

A night-time photograph of the Dallas skyline, featuring several illuminated skyscrapers. The Reunion Tower, a spherical structure on a tall pedestal, is prominent on the left. The sky is a deep blue, and the city lights create a vibrant contrast. In the foreground, there are silhouettes of trees and streetlights.

HEARST

DALLAS
MEDIA GROUP

The Dallas Morning News

Strategic Marketing Solutions That Deliver North Texas Influence at Scale

The Dallas Morning News



The Trusted Voice of North Texas

For nearly two centuries, *The Dallas Morning News* has helped shape the conversations, communities, and commerce of North Texas.

Hearst Dallas Media Group builds on that foundation with a broad portfolio of media and marketing solutions that help brands connect with audiences through trusted environments, meaningful storytelling, and strategic market reach across the globe.

When brands align with *The Dallas Morning News*, they align with credibility, influence, and impact. We deliver:

- Longstanding local authority
- Trusted journalism and premium context
- Deep roots in North Texas
- Marketing solutions built for modern advertisers

Media Solutions Backed with a 144-Year Hearst Legacy

Powered by Hearst. Built for Impact.

Hearst enables brands to pair local relevance with broader precision and reach, powered by the fifth largest digital audience in the U.S.



Hearst Newspapers

20+ dailies & 60+ weeklies



Hearst Television

40+ stations



Hearst Magazines

25 lifestyle titles

9th

Ranking in total unique visitors among the media giants

138M

Number of unique visitors in the U.S. reached monthly

49%

Percentage of digital population reached monthly

Source: Comscore 2025



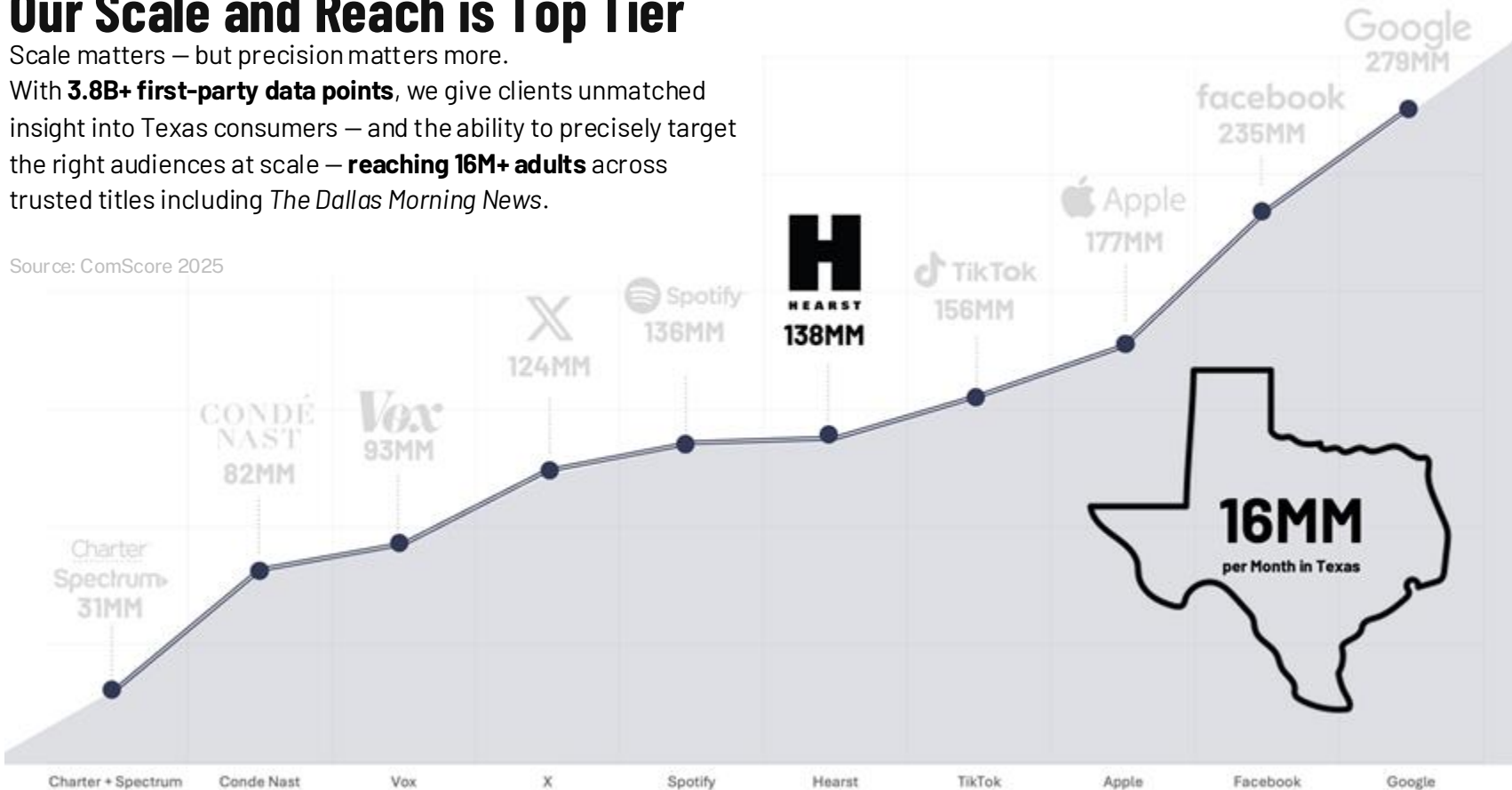
As part of Hearst, our clients benefit from more than local market presence. They gain access to the strength of one of the largest media ecosystems in the country – with scale, data, premium content environments, and the ability to build smarter, more targeted campaigns.

