

FALL/HOLIDAY 2016

THE DEFINITIVE GUIDE TO DALLAS

HOTEL MAGAZINE

# DALLAS

**THE BACHELORETTE'S**

## *To To Fletcher*

**SASSY, SPUNKY & LONE STAR PROUD**

MEDIA KIT

### LAMAR HUNT'S LEGACY

**LIKE FATHER LIKE SON,  
BUT WITH A ROUNDER BALL.**

### ULTIMATE GIFT GIVING GUIDE

**WHERE TO SHOP,  
WHAT TO BUY**

### ROBOT HOTELS

**WEIRD SCIENCE,  
AT YOUR SERVICE**

**DALLAS'  
BEST  
STEAKHOUSES**



## ABOUT US



Welcome to Dallas Hotel Magazine, the definitive guide for discerning travelers to Big D. Conveniently located in the best hotel rooms and suites in the city, DHM is all about Dallas: where to go, what to do, and how to get there. From the finest restaurants to world-class shopping, DHM gives its readers the scoop on everything that's worth doing and seeing in one of the most exciting cities in the world. Written and produced by longtime local Dallasites, DHM only features the events and places we feel best define our city. *DHM* shows readers the way to a great stay in Dallas.

### HYPER-LOCAL FEATURES

Our features profile local celebrities and personalities, outstanding chefs and cultural features that are unique to the area. Designed by an award-winning staff, and often shot by a Pulitzer Prize-winning photographer, we bring to life the parts of Dallas we love in a way that nobody else can.

### IN EVERY ISSUE

- welcome** Publisher's note discussing the issue
- the rundown** A quick tour through what's got the *Dallas Hotel Magazine* staff buzzing right now
- shopping** The best boutiques and shopping
- the scene** Who, What, Where and Why of everything exciting in Dallas
- attractions** The best things to do while in town
- dining** The best places to eat, drink and be seen

### SEASONAL FEATURES

Depending on the season, we create special sections that highlight different verticals. Past seasonal features have focused on art galleries, spas, steakhouses or shopping.

## HOTEL DISTRIBUTION



### CENTRAL DALLAS

Holiday Inn Dallas Central  
Hotel Lumen  
The Highlands Dallas  
Renaissance Dallas Hotel

### DOWNTOWN DALLAS

Adolphus Hotel  
Aloft Dallas Downtown  
Downtown Dallas Westin  
Hotel Indigo  
Hyatt Regency Dallas  
Magnolia Hotel Dallas  
Dallas Marriott City Center  
NYLO Dallas / South Side  
Omni Dallas Hotel  
Sheraton Dallas Hotel  
The Fairmont Dallas\*  
The Joule Hotel  
W Dallas Victory

### LOVE FIELD

Doubletree by Hilton-Love Field

### MARKET CENTER / STEMMONS CORRIDOR

Belmont Hotel  
DoubleTree Market Center  
Hilton Anatole

### UPTOWN

Hotel St. Germain  
Le Méridien Dallas  
Ritz-Carlton, Dallas\*  
Rosewood Crescent\*  
Warwick Melrose Hotel

### NORTH DALLAS

Le Méridien Dallas by the Galleria  
Hilton Dallas Lincoln Centre  
The Westin Dallas Park Central

### PARK CITIES (HIGHLAND PARK / UNIVERSITY PARK)

Hilton Dallas / Park Cities  
Magnolia Hotel Park Cities  
Rosewood Mansion on Turtle Creek\*

### ADDISON

InterContinental Dallas  
The Wyndham Park Central

### FRISCO

The Westin Stonebriar Resort  
The Sheraton Stonebriar

### IRVING

Aloft Las Colinas  
Four Seasons Resort and Club  
NYLO Irving / Las Colinas

### PLANO

Aloft Plano  
Hilton Dallas/Plano Granite Park\*  
Plano Marriott at Legacy Town Center  
NYLO Plano / Legacy  
Renaissance Richardson\*

