



2013 media kit



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Why *FD Luxe* is **more** luxurious than ever



A word from our publisher

With consumer spending on the rise and the overall economy continuing to trend upward, this is one of the best times to market your luxury brand to affluent consumers. Upscale, high-quality magazines continue to be the medium of choice for luxury marketers to reach some of the most influential and discerning consumers in the country.

Welcome to *FD Luxe*. Our affluent readers — your consumers — are the most likely to influence other wealthy and inspirational consumers. Plus, they have the ability to turn acquaintances on to a brand with which they have had a great experience. As such, luxury customers are more poised than any group to be highly influential brand advocates. They will continue to spend on luxury products in 2013, looking to buy and interact with brands on all media platforms.

This is why *FD Luxe* has significantly enhanced its overall media platform to meet your advertising needs — to reach this coveted targeted audience. *FD Luxe* is now the most widely distributed magazine brand in North Texas, reaching 95,000 of the most affluent households and individuals.

We have infused the print version with more pages and stunning, glossy covers, and we've enhanced our overall digital platform, too, including the *FD Luxe* iPad® and iPhone® apps and fdluxe.com, so that you may leverage your digital and social media capabilities to drive product sales and brand awareness.

Our approach is working. With the relaunch of the all-new *FD Luxe* in April 2012, our print and digital versions are becoming one of the most preferred luxury media brands in North Texas with advertisers, organizations, readers and consumers.

We look forward to meeting with you and partnering with you. We'll make 2013 an outstanding year!

Rich Alfano

Publisher
ralfano@dmnmedia.com



508 Young Street Dallas, TX 75202 • (877) 265-3995

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Welcome to the club

A word from our editor

We call it *FD Luxe* — and this is where sophisticated, stylish types have been coming since 1978. There is nothing like it. It stands alone. In fact, *FD Luxe* is still the only Dallas style magazine that is produced entirely in Dallas, with Dallas editors. Can you imagine another way? Here's the big idea: It's a smart, clever, stimulating place — in print, online and digitally — for fashion, design, enlightenment and escape. Won't you come in?

FD Luxe is for Dallas women and men of a special breed: the sharpest, smartest, most well rounded individualists anywhere. They are equal parts fashionable and discerning, intelligent and inquisitive. They love cars, clothes, food, art and architecture. They travel like mad. They devour culture. Our readers are informed and opinionated, visually driven and enthusiastic — about everything. But who's guiding them?

Enter the *FD Luxe* team, a cast of style-obsessed editors and contributors who not only document the life, they live it. Writers, stylists, critics, bon vivants: It's a zealous, vocal, multi-talented bunch who, each issue, take our readers on editorial and visual adventures.

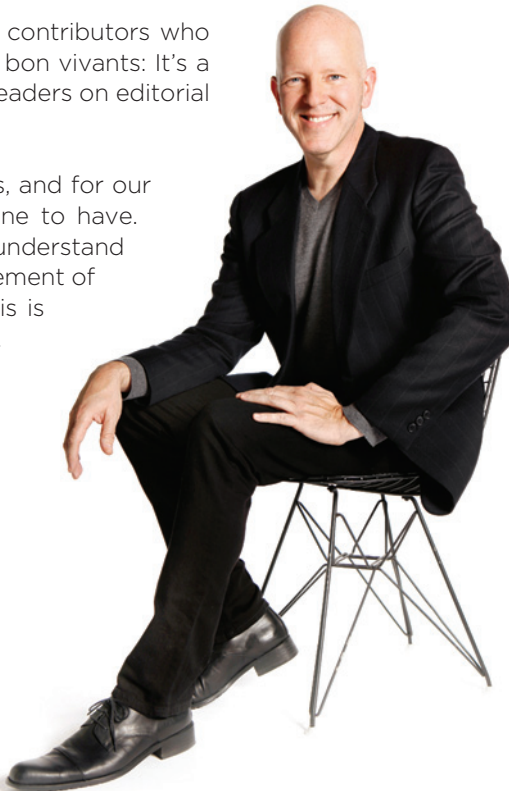
My toughest job? Curating it all for our printed and web pages, and for our iPad® and iPhone® apps. As problems go, it's a very good one to have. *FD Luxe* is the guidebook for the new intelligent elegance. We understand it, and we filter it for our readers. Yes, there will always be an element of outrageousness and over-the-top-ness swirling about us — this is Texas — but we're laser-focused on relevancy and refinement. That's in our club bylaws.