Our Scale and Reach is Top Tier

Scale matters – but precision matters more.

With **3.8B+ first-party data points**, we give clients unmatched insight into Texas consumers – and the ability to precisely target the right audiences at scale – **reaching 16M+ adults** across trusted titles including *The Dallas Morning News*.

Source: ComScore 2025



The Dallas Morning News

Unmatched Reach in North Texas.

Our integrated reach delivers scale, frequency, and engagement across the channels North Texans use every day. From DallasNews.com and print to newsletters, e-Edition, and social, we offer advertisers a strong local presence with the ability to show up across trusted content environments.

- **12.5M+** DallasNews.com page views (average four-week period)
- **3.8M+** DallasNews.com digital users (average four-week period)
- **440K+** Sunday print + e-Edition readership
- **368K+** daily + e-Edition readership
- **1.95M+** newsletter subscribers across 31 products
- **1.85M+** social followers

Our integrated news audience **exceeds the combined reach of other D-FW publishers** including CultureMap, Dallas Business Journal, D CEO, and PaperCITY.

DallasNews.com **outpaces combined local TV news websites** in monthly visits and our integrated audience **exceeds local TV average Primetime viewership**,

An Affluent, Influential, and Engaged Audience

This is not just mass reach. It is reach among people with purchasing power, leadership influence, and decision-making authority.

- **46% more likely to have \$2MM+ net worth**
- **597% more likely to have \$1MM+ net worth**
- **345% more likely to have \$250K+ HHI**
- **89% more likely to hold VP or C-level roles**
- **371% more likely to manage 1,000+ employees**
- **105% more likely to be business decision makers**

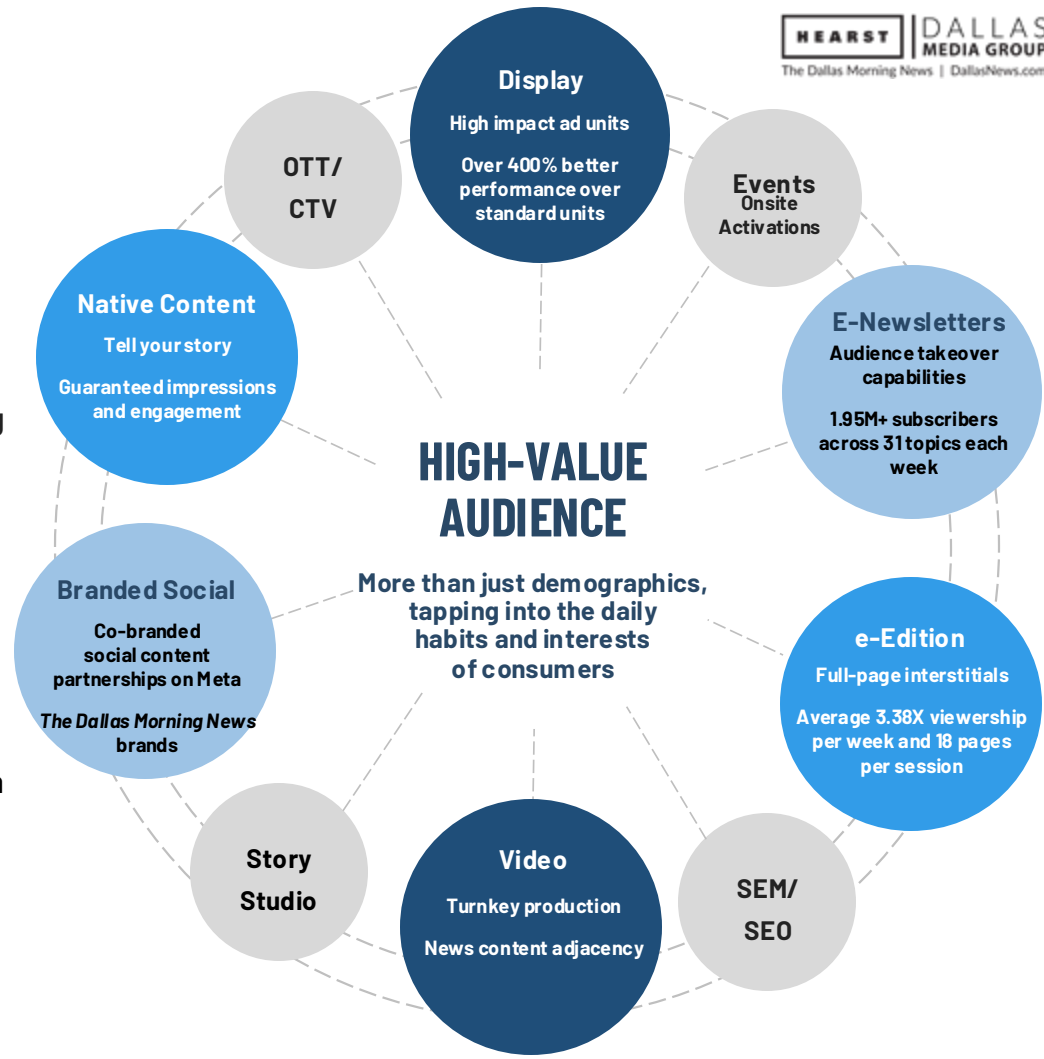
Compared to the broader D-FW market, our audience is significantly more affluent, more influential, and more engaged in key business and consumer decisions. It is the kind of audience brands want to reach when outcomes matter.



