ADVOCATE
COVERING NEIGHBORHOOD NEWS FOR 28 YEARS
PRINT · DIGITAL · SOCIAL
MEDIA KIT
ABOUT THE ADVOCATE

PRINT | DIGITAL | MOBILE | SOCIAL

How can a neighborhood media company be relevant in today’s noisy environment? How can Advocate Media, Dallas’ premiere print and online information company, utilize the latest online marketing and engagement tools to bring you more customers?

Not with fake clicks. Not with creepy bots. Not with political hysteria.

Instead, Advocate Media offers incredible reader loyalty. Authentic engagement with high-income Dallas homeowners. Unshakeable trust in our magazines, websites and email newsletters, earned the old-fashioned way by working with and writing about our neighbors and businesses for 28 years.

People like, trust and engage with Advocate Media, and associating your brand with ours makes our readers more comfortable spending money with you.

Reach out to us today at sales@advocatemag.com to build your business by engaging with our readers and earning their trust.
THE ADVOCATE READER
PRINT | DIGITAL | MOBILE | SOCIAL

OVER 1.1M
MONTHLY REACH

61% | 39% | 25-45 | 82%
FEMALE | MALE | AVERAGE AGE | COLLEGE EDUCATED

$328K | $142K | $800K
AVERAGE HOME VALUE | AVERAGE HOUSEHOLD INCOME | AVERAGE NET WORTH

56K | 66%
KEEP THE ADVOCATE FOR 1 MONTH+ | PREFER MAGAZINES FOR LOCAL NEWS

*CVC 2017 Audit · CACI Demographics · advocatemag.com/advertising · 214.560.4203
DISTRIBUTION | AUDIENCE STATS
PRINT | DIGITAL | SOCIAL

94,000
COPIES MONTHLY

4,628,000
ANNUAL PAGE VIEWS

61,000
SOCIAL FOLLOWERS

37,000
NEWSLETTER SUBSCRIBERS

*CVC 2017 Audit · Google Analytics August 2018 · advocatemag.com/advertising · 214.560.4203
ADVERTISING OPTIONS
DIGITAL AND PRINT AVAILABILITY

DIGITAL AD SPECS:

WEB ADS
1. Leaderboard
2. Large box
3. Small Box

NEWSLETTER ADS
4. Banner
5. Link Lounge

DEDICATED EMAIL BLAST
6. Graphic Image

PRINT AD SPECS:

1. Full page, full bleed
2. Full page, no bleed
3. 2/3 page
4. 1/2 page, horizontal
5. 1/2 page, vertical
6. 1/3 page, square
7. 1/3 page, vertical
8. 1/6 page, horizontal
9. 1/6 page, vertical
10. 1/12 page

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CONTENT MARKETING

CUSTOM STORY

Dude. Be Nice

These neighborhood noises are going all-in to be ‘nice’ to Lake Highlands neighbors.

According to Internet strategists, being kind and properly utilizing online, Lake Highlands John Rhoads and Joe Clifford are doing something to make things better.

Their “Dude. Be Nice” campaign focuses on raising funds to plant trees that will put back into the neighborhood, particularly Lake Highlands community schools. LHIHS PTA and several other clubs and teams, “Dude. Be Nice” efforts add to the overall project to bring in the Hilltopper neighborhood.

Families who live in the neighborhood have been helpful in their efforts.

They specialize in creating communities for homeowners. Here’s an example of what they do.

Street stats don’t exist. They don’t want the residents to be frustrated. They’re not experts.

Instead of focusing on the negatives, Joe and Friends have taken the positives and put forward solutions and suggestions to make the neighborhood better.

The “Dude. Be Nice” efforts and articles will be featured in our newsletter, Advocate, and our website and social media channels.

“Great content is our specialty. Our team of digital storytellers has proven that we can gather and develop compelling local news. Call it what you want - content marketing, native advertising, sponsored posts - we want to offer our advertisers the opportunity to build momentum about their business through the editorial content you’ve come to know and love in our magazine and online.”

WRITTEN BY US, FOR YOU.