### WESTLAKE

Westlake Marriott Solana\*

### SOUTHLAKE

Hilton Dallas / Southlake Town Square\*

### ROCKWALL

Hilton Bella Harbor\*

## CIRCULATION & DEMOGRAPHICS



### **WE ARE LUXURY**

Published quarterly, Dallas Hotel Magazine is located in over 14,000 rooms and suites and concierge desks in the city's finest hotels. With current hotel occupancy at 81 percent and an average of two persons staying two nights, DHM's potential readership is 23,004 persons every two days for a monthly, unduplicated total of 345,060 people per month. Each issue will potentially reach over 1,035,180 hotel guests over the three-month publication period. A full-page ad in DHM generates a potential CPM (cost per thousand) of \$4.05.

### **ABOUT OUR READERS**

AVERAGE HOUSEHOLD INCOME: \$250,000+

AVERAGE AGE: 45 YEARS OLD

COLLEGE GRADUATE: 80%+

AVERAGE LENGTH OF STAY: 2.45 DAYS

## DEADLINES & RATES

### FALL/HOLIDAY 2016

Space Closing	August 30, 2016
Materials Deadline	September 9, 2016
In-room Distribution	October-December 2016

### WINTER 2017

Space Closing	November 25, 2016
Materials Deadline	December 2, 2016
In-room Distribution	January-March 2017

### SPRING 2017

Space Closing	March 10, 2017
Materials Deadline	March 20, 2017
In-room Distribution	April-June 2017

### SUMMER 2017

Space Closing	June 9, 2017
Materials Deadline	June 19, 2017
In-room Distribution	July-September 2017

### ADVERTISING RATES

SIZE	1X	2X	3X	4X
1/2 Page (RoB)	2,970	2,420	1,980	1,815
Full Page (RoB)	5,115	4,620	4,125	3,630
Full Page (FoB)	6,050	5,555	5,170	4,565
Inside Back Cover (IBC)	6,600	6,160	5,720	5,280
Double Page Spread (RoB)	7,480	7,040	6,600	6,160
Double Page Spread (FoB)	8,800	8,360	7,920	7,480
Inside Front Cover (IFC)	9,350	8,910	8,470	8,030
Back Cover	11,000	10,560	10,120	9,689

### POSITIONS

Premium: Front of Book (FoB). Run of Book (RoB); any page at the discretion of publisher. Be sure to communicate any special placement considerations with your representative when you place your order. We will make every effort accommodate special placement requests, but not all may be possible.

### FREQUENCY

The magazine is published quarterly and is available to readers during January–March; April–June; July–September; October–December.

### TERMS & AGENCY COMMISSIONS

Special discounts for prepay and contiguous multi-page placements. Ask your sales representative for details. Advertising agencies should mark up net rates to allow for their commissions.

### AD MATERIAL DEADLINES

Rates are based on advertiser-supplied, press-ready digital copy with contact proof. Closing: **Materials due 24 days prior to publishing. If ad materials are submitted after the materials deadline, any special placement requests are forfeited.**

### CONTENT STANDARDS

The publisher reserves the right to refuse any advertisement that does not meet its requirements (refer to the Artwork Specifications page for artwork guidelines). **No coupons or tear-offs in the advertising will be accepted.** Advertisers represent that they have the right to publish the material in their ads and assumes all risks attendant thereto, including defects in the advertised product and/or failure for that product to perform.

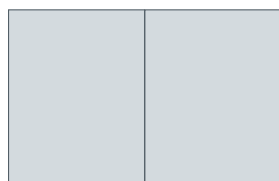


If your business also has a presence in Denver, consider adding Denver Hotel Magazine to your ad buy to increase your exposure and savings even further.



If your business also has a presence in Houston, adding Houston Hotel Magazine to your ad buy can maximize your reach and increase your savings even further.

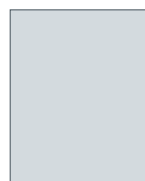
# ARTWORK SPECIFICATIONS



## DOUBLE-PAGE BLEED

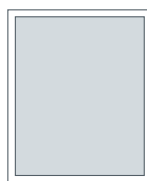
Trim Size: 18" x 10.875"  
Safe Area: 17" x 9.875"  
Bleed Size: 18.25" x 11.125"  
Crop Marks: .25" Offset

Leave 1.25" (.625" on each side) space between smaller text/important graphics where they cross the gutter. Submit each page as a single PDF with .125" bleeds and crop marks at .25" offset.



