs and connects business leaders as they strive to establish DEI best practices.



# You are the company you keep.

**Our sponsors look for a connected media brand that brings together the most engaged and most respected leaders of Dallas.**

Participation in a *D CEO* event puts your business and its key industry role top of mind for the most elite, curated professionals in North Texas. Leverage your business with our exclusive audience and make networking connections you can't make anywhere else.



**Cynt Marshall**  
CEO, Dallas Mavericks  
portrait by Sean Berry



## Title Marketing Benefits\*

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### Pre-Event

- 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)

## Premier Marketing Benefits

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### 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
- Add LinkedIn post with 30-50 word blurb and click-through URL to *D CEO*'s followers

## Signature Marketing Benefits

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### Pre-Event

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

### Event

- 10 tickets (with full page) or 5 tickets (with half page) 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

**FOR PRICING INFORMATION, CONTACT YOUR SALES REPRESENTATIVE.**

\*Category exclusive for award events



# Advertising Specs 2022

## DIGITAL FILES ONLY:

- High-resolution PDF, InDesign (with all supporting images and fonts), Illustrator, EPS, or TIF 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, PowerPoint, or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

## ADVERTISING DISPLAY RATES (NET)

SIZE	1X	3X	6X	9X
SPREAD	\$10,450	\$9,375	\$8,855	\$8,330
FULL	\$7,250	\$6,490	\$6,125	\$5,765
1/2 HORIZONTAL	\$5,865	\$5,275	\$4,985	\$4,690

## MAGAZINE TRIM SIZE:

- 8.75" x 10.75" with a bleed of .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](http://dbinbox.com/dceo)

## AD CREATION

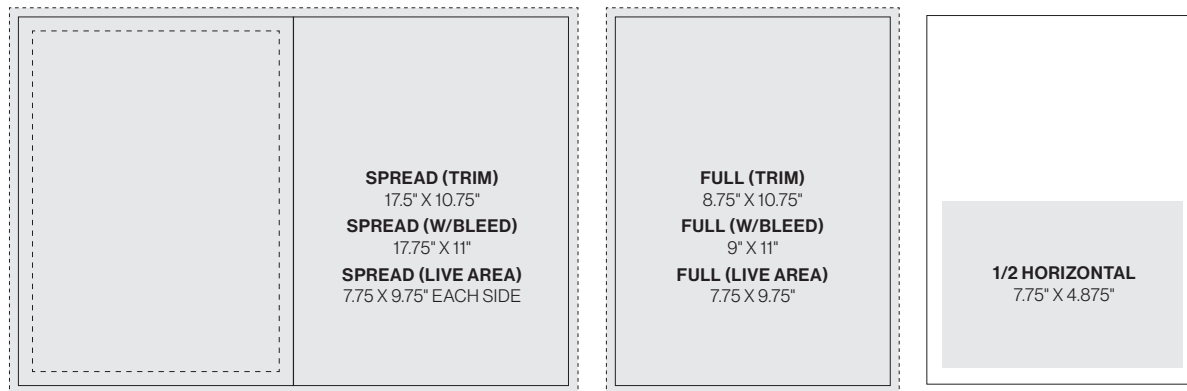
SIZE	RATE
SPREAD	\$400
FULL	\$350
1/2	\$250

## 2022 DEADLINES:

Issue	Space Reservation
March	1.21.22
April	2.25.22
May	3.25.22
June/July	5.27.22
August	6.23.22
September	7.22.22
October	8.19.22
November	9.9.22
Dallas 500	9.30.22
December	10.28.22
Jan/Feb	11.24.22

## 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.



# Maximize your investment.

## Digital Rates

### RUN OF SITE ADS | \$25 CPM

Impressions:	Monthly Investment:
50,000	\$1,250
40,000	\$1,000
30,000	\$750
20,000	\$500
10,000	\$250

Ad sizes include 728x90, 300x600, 300x250, 970x250, and 320x50.

### DIGITAL NEWSLETTERS

**Custom Dedicated Email:** \$5,000 per email

#### DCEO Weekly:

Rectangle 300 x 250 \$750

**NET RATES PER WEEK**

#### DCEO Real Estate Weekly:

Rectangle 300 x 250 \$600

**NET RATES PER WEEK**

#### DCEO Healthcare:

Rectangle 300 x 250 \$600

**NET RATES PER WEEK**



# A FAMILY of Publications

Family owned since 1974...

Consistently the top publications in Dallas-Fort Worth for affluent audiences and influential leaders, the *D* brand circulates more than 1 million magazines per year.



## **D Magazine**

The definitive media brand of Dallas, selling more copies per issue than any other magazine sold in Dallas, including *Texas Monthly*, *Luxe*, *Vogue*, and *Vanity Fair*.

## **D CEO**

Named America's best regional business magazine for six of the past seven years, *D CEO* is an elite community of Dallas' most respected business leaders.

## **D Home**

The gold standard shelter magazine for Dallas interiors, at once inspiring sophisticated homeowners to create their most beautiful lives, while providing our partners in the trade community with unparalleled resources for building their businesses.

## **D Weddings**

The ultimate destination for the sophisticated Dallas bride, offering practical guidance, advice, and inspiration to help her create an elegant and memorable wedding.



# Let's talk business.

For advertising or sponsorship information, contact  
your account representative or *D* CEO President.

**Gillea Allison at [gillea@dmagazine.com](mailto:gillea@dmagazine.com)  
or 214.939.3636, x133.**