Join us and find out. We'll even teach you the secret handshake.

Rob Brinkley

Editor in Chief

rbrinkley@dallasnews.com



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what's hot + what's haute

Readers with a passion for fine living turn to *FD Luxe*, a glossy, full-color monthly publication that entertains and informs with sophisticated design and content.

Our departments:

FIXATED: Style news at a glance: notes, must-sees, editors' picks

FRESH: Fashion trends, drop-dead accessories, haberdashery

THE FILES: A rewind to Dallas' stylish past

FORM: All things design and decoration: furnishings, accessories, products, new lines, showroom news

THE DRIVE: Feeding your love affair with cars and vehicles: comparisons, first drives, design moments, road trips

FLEE: Travel getaways, elegant escapes, day trips, travel news

DINE/DRINK/DISH: A feast for the foodies: can't-miss meals, the chefs, the news, wine and spirits

DIVERSIONS: The Dallas arts whirl — fine arts, performing arts, enlightened entertainment, the new pop culture

DOSSIER: Profiles, who's new in town, who's making news, who's in hot water

Fête SET: Dallasites snapped at parties, galas, openings, lectures, tête-à-têtes

un:DRESSED: Real people with real style — and why it all works



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forward + timely



2013 EDITORIAL CALENDAR

DECEMBER 2012/JANUARY 2013 HOLIDAY + GIFTS
+ INTRIGUING NEW PEOPLE

FEBRUARY LOVE + ROMANCE + FINE JEWELRY

MARCH SPRING FASHION

APRIL THE ART ISSUE

MARCH DESIGN + ARCHITECTURE

JUNE/JULY THE TEXAS ISSUE

AUGUST THE "HOT" ISSUE

SEPTEMBER FALL FASHION

OCTOBER THE MEN'S ISSUE

NOVEMBER FOOD + ENTERTAINING

DECEMBER 2012/JANUARY 2014
HOLIDAY + GIFT GUIDE + AMAZING PEOPLE



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plugged in + connected

Go ahead, push our buttons. The *FD Luxe* Digital Collection captures our on-the-go audience whenever they need us. Consumer have fallen head over platforms in love with our updated website and apps.

Products

- **fdluxe.com**, our robust website, features all our luxury lifestyle content plus video, interactive features and more
- The ***FD Luxe* e-newsletter** connects our engaged readers with the latest in fashion, design, beauty, dining, travel and more
- Our **iPhone® and iPad® apps** take readers beyond the pages of story with engaging content, exclusive stories, plus photos and videos
- The ***FD Luxe* iPhone app** is the mobile concierge to everything cool in Dallas — shopping, dining, special events, beauty, travel and more
- The ***FD Luxe* iPad app** goes beyond the pages of *FD Luxe* with exclusive content, behind-the-scenes extras, photos and videos only accessible via our iPad app

Sponsorships

Title Sponsor

40% Share of Voice on iPhone and iPad ads (Full page ads, banner ads)

Gold Level Sponsor

20% Share of Voice on iPhone and iPad ads (Full page ads, banner ads)

Silver Level Sponsor

10% Share of Voice on iPhone and iPad ads (Full page ads, banner ads)



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inspired + in the know



Aspirational North Texans turn to the pages of *FD Luxe* for inspiration from our style leaders.

With editor-in-chief **ROB BRINKLEY** pulling at the strings, we've got award-winning writer/editor **CHRISTOPHER WYNN**, award-winning art director **JAMIE HUCKABY**, juggler/strategist **CHRISTINA GEYER** managing it all and fashion editor **BRADLEY AGATHER** translating every trend worth wearing.

We've got the most-plugged-in editors-at-large, the sassiest critics from *The Dallas Morning News* and a cast of the city's chicest fashion characters — as stylists, beauty pros and men's haberdashery experts.

A full-time digital producer curates and populates *FD Luxe's* gorgeous apps, website and newsletter.