Great content is our specialty. Our team of digital storytellers has proven that we can gather and develop compelling local news. Call it what you want - content marketing, native advertising, sponsored posts - we want to offer our advertisers the opportunity to build momentum about their business through the editorial content you’ve come to know and love in our magazine and online.

You don’t have to live with pain

When her suffering went from unmanageable to unbearable, this nurse learned she didn’t need to just deal with it.

Laura Davis* almost quit the career she loved. A nurse, she’s a major insurance company, she’d quit in two months. Her neck hurt so much she couldn’t sleep at night. She woke up in tears and she knew she had to do something. She tried medication, over-the-counter pain relievers, yoga, and stretching, all of which helped.

But then, she heard about Advocates Lakewood/East Dallas. The professional therapeutic massage and pain management techniques they provide, she learned, were the answer she was looking for.

Laura Davis sought help from Advocates Lakewood/East Dallas. Since then, her neck pain has diminished, and she’s back to doing the things she loves.

Laura Davis is a nurse and a mother of three. She lives in Lake Highlands and works at Advocate Lakewood/East Dallas.

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## DEADLINE CALENDAR
### Advertiser Reservation | Material Dates

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<thead>
<tr>
<th>Month</th>
<th>Reservation Deadline</th>
<th>Materials Deadline</th>
<th>Delivery Begins</th>
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</thead>
<tbody>
<tr>
<td><strong>February</strong></td>
<td>Feb. 5, 2020</td>
<td>Feb. 7, 2020</td>
<td>Feb. 20, 2020</td>
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<tr>
<td><strong>April</strong></td>
<td>Apr. 8, 2020</td>
<td>Apr. 10, 2020</td>
<td>Apr. 23, 2020</td>
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<tr>
<td><strong>May</strong></td>
<td>May 6, 2020</td>
<td>May 8, 2020</td>
<td>May 21, 2020</td>
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<tr>
<td><strong>June</strong></td>
<td>June 10, 2020</td>
<td>June 12, 2020</td>
<td>June 25, 2020</td>
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<tr>
<td><strong>July</strong></td>
<td>July 3, 2020</td>
<td>July 5, 2020</td>
<td></td>
</tr>
<tr>
<td><strong>August</strong></td>
<td>July 8, 2020</td>
<td>July 10, 2020</td>
<td>July 23, 2020</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>Aug. 5, 2020</td>
<td>Aug. 7, 2020</td>
<td>Aug. 20, 2020</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>Sept. 9, 2020</td>
<td>Sept. 11, 2020</td>
<td>Sept. 24, 2020</td>
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<tr>
<td><strong>December</strong></td>
<td>Nov. 4, 2020</td>
<td>Nov. 6, 2020</td>
<td>Nov. 19, 2020</td>
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*Denotes special section

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<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
<th>Notes</th>
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<tbody>
<tr>
<td>January</td>
<td>Starting Over (Editorial)</td>
<td></td>
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<tr>
<td>February</td>
<td>February Faces (Editorial)</td>
<td>*FACES: Meet the people behind the best neighborhood businesses</td>
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<tr>
<td>March</td>
<td>The Neighborhood Growth and development issue (Editorial)</td>
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<tr>
<td>April</td>
<td>Home Design Issue (Editorial)</td>
<td>*Home</td>
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<tr>
<td>May</td>
<td>Inspiring Students and Education (Editorial)</td>
<td></td>
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<tr>
<td>June</td>
<td>Dining/Restaurants (Editorial)</td>
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<tr>
<td>August</td>
<td>Best of Issue (Editorial)</td>
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</tr>
<tr>
<td>September</td>
<td>Neighborhood Pets (Editorial)</td>
<td>*Home</td>
</tr>
<tr>
<td>October</td>
<td>School Guide (Editorial)</td>
<td>*Schools/Education</td>
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<tr>
<td>November</td>
<td>Holiday Entertaining (Editorial)</td>
<td>*Gift Guide</td>
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<tr>
<td>December</td>
<td>Things to Do (Editorial)</td>
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*All plans are subject to change at the discretion of the Advocate editorial team

For more information visit advocatemag.com/advertising - or call 214.560.4203