Why Brands Partner With Us:

A combination of trusted reach, premium audiences, and powerful storytelling platforms for brands shaping North Texas' future.

- **Credibility:** Trusted local journalism and premium context
- **Scale:** Powerful North Texas reach backed by Hearst
- **Precision:** Audience targeting informed by data and behavior
- **Flexibility:** Solutions that span media, content, events, and strategy



From brand awareness to performance support, we build integrated campaigns that move across the modern customer journey.

Brand Building

- ✓ Digital
- ✓ Print / e-Edition
- ✓ OTT / CTV
- ✓ Streaming audio
- ✓ Social

Audience Targeting

- ✓ First-party data
- ✓ Audience targeting
- ✓ Retargeting
- ✓ Conversion tracking

Performance Marketing

- ✓ SEO / SEM
- ✓ Website
- ✓ Reputation management
- ✓ Review solicitation
- ✓ Email

Content & Storytelling

- ✓ Sponsored content
- ✓ Custom content
- ✓ Video
- ✓ Special sections
- ✓ Social amplification

Strategy & Insights

- ✓ Persona development
- ✓ Research
- ✓ Storytelling strategy
- ✓ Planning
- ✓ Measurement

Sponsorships

- ✓ Events
- ✓ Signature programs
- ✓ Best in DFW
- ✓ Top Workplaces
- ✓ Business events



**SOLUTIONS ACROSS
THE FULL FUNNEL.**

The Dallas Morning News

Solutions Designed for Business Impact and Growth

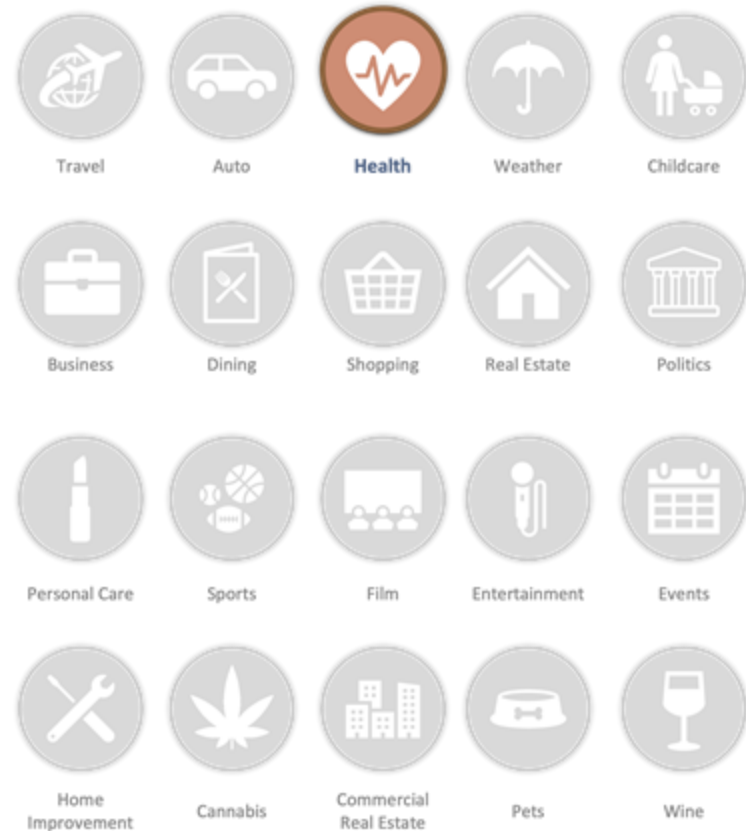
A Precision Approach to Audience Targeting.

Our audience and targeting solutions help brands reduce waste and improve relevance by aligning campaigns to behavior, interest, geography, and audience composition.

Supported by strong data capabilities and a “no-waste” approach to activation, we help advertisers build media plans that are more targeted, efficient, and effective.

- **First-party audience intelligence**
- **Behavioral targeting**
- **Retargeting**
- **Contextual alignment**
- **Conversion tracking**

With 1,000+ audience segments, we help brands reach the audiences that matter most.



OTT and CTV That Bring Brand Stories to Streaming Screens.