Combine all this with Dallas' top photographers and you have all the makings of the most stylish and compelling lifestyle magazine that Dallas has ever seen.



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fêtes + tête-a-têtes



You'll see Team *FD Luxe* on the town, from restaurant openings to charity luncheons to art galas to boutique launches.

The *FD Luxe* Photographers capture every party moment. Our audience loves to see themselves and they frequent our wildly popular department, Fête Set.

The *FD Luxe* Marketing Team partners only with the very best events. When it comes to getting meaningful face-to-face time with your affluent audience, these curated happenings offer a single-minded opportunity to create affinity. Ask us about ways to bring your brand to these events to engage your audience at the perfect time.



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more targeted + more affluent



REACH HIGHLY COVETED CONSUMERS IN A COST-EFFECTIVE MANNER

THE BASICS

Average Age	46
College Grads	81%
Have and use smartphone	82%

AFFLUENCE

Average Household Income	\$171,900
*More than double the D-FW average	
Average Household Net Worth	\$957,000
Average Home Value	\$1,028,000
Own a Second Home	15%
In Top 10% of D-FW Homes	40%
Own 3 or More Vehicles	38%

FD Luxe is published the first Wednesday of each month. Our distribution of 95,000 is targeted to reach the most affluent people living in D-FW.

- 45,000 copies are placed on top of *The Dallas Morning News* and delivered directly to subscribers in the most affluent ZIP codes of D-FW at a ATZ (sub-ZIP) level, including:

Colleyville	McKinney
Frisco	Oak Lawn
Grapevine	Park Cities
Highland Park	Plano
Kessler Park	Preston Hollow
Lakewood	Southlake
M Streets	Uptown

- 50,000 copies are distributed to stand alone racks in upscale areas where our affluent audience shops, dines and plays
- *FD Luxe* can also be viewed at fdluxe.com and readers also access the magazine with our free iPhone® and iPad® apps.



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sophisticated + super-engaged

OUR READERS ARE HIGHLY ENGAGED WITH OUR CONTENT AND ADVERTISING.

Our readers place a high value on *FD Luxe* as a discovery tool for everything new, unique, and up and coming. And they appreciate that *FD Luxe* is “for locals, by locals”.

Among our readers

- 90% + read the past issue
- 63% + read all four past issues
- 75% + always read our fashion sections
- 60% + always read our home and design sections
- 50% + always or frequently read the ads

FD Luxe is their primary/favorite media choice for luxury shopping. Preferred 300% over *Modern Luxury*, 240% over *Paper City* and 150% over *D Magazine*.

Source: March, 2012 Pulse Research, Inc.



INTERESTS

More likely than others in D-FW to be interested in art	44%
Have been influenced by an ad in <i>FD Luxe</i> — to visit a restaurant	49%
Have been influenced by an ad in <i>FD Luxe</i> — to shop for clothing	49%
More likely than others in D-FW to be interested in fashion	60%
More likely than others in D-FW to be interested in travel	69%
Plan to shop for furniture/ home accessories in the coming year	72%
Have wine drinkers in the household	91%
Have flown domestically in the past year for personal/vacation	93%
Planning to use beauty or spa businesses in the coming year	98%

Source: Data Portrait Analysis, Axciom 2011, Pulse Reader Study 2012

Dallas residents spend more money shopping. Shoppers in the Dallas DMA spend more on shopping weekly, than other top U.S. Metro areas.

DMA	Weekly Expenditures on Shopping
Dallas	\$1,045
New York	\$726
Los Angeles	\$759
Boston	\$753
Chicago	\$713
Miami	\$755
Houston	\$724