## FULL-PAGE BLEED

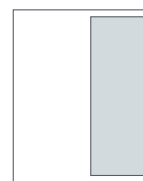
Trim Size: 9" x 10.875"  
Safe Area: 8" x 9.875"  
Bleed Size: 9.25" x 11.125"  
Crop Marks: .25" Offset



## FULL-PAGE NON-BLEED

Art Size: 8.375" x 10.375"  
Safe Area: 8" x 9.875"  
Bleed size: N/A  
Crop Marks: N/A

Note: full-page, non-bleed ads are offset 1/8" from gutter for visibility.  
**Please do not include crop marks.**



## 1/2-PAGE VERTICAL

Art Size: 4" x 10.375"  
Bleed size: N/A  
Crop Marks: N/A

Note: full-page, non-bleed ads are offset 1/8" from gutter for visibility.  
**Please do not include crop marks.**



## 1/2-PAGE HORIZONTAL

Art Size: 8.375" x 5"  
Bleed size: N/A  
Crop Marks: N/A

Note: full-page, non-bleed ads are offset 1/8" from gutter for visibility.  
**Please do not include crop marks.**

## BLEEDS AND SAFE AREA

Full-page bleed ads should be 9" x 10.875" with a .125" bleed on ALL sides. Any important information (text, logos, etc.) should be within the safe area .5" in from the trim size. Crop marks should be set at .25" offset.

## EXPORTING PDFs

**When you export your final PDF for submission, please DO NOT INCLUDE color bars, registration marks or file details. For ads with bleeds, please set crop marks to .25" offset.** Multipage ads should be saved as individual PDFs (each with bleeds) with the order of appearance indicated in the file name as "01," "02," etc.

## FILE NAMING

To help us ensure your ad is tracked properly, please use this file name format for your submitted PDFs.

### EXAMPLE:

DENVER\_Spring2016\_AdvertiserName\_01.pdf  
(City)\_(Issue)\_(AdvertiserName)\_(page order, if multiple)

## AD MATERIAL REQUIREMENTS

**Advertisements must be submitted in a 300dpi, print-ready PDF file. For those with bleeds, there must be a 1/8" (.125") bleeds and crop marks set to at least .25" offset. All art elements in the PDF file must be CMYK color model; no RGB files accepted.** PostScript and Open Type fonts only; no True Type fonts accepted. Rich CMYK black maximum density 180%. Any files that do not follow these guidelines will be rejected for corrections and resubmission. Any alterations made by DHM due to incorrect specifications will result in a charge of \$125 per hour to the advertiser.

## FILE DELIVERY

Email the file to [lindsay@core-publishing.com](mailto:lindsay@core-publishing.com). Please include your company's name in your file names (see File Naming guide above).

## COPY FOR LISTINGS

Text should be submitted as a Microsoft Word document that has been spell-checked and proofed. We reserve the right to edit for space if necessary.

## WEBSITE ADDRESSES IN ADS

In order to make a website (URL) or email address clickable in the online version of the publication, you must create this part of your ad as live, editable text. Converting the URL to outlines or building it into an image will render it unclickable. An address does not need to have "www" or "http://" at the front to be clickable. The same consideration goes for phone numbers, as smartphones can only detect live text as an actionable item.

## RETURNED MATERIALS

The publisher will hold materials submitted by the advertiser for six months, unless materials are specifically requested to be returned at the advertiser's expense. After that period, the publisher is no longer responsible for storing materials.

## PRODUCTION CHARGES

Alterations, design, type color corrections and proof, if produced by the publisher, will be billed to the advertiser for \$125 per hour.

## PHOTOGRAPHY & DESIGN SERVICES

Stock or custom photography may be purchased through DHM. Design services may also be purchased. Ask your sales representative for a quote.