Connect with audiences through high-impact video in a modern viewing environment. As part of a broader cross-platform strategy, these solutions help extend reach, strengthen brand presence, and deliver more engaging storytelling through premium streaming experiences.

- OTT / CTV / Hearst Anyscreen
- Audience-targeted video
- Pre-roll video

AD SUPPORTED

Some require a paid subscription.



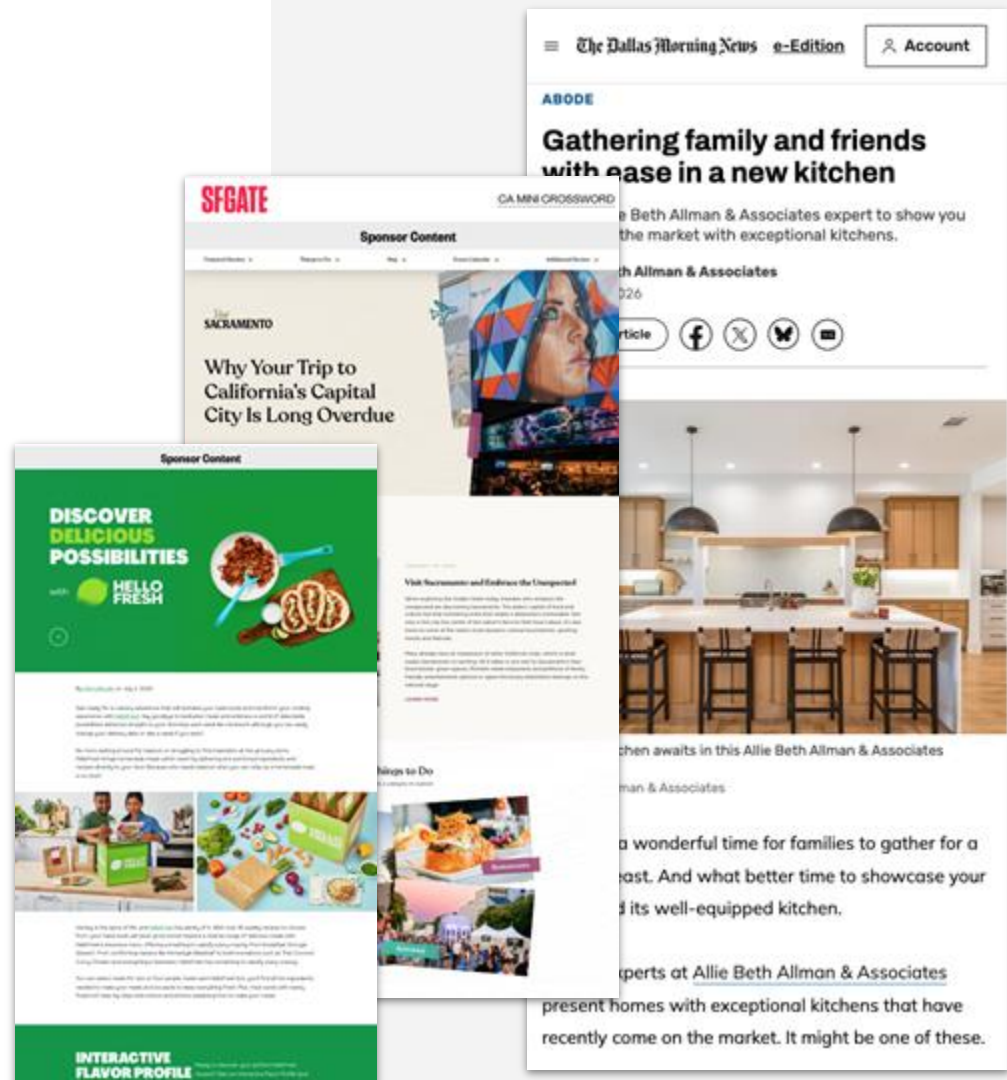
Premium Storytelling in Trusted Environments.

Today's audiences expect more than interruption. They respond to relevance, context, and quality storytelling.

We help brands show up in ways that feel more informative, credible, and engaging.

- **Sponsored content (native)**
- **Premium boosts**
- **Custom content**
- **Custom video**

Native complements broader digital campaigns by adding context, credibility, and stronger brand recall.