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prime + premium

WE HAVE MANY IMPACTFUL WAYS TO REACH YOUR PRIME TARGET

Choose from one of our premium positions

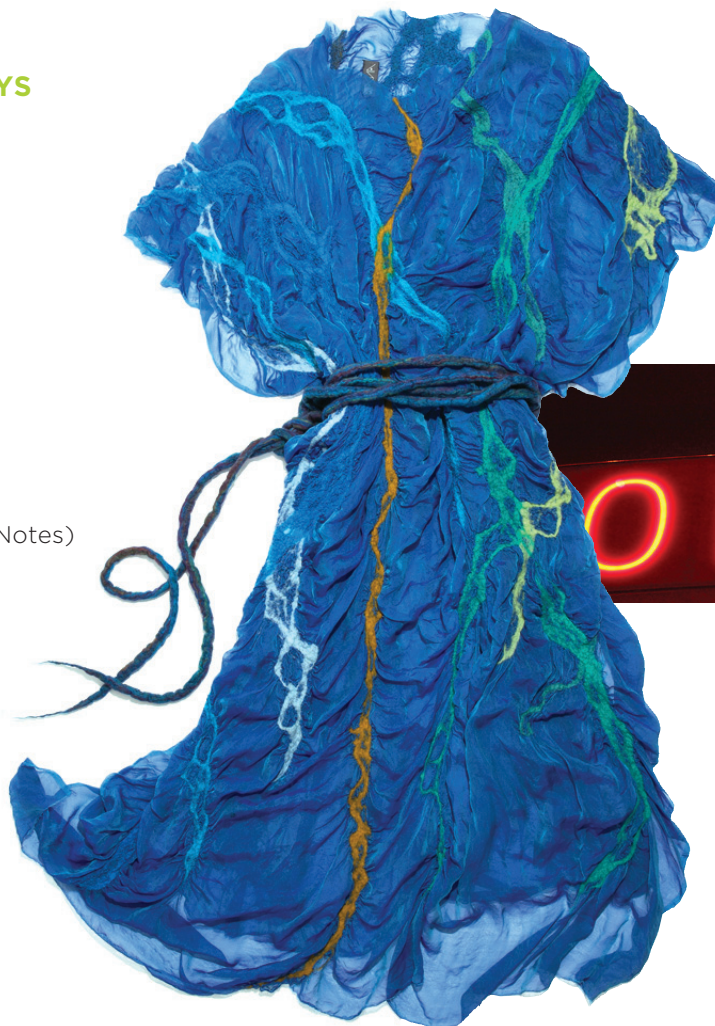
- Inside Cover
- Adjacent to Table of Contents
- Adjacent to Publisher's Letter
- Adjacent to Editor's Note
- Contributors Page
- Adjacent to Staff Box
- Adjacent to Fixated (Quick News/Notes)
- Adjacent to Travel
- Adjacent to Fashion
- Adjacent to Real Estate
- Adjacent to Automotive
- Adjacent to Party Pictures
- Inside Back Cover (un:Dressed)
- Back Cover
- Doubletruck

We offer some other innovative ways to reach your target

- Inserts
- Advertorials
- Gatefolds

Rates

Contact your Paul Wooldridge, Sales Manager at 214-977-7843
or pwooldridge@dmnmedia.com.



