

# DALLAS

HOTEL GAZINE

## SPIRIT OF THE WEST

*Michael Martin Murphey*

## ESTATE PLANNING

*Briggs Freeman  
Sotheby's Luxury  
Homes*

## CRAZY ABOUT JOE

*In Search of Dallas'  
Best Cup of Coffee*

## THE BEST OF DALLAS

*plus Dine & Shop*

# DALLAS GOES HOLLYWOOD

## HIGH SOCIETY SATIRE

*Kim Gatlin's Wicked Funny Book  
Gets the Network TV Treatment*



## DALLAS HOTEL MAGAZINE

Introducing Dallas Hotel Magazine, the definitive guide for discerning travelers to Big D. Conveniently located in the best hotel rooms and suites in the city, Dallas Hotel Magazine is all about Dallas; where to go, what to do, and how to get there. From the finest restaurants to world-class shopping, DHM will give 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 long time local Dallasites, DHM will only feature the events and places we feel best define our city. Our goal is to show you the way to a great stay in Dallas.

## IN EVERY ISSUE

welcome	Insider's Guide to Dallas
attractions	Best Things To Do
dining	Most Popular Restaurants
shopping	The Best of Boutiques
arts	The Art of the City cultural events, galleries, museums
spas & wellness	Luxurious Living luxury spa destinations, golf resorts in the west
visit	Destination: Dallas uptown, highland park, downtown, west end, oak lawn, knox-henderson



## CENTRAL DALLAS

radisson central dallas  
renaissance dallas  
palomar dallas  
hotel lumen

## DOWNTOWN DALLAS

hotel indigo  
sheraton dallas  
magnolia dallas  
the fairmont  
the joule  
adolphus hotel  
aloft dallas  
hyatt regency  
the w-victory hotel  
westin city center  
omni hotel downtown

## MARKET CENTER/ STEMMONS CORRIDOR

belmont hotel  
doubletree market center  
hilton-anatole

## UPTOWN

hotel zaza  
stoneleigh hotel and spa  
warwick melrose hotel  
rosewood crescent court  
hotel st. germain  
ritz-carlton dallas\*

## NORTH DALLAS

le meridien dallas north  
hilton dallas lincoln centre  
the westin park central

## PARK CITIES (HIGHLAND PARK/UNIVERSITY PARK)

hilton dallas park cities  
rosewood mansion on turtle creek

## ADDISON

inter-continental dallas  
the westin galleria\*

## FRISCO

the westin stonebriar resort

## IRVING

aloft las colinas  
four seasons resort and club  
nylo dallas

## PLANO

aloft plano  
nylo plano legacy  
marriot plano  
westin plano  
sheraton plano

\*available at concierge desk



## DALLAS HOTEL MAGAZINE

Dallas Hotel Magazine is the definitive guide for discerning travelers to Big D. Conveniently located in the best hotel rooms and suites in Dallas, DHM is written and designed by native Dallasites who know their way around town.

Whether here on business or just to enjoy the sights and sounds of one of America's premier cities, Dallas Hotel Magazine readers are looking for excitement. DHM caters to those distinguished travelers who expect the best of the city. Our readers enjoy fine dining and fine wine, frequently charter jets and limousines, drive exotic cars, visit art galleries, shop for jewelry, and pamper themselves at luxurious spas.

Dallas Hotel Magazine is the perfect showcase for advertisers looking for high-end travelers pre-disposed to spend an enormous amount of disposable income.

## WE ARE LUXURY

DHM is located in over 14,000 rooms and suites in the city's finest hotels. Published quarterly, DHM will be distributed in hotel rooms and available at the concierge desk. With current hotel occupancy at 65%, and an average of 2 persons staying 2 nights, DHM's potential readership is 18,200 persons every 2 days for a monthly, unduplicated total of 273,000 people per month. Each issue will potentially reach over 800,000 hotel guests over the 3 month publication period. A full page ad in Dallas Hotel Magazine generates a potential CPM (cost per thousand) of \$3.95.

- AVERAGE HOUSEHOLD INCOME:  
\$400,000
- AVERAGE AGE:  
45 YEARS OLD
- COLLEGE GRADUATE:  
80% +
- AVERAGE LENGTH OF STAY:  
2.45 DAYS

# DEADLINES & RATES

## winter 2012

space closing November 28, 2011  
 materials deadline December 2, 2011  
 in-room distribution Jan 2012 - March 2012

## spring 2012

space closing March 12, 2012  
 materials deadline March 15, 2012  
 in-room distribution April 2012 - June 2012

## summer 2012

space closing June 11, 2012  
 materials deadline June 14, 2012  
 in-room distribution July 2012 - Sept 2012

## fall 2012

space closing Sept 10, 2012  
 materials deadline Sept 13, 2012  
 in-room distribution Oct 2012 - December 2012