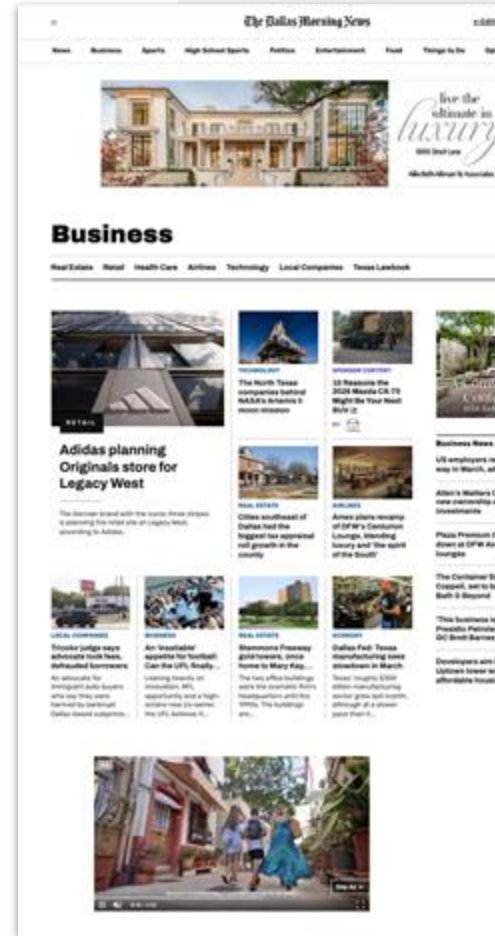


DallasNews.com Delivers Daily Digital Engagement.

DallasNews.com provides a trusted digital platform for reaching North Texas audiences through news, information, and content they actively choose to engage with. It is a strong environment for both broad visibility and more targeted campaign strategies.

- High-impact units
- Audience-targeted display
- Retargeting
- Pre-roll video

Estimated unique visitors per day: 125,000+



Cross-Platform Reach Includes Print and e-Edition.

Print and e-Edition remain important parts of the total media mix, offering brands the ability to show up in trusted news environments with strong reader loyalty and premium context.

Together, they extend the reach and credibility of a broader cross-platform plan.

- Daily print
- Sunday print
- e-Edition premium placements
- Special section placements

Sunday print circulation: 73K+

Average Daily e-Edition readers: 75K+

Average Combined Sunday readership: 440K+



Direct Audience Connection Through Email.

Connect directly with audiences through targeted newsletters and custom email programs to stay visible, reinforce messaging, and support broader campaign frequency within trusted subscriber environments.

- Targeted e-newsletters
- Custom email marketing
- Sponsored email placements
- Audience-aligned messaging

The Dallas Morning News
This email was sent by Austin American-Statesman on behalf of our advertisers

Luxury Living

Sponsored by **coponfagon**

Sponsor Content

Tips for Professional Styling Console Tables, Bookshelves, and Curios
Show off the items you love most with an artfully styled console, bookshelf, or curio.
[Read More](#)

Fresh Premier & Luxury Apps - Your Writer Wonderland Assails
[Read More](#)

ALL WATCHES

15 new Austin restaurants to try that have opened this year

The Dallas Morning News
EAT DRINK DFW

APRIL 3, 2024

SPRING SALE! Only 25¢
Step into the new season with digital access to essential news.
ACT NOW
SALE ENDS APRIL 12

Central Market
WEEKLY SAVOR
ALL BAKERY PIES
10% OFF
[VIEW SPECIALS](#)

Frisco's newest Japanese restaurant opens this weekend - with a free perk for early diners
Pepper Lunch is debuting its first North Texas location on Saturday. [Read More](#)

45+ Dallas-Fort Worth restaurants serving Easter brunch or dinner
Local businesses are preparing special deals and meals for Easter Sunday, April 5. We recommend making reservations in advance. [Read More](#)

Pangea reopens in downtown Dallas with a global menu
Chef Kevin Ashade has brought his concept from Garland to Dallas, where he plans to stay for the long term. [Read More](#)

Huckleberry's Breakfast & Lunch to open new restaurants in McKinney and Allen
New North Texas locations will bring number in area to 5, serving Louisiana-influenced cuisine. [Read More](#)

The Dallas Morning News

Targeted Environments for Audience Alignment

Reaching the Decision-Makers Driving North Texas.

Our Business coverage connects brands with the people shaping North Texas growth – from C-level leaders and business owners to decision-makers with real influence over spending, strategy, and investment. It is a strong fit for B2B, finance, professional services, healthcare, tech, and corporate advertisers.

Our Business audience includes:

- **725K+ C-level execs, business owners & decision makers**
- **332% more likely to be senior executives**
- **371% more likely to manage 1,000+ employees**
- **315% more likely to engage in stock trading**
- **142% more likely to be small business owners**



Why Business?

DFW Is the #1 U.S. Metro for Corporate HQ Relocations

Between 2018 and 2024, D-FW attracted more corporate headquarters relocations than any other U.S. metro – roughly 100 companies choosing North Texas as their new base.

A Premium Environment for Home, Design, and Real Estate.

ABODE is designed for brands that want to reach consumers with strong interest in home, lifestyle, and residential investment. It provides a natural environment for advertisers in home improvement, interiors, luxury goods, furnishings, real estate, and related categories.

Our audience includes:

- **41% Home Improvement Intenders**
- **38% more likely to be Home Improvement Big Spenders**
- **40% plan to do a home improvement in next 12 mos.**
- **50% have done home improvement in last 12 mos.**



Why ABODE?

DFW is one of the top five fastest-growing markets.