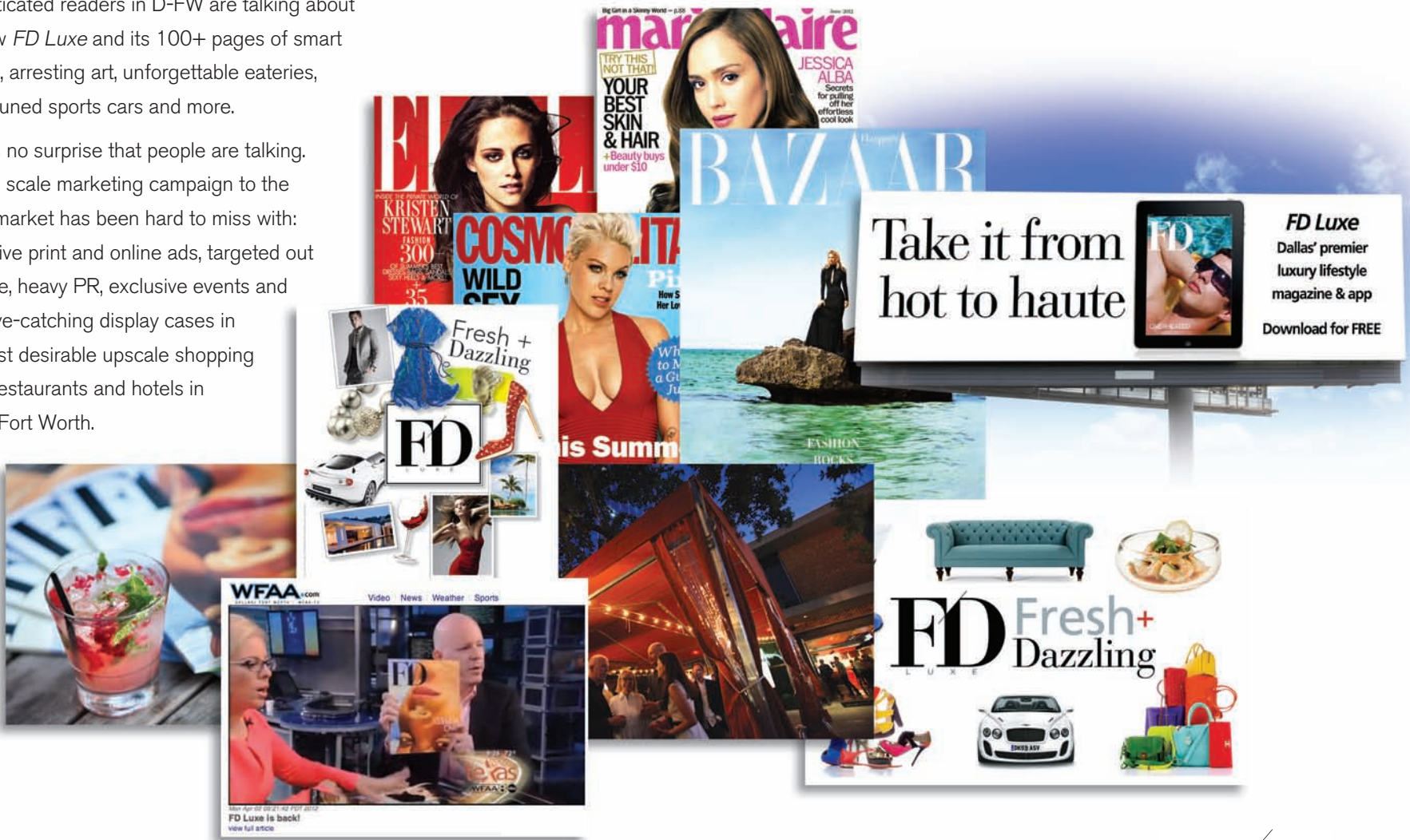
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FD Luxe is everywhere consumers turn, pivot or pose.

Sophisticated readers in D-FW are talking about the new *FD Luxe* and its 100+ pages of smart fashion, arresting art, unforgettable eateries, super-tuned sports cars and more.

And it's no surprise that people are talking. Our full scale marketing campaign to the luxury market has been hard to miss with: distinctive print and online ads, targeted out of home, heavy PR, exclusive events and new, eye-catching display cases in the most desirable upscale shopping malls, restaurants and hotels in Dallas-Fort Worth.



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materials + deadlines



FD LUXE AD DIMENSIONS

1/4 page	4.625" x 5.625"
1/2 horizontal	9.5" x 5.625"
1/2 vertical	4.625" x 11.5"
Full page non-bleed	9.5" x 11.5"
Full page bleed	10.25" col x 12.25"
image area	9.25" x 11.5"
trim size	10" x 12"
Spread non-bleed	19.5" x 11.5"
Spread bleed	20.25" x 12.25"
image area	19.5" x 11.5"
trim size	20" x 12"

Note: Spread ads must be submitted as a single-page PDF.
No type should appear within .375" gutter area on either side from the center of the spread.

Dot gain - 12-25% | SWOP PROOF

FD Luxe is printed on premium 80 lb. cover and
50 lb. text

133 line screen | 300 DPI | Max density area coverage - 260%

FILE TYPES SUPPORTED

PDFs are preferred. You can also submit native QuarkXPress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop files with all supporting art and fonts. *FD Luxe* only accepts native files for the Macintosh platform. Any files prepared on the Windows platform must have all fonts converted to paths and curves (note to Quark users, XPress does not support this option) and saved as a PDF. You may provide a CD of your files or upload your PDF to adservices.dallasnews.com. Film is NOT accepted.

