ADVOCATE
BE LOCAL

PRINT · DIGITAL · SOCIAL

MEDIA KIT

2020
Advocate Media has been part of the neighborhood for almost 30 years. We offer incredible reader loyalty and authentic engagement with high-income Dallas homeowners. We’ve earned unshakeable trust in our content and products the old-fashioned way — by working with our neighbors.

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

How can the Advocate, Dallas’ go-to media company, utilize the latest marketing and engagement tools to bring you more loyal customers? Reach out to us today at sales@advocatemag.com.
THE ADVOCATE READER

OVER 1,100,000+
MONTHLY REACH

77% FEMALE
23% MALE

25-54 AVERAGE AGE

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

65% COLLEGE GRAD+
66% PREFER MAGAZINES FOR LOCAL NEWS

56K KEEP THE ADVOCATE FOR 1 MONTH

*CVC 2018 Audit · CACI Demographics
THE ADVOCATE READER

- **92%** | **SHOP AT LOCAL BOUTIQUES**
- **81%** | **PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN THE ADVOCATE**
- **88%** | **DINE AT LOCAL RESTAURANTS SEVERAL TIMES A MONTH OR MORE**
- **65%** | **WILL BE IN THE MARKET FOR A NEW HOME IN THE NEXT YEAR OR PLAN TO DECORATE OR FURNISH THEIR HOME IN THE NEXT YEAR**
- **81%** | **GO TO CONCERTS**
- **84%** | **AGREE “I TRUST THE RECOMMENDATIONS I GET FROM READING THE ADVOCATE”**
- **71%** | **ATTEND SPORTING EVENTS**
- **79%** | **AGREE “THE ADVOCATE IS THE BEST MAGAZINE SOURCE FOR LOCAL NEWS AND EVENTS”**

*CVC 2018 Audit · CACI Demographics*
DISTRIBUTION STATS

94,000
COPIES MONTHLY

4,812,008
ANNUAL PAGE VIEWS

65,568
SOCIAL FOLLOWERS

42,000
NEWSLETTER SUBSCRIBERS

*CVC 2018 Audit · Google Analytics Jan. 2020
SOCIAL MEDIA

- **Instagram**: 9.5K total followers, 75% female, 25-44 average age.
- **Facebook**: 45K total likes, 71% females.
- **Twitter**: 17K total followers, 152K click rate, 5.3K retweets.
LAKEWOOD / EAST DALLAS

WEB STATS
1.9M ANNUAL PAGEVIEWS
847K UNIQUE SESSIONS
71% BETWEEN 25-54

NEWSLETTER
14.6K WEEKLY DIGEST
19.9% OPEN RATE
4.9% CLICK RATE

SOCIAL MEDIA
16.4K
6.3K
3.0K

TOP PERFORMING TOPICS
EDUCATION
DINING & DRINKING
DEVELOPMENT
CRIME & HARD NEWS
REAL ESTATE
POLITICS & ISSUES
NOTABLE NEIGHBORS

75206, 75214, 75218, 75223, 75204, 75228
LAKE HIGHLANDS

WEB STATS
1.7M ANNUAL PAGEVIEWS
721K UNIQUE SESSIONS
70% BETWEEN 25-54

NEWSLETTER
12.1K WEEKLY DIGEST
22% OPEN RATE
6% CLICK RATE

SOCIAL MEDIA
8.6K
2.9K
2.5K

TOP PERFORMING TOPICS
EDUCATION
DINING & DRINKING
DEVELOPMENT
CRIME & HARD NEWS

REAL ESTATE
POLITICS & ISSUES
RETAIL & SHOPPING

75218, 75231, 75238, 75243

1.7M
721K
70%

12.1K
22%
6%

8.6K
2.9K
2.5K

75218, 75231, 75238, 75243
### PRESTON HOLLOW

#### WEB STATS

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Annual Pageviews</td>
<td>366K</td>
</tr>
<tr>
<td>Unique Sessions</td>
<td>189K</td>
</tr>
<tr>
<td>Between 25-54</td>
<td>64%</td>
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</table>

#### NEWSLETTER

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Weekly Digest</td>
<td>4.6K</td>
</tr>
<tr>
<td>Open Rate</td>
<td>21%</td>
</tr>
<tr>
<td>Click Rate</td>
<td>4.7%</td>
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#### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Value</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>3.3K</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.7K</td>
</tr>
<tr>
<td>Instagram</td>
<td>975</td>
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#### TOP PERFORMING TOPICS

- Real Estate
- Design/Fashion
- Education
- Restaurant/Dining
- Local Celebrities
- Local History
- Neighborhood Development

75244, 75209, 75220, 75229, 75225, 75230
# Oak Cliff

## Web Stats

<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Annual Pageviews</td>
<td>730K</td>
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<tr>
<td>Unique Sessions</td>
<td>541K</td>
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<tr>
<td>Age Group</td>
<td>81%</td>
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## Newsletter

<table>
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<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Weekly Digest</td>
<td>14.4K</td>
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<tr>
<td>Open Rate</td>
<td>17.7%</td>
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<tr>
<td>Click Rate</td>
<td>5.1%</td>
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## Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Value</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>16.5K</td>
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<tr>
<td>Twitter</td>
<td>6.5K</td>
</tr>
<tr>
<td>Instagram</td>
<td>3.0K</td>
</tr>
</tbody>
</table>

## Top Performing Topics

- Dining & Drinking
- Development
- Stevie Ray Vaughn
- Local History
- Crime & Hard News
- Business

- 75233, 75224, 75208, 75211, 75203, 75216
ADVERTISING OPTIONS

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
ADVERTISING OPTIONS

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

DEDICATED EMAIL
6. Graphic Image

NEWSLETTER ADS
4. Banner
5. Link Lounge
CONTENT MARKETING/CUSTOM STORIES

FACES OF OUR NEIGHBORHOOD

BRITT RHODES

I'm not a transaction-based Realtor. That's not what motivates me. At my core, I am empathetic and passionate; I love relationships. My family motivates me, and I want to help others find inspiring homes to grow their families. Home buying and selling is deeply personal, and it's a journey that I enjoy creating for others. I am a talented and caring agent who enjoys connecting people with beautiful spaces, helping them make their dreams come true, and creating that journey. At the end of a real estate process, I take pride in walking away with a new friendship. That's what's important to me. My service has no start or end. I offer value and excitement!

MODTOWN
Britt Rhodes | Realtor
817-917-3062

SPECs FOR CUSTOM STORIES

• Written by Advocate
• Starting at 200 words
• 1 image plus caption (word count may be shortened to include graph or multiple photos)
• Multiple page layouts offer multiple photos and specialized design
• Professional Photo Shoot

• Business Website & Phone
• 1 search-friendly headline
• Print Photo: 150-300 dpi at 100%
• Digital Photo: minimum 800 px x 800 px
EDITORIAL CALENDAR

January
Starting Over (Editorial)

February
February Faces (Editorial)
*Faces: Meet the people behind the best neighborhood businesses

March
The Neighborhood Growth and development issue (Editorial)

April
Home Design Issue (Editorial)
*Top Realtors
*Home

May
Inspiring Students and Education (Editorial)

June
Things to Do (Editorial)

July
Women’s Edition (Editorial)
*Women’s Edition

August
Best of Issue (Editorial)
Dining/Restaurants (Editorial)

September
Neighborhood Pets (Editorial)
*Home

October
School Guide (Editorial)
*Schools/Education

November
Holiday Entertaining (Editorial)

December
Holiday Gift Guide (Editorial)
*Gift Guide

*All plans are subject to change at the discretion of the Advocate editorial team
*Denotes special section
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