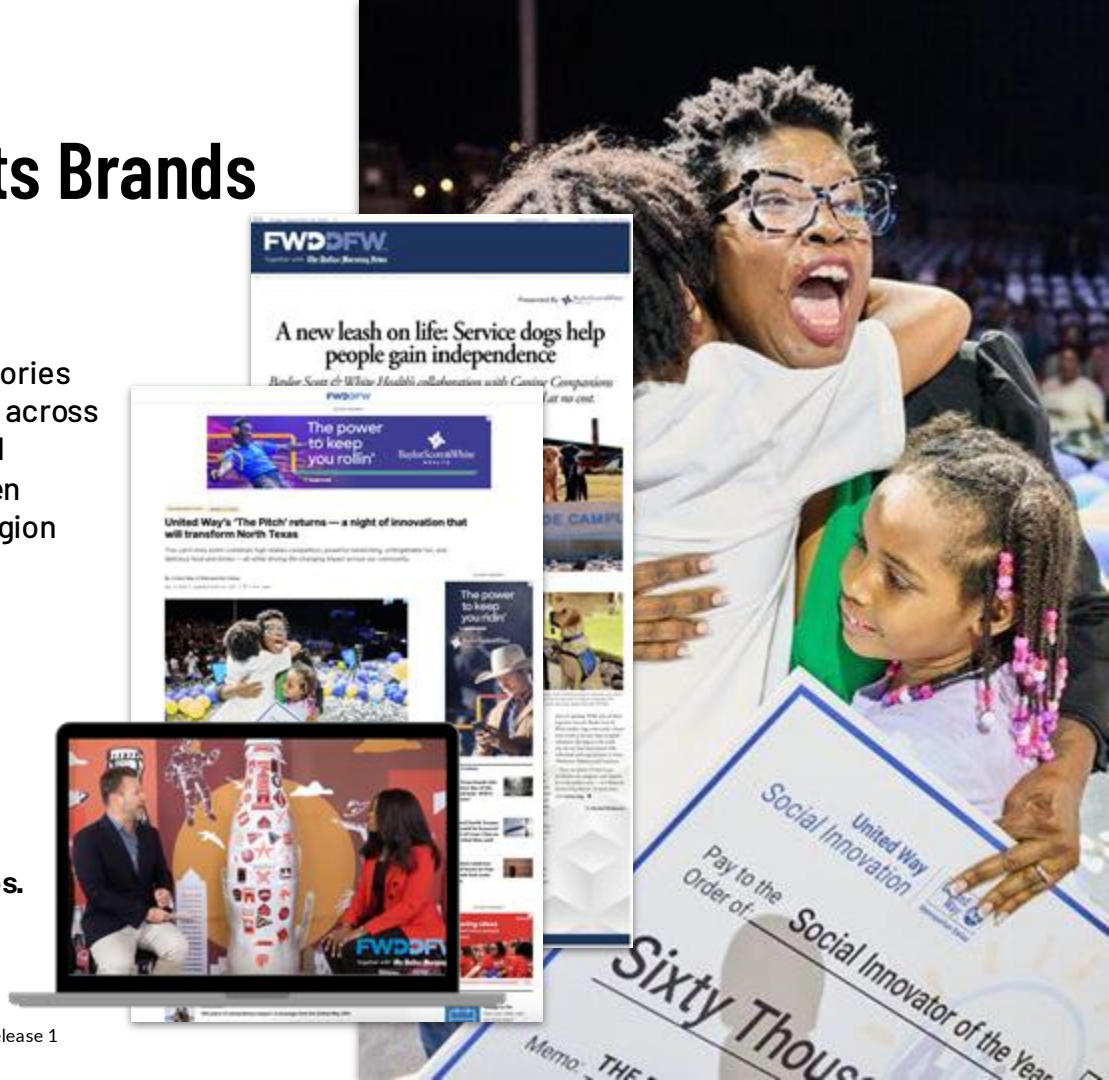
As our city grows, so does our audience demand and interest in all things home, design, garden, and residential real estate.

Storytelling That Connects Brands to Community Impact.

FWD>DFW gives brands a platform to share their stories of community leadership, philanthropy, and impact across North Texas. It is especially valuable for brands and organizations that want to align with purpose-driven messaging and demonstrate stronger ties to the region and the people in it.

Our audience includes:

- **64% philanthropists**
- **72% regular charitable donors**
(31% more likely than the overall market)
- **34% have done volunteer work in last 12 mos.**
(29% more likely than the overall market)



Why FWD>DFW?

Cause marketing works because it taps into something deeper.

It connects brands to real issues, builds emotional resonance, and creates reputational value. When done well, it doesn't feel like advertising—it feels like participation in something meaningful.

Connecting Brands to Passion, Loyalty, and Local Energy.

From pro teams and college athletics to high school sports, Sports coverage helps brands align with the stories, communities, and moments that drive high interest across North Texas. It is a strong platform for advertisers seeking engagement, enthusiasm, and strong local relevance.