Advertising Rates	1X	2X	3X	4X
inside front cover	8,500	8,100	7,700	7,300
back cover	10,000	9,600	9,200	8,800
two-page front of book	8,000	7,600	7,200	6,800
two-page spread (sectional)	6,800	6,400	6,000	5,600
inside back cover	6,000	5,600	5,200	4,800
one-page front of book	5,000	4,600	4,200	3,800
one-page (run of book)	4,200	3,800	3,400	3,000
one-half page	2,400	2,000	1,600	1,200

Pre-pay Discount  
 10% off

**POSITIONS** Premium: Front of book.  
 Run of Book: Any page at the discretion of publisher.

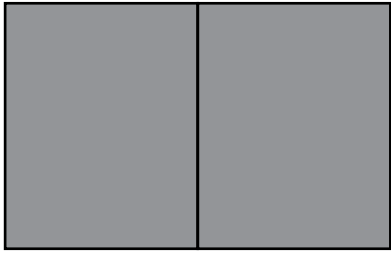
**FREQUENCY** Magazine is published quarterly: January/March; April/June; July/September; October/December.

**TERMS** Special discounts for prepay.

**AGENCY COMMISSIONS** Advertising agencies should mark up net rates to allow for their commissions.

**AD MATERIAL** Rates are based on advertiser supplied press-ready digital copy with contact proof.  
 Closing: Materials due 45 days prior to publishing.

Publisher reserves the right to refuse any advertisement that does not meet its requirements for taste or truthfulness. Client represents that it has the right to publish the material in the ad and assumes all risk attendant thereto, including defects in the product and failure to perform.



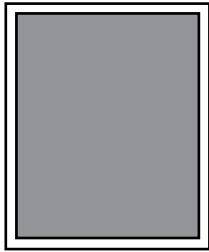
**FULL PAGE BLEED**

Leave 1" space between text/important graphics where they cross the gutter (or .5" on each side)

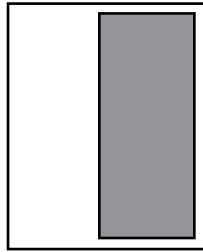


**FULL PAGE BLEED**

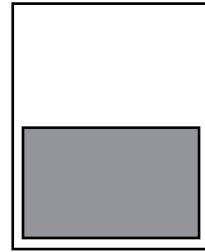
9.25 x 11.25  
 see full-page specs



**FULL PAGE**



**1/2 PAGE VERTICAL**

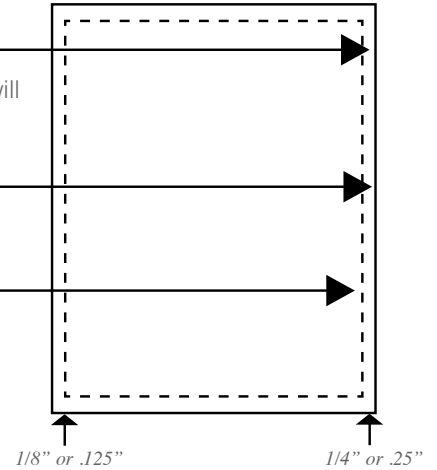


**1/2 PAGE HORIZONTAL**

**BLEED SIZE:**  
 (9.25X 11.25)  
 This section of your graphics will be trimmed off after printing.

**TRIM SIZE:**  
 (9X10.875)  
 Actual edge of final paper.

**SAFE SIZE:**  
 (8.5X 10.375)  
 Absolutely no text, logos, or important parts of the photos beyond this line.



**IMPORTANT:** Full page ads should be 9 x 10.875 with a .125 bleed. Any important information should be within the safe zone - .25 in from the trim line. Spreads should be saved as individual pdfs.

**DISPLAY AD MATERIAL REQUIREMENTS**

Advertisements must be submitted in a 300 DPI, print-ready PDF with 1/8" or .125" bleeds. (CMYK only, no RGB files) Files must be submitted as individual pages in separate pdf files. Any files that do not follow these guidelines will be rejected; any alterations made by DHM due to incorrect specifications will result in a charge of \$125 per hour to the advertiser. You can email the document to production@dallashotelmagazine.com or upload the file at www.dallashotelmagazine.com by selecting the "File Upload" tab. Please include your company's name in your file names.

**ADVERTORIAL REQUIREMENTS**

**IMAGES:** Minimum 300 DPI resolution. 4-Color/CMYK only; no RGB files. (Black: C 60%, M 40%, Y 0%, K 100%)

**FONTS:** Postscript only, no True Type accepted

**COPY:** Word files, spell-checked and proofed

**RETURNED MATERIALS**

Publisher will hold materials submitted by the advertiser for six months, unless advertiser specifically requests materials be returned and pays shipping costs. After that period, Publisher is no longer responsible for storing materials.

**PRODUCTION CHARGES**

Alterations, design, type color corrections and proof, if produced by Publisher, will be billed to the advertiser for \$125.00 per hour.

**PHOTOGRAPHY CHARGES**

Photography may be purchased through Dallas Hotel Magazine. Ask your sales representative for a quote.