REQUIRED PROOF

In order to maintain the most accurate color reproduction in our publication, we prefer the calibrated GATF/SWOP approved proofs with color bars and marks. These include: Matchprint (digital or analogue), Creo Proof, Polaroid Proof, Kodak Approval. We also accept Iris and Rainbow proofs. However, *FD Luxe* reserves the right to dictate color on ads supplied with these types of proofs. Unacceptable color proof output options for color checking include but are not limited to: HP 5000, Epson 5000/9000/10000, Inkjet and Color Laser Copier. These devices lack the color consistency of higher-level proofs.

COLOR

All ads must be CMYK; RGB and PMS colors are not acceptable. Due to the nature of the printing process and paper stock, color may vary somewhat from preferred proofs.

IMAGES

All images must be in CMYK or Grayscale mode at 300 dpi saved as TIFF or EPS. Maximum ink density for any CMYK image should be 260%. Jpegs and image files using indexed color, RGB mode or LZW compression will not output correctly.

FONTS

Please include all fonts used in your layout. Do not stylize fonts in QuarkXPress as this may cause them to output incorrectly.

DESIGN INTERVENTION

The design of an ad is an integral part of the style of *FD Luxe*. We reserve the final approval rights on design and photography used in all advertisements. Artwork should be approved by *FD Luxe* before final production begins.

FOR TECHNICAL QUESTIONS

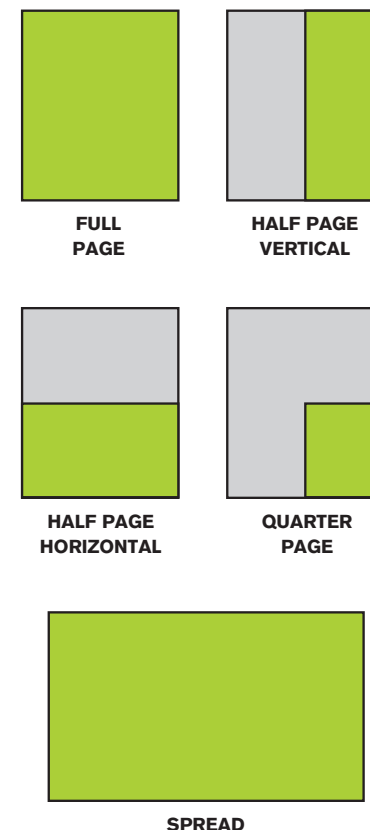
Contact:

The Agency
(214) 977-8139

For more information on ad specifications, please contact your account executive.

SHIPPING

Please send all materials to the attention of your account executive at: 508 Young Street, Dallas, TX 75202



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materials + deadlines



Chris Plavidal

ISSUE	PUBLICATION DATE	SPACE	2ND PROOF	1ST PROOF C&R	DIGITAL/ PICKUP NO CHANGES	C&R/FINAL AD RELEASE
FEBRUARY	1.27.13	12.28.12	1.3.13	1.7.13	1.8.13	1.10.13
MARCH	3.3.13	1.30.13	2.1.13	2.5.13	2.6.13	2.8.13
APRIL	3.31.13	2.28.13	3.4.13	3.6.13	3.7.13	3.11.13
MAY	4.28.13	3.28.13	4.1.13	4.3.13	4.4.13	4.8.13
JUNE/JULY	6.2.13	5.7.13	5.10.13	5.14.13	5.15.13	5.17.13
AUGUST	7.28.13	7.1.13	7.2.13	7.8.13	7.9.13	7.11.13
SEPTEMBER	9.1.13	8.2.13	8.6.13	8.7.13	8.9.13	8.13.13
OCTOBER	9.29.13	9.3.13	9.5.13	9.9.13	9.10.13	9.12.13
NOVEMBER	10.27.13	9.30.13	10.3.13	10.7.13	10.8.13	10.10.13
DECEMBER/JANUARY	12.1.13	10.31.13	11.4.13	11.6.13	11.7.13	11.11.13

RATES

Contact your sales representative for current rates.



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