Our audience:

- **54% more likely to be very interested in NFL than overall market**
- **73% more likely to have some level of interest in MLB than overall market**
- **127% more likely to have attended a Cowboys game in last 12 mos. than overall market (Sunday ePaper)**
- **35% have attended a high-school football game or sporting event during last 12 mos.**

Source: Scarborough 2025, D-FW Release 1



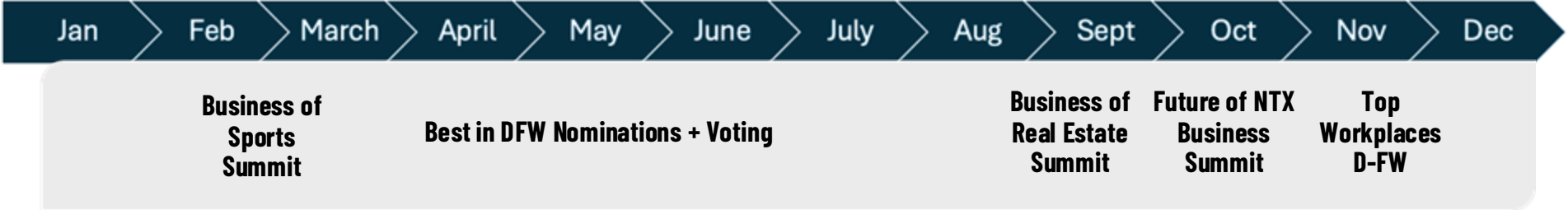
Why Sports?

North Texas is one of only seven U.S. markets with teams in all major leagues (NFL, MLB, NBA, NHL, MLS, and WNBA).

Our region has become a hub for elite sports, anchored by world-class venues, major league teams, and large-scale development.

Programs and Events That Create Deeper Engagement.

Go beyond media with high-impact programs, recognition platforms, and signature experiences. These opportunities create more memorable brand interaction and deeper alignment with influential audiences and community conversation



High-Impact Programs and Events

Business of Sports Summit

The Dallas Morning News' Business editor and featured panelists explore the key topics in sports, like NIL, the economics of sports, and more.

Best in DFW

Best in DFW gives North Texans the opportunity to recognize the businesses that make our region unique – driving engagement, visibility, and distinction.

Business of Real Estate Summit

The Dallas Morning News' Business editor and featured panelists explore the trends shaping both D-FW commercial and residential markets.

Future of North Texas Business Summit

The Dallas Morning News' Business editor and featured panelists explore the industries, innovations, and trends shaping our region's economy.

Top Workplaces D-FW

For nearly 20 years, *The Dallas Morning News* has honored the top businesses in North Texas in an initiative that includes a glossy magazine, high-profile event, and year-round digital hub inclusion.





DALLAS
MEDIA GROUP

The Dallas Morning News | DallasNews.com

Let's Connect!
Hello@hearstdallas.com

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dallasnews.com



The Dallas Morning News

ADDENDUM

Special Sections + Custom Publications



Special sections and custom publications are designed to increase brand reach to niche audiences. Both are developed with content experts to reach your ideal target audiences. **Special sections publish in the print edition and the e-Edition.**

February
Abode Home & Garden

September
North Texas Giving Guide
Best in DFW

March
Rangers Preview
Timeless in Texas (Spring)

October
Timeless in Texas (Fall)

May
Texas Golf
Travel Feature

November
Holiday
Top Workplaces DFW

August
Eat Drink DFW

December
Photos of the Year





The Dallas Morning News

COMPETITIVE ANALYSIS

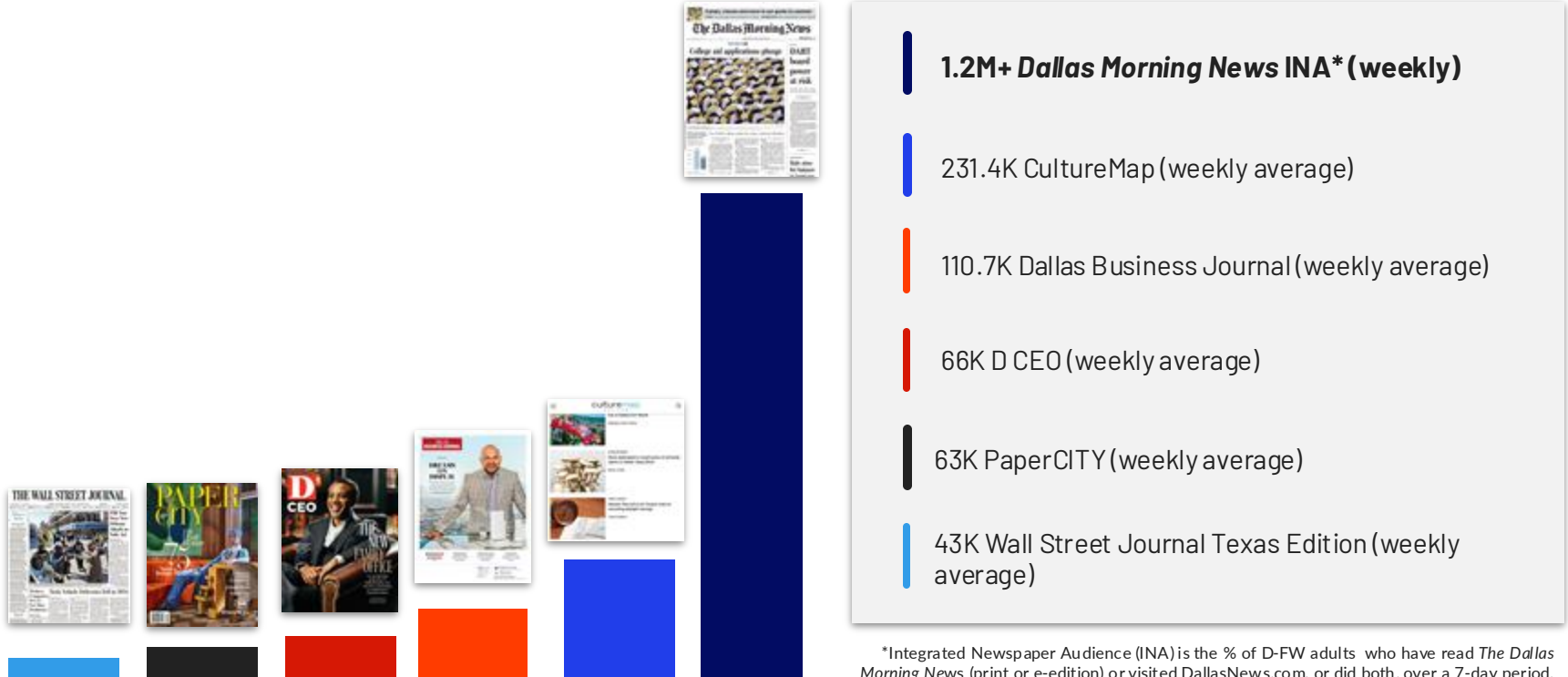
Audience Highlights

More Effective in Every Category For All Budgets

The Dallas Morning News and DallasNews.com dominate against broadcast media by delivering unmatched local reach, engagement, and future-ready performance. Advertisers connect with North Texas consumers where they actually spend time – on their phones, online, and in trusted local content – not in the shrinking world of traditional TV.

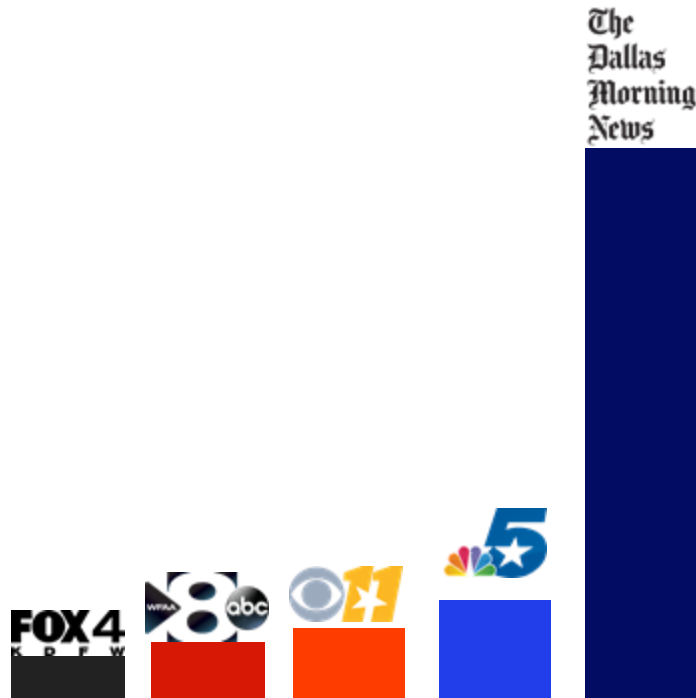
| <u>Category</u> | <u>Broadcast TV</u> | <u>Hearst Dallas</u> |
|------------------------------------|---|--|
| Audience Reach | Limited to linear TV viewership , which continues to decline as audiences shift to streaming. | 16M+ monthly impressions across print, digital, and e-edition – reaching North Texas across platforms. |
| Consumer Behavior Alignment | Relies on appointment viewing and live TV, which fewer people watch due to streaming and on-demand habits. | Meets consumers where they are – online, on mobile, and in trusted local content – every day. |
| Targeting Capability | Broad, household-level targeting with limited data or personalization. | Backed by first-party audience data for precision targeting and measurable performance. |
| Digital Extension | Limited OTT inventory and little control over where streaming impressions appear. | Fully integrated with Hearst AnyScreen OTT , delivering premium streaming placements with full transparency. |
| ROI & Performance | Linear ad impressions are declining , even as spending rises (eMarketer, 2025). | Provides multi-channel impact with measurable results, higher engagement, and future-proof campaign value . |

The Dallas Morning News' integrated news audience* exceeds the combined total audiences of other D-FW publishers, offering maximum reach and frequency.



*Integrated Newspaper Audience (INA) is the % of D-FW adults who have read *The Dallas Morning News* (print or e-edition) or visited DallasNews.com, or did both, over a 7-day period.

The Dallas Morning News' integrated news audience* also exceeds the combined total audiences of the top local TV stations' average Prime Time half-hour viewership.



1.2M+ *Dallas Morning News* INA* (weekly)

145K NBC-DFW-5 viewers

131K CBS-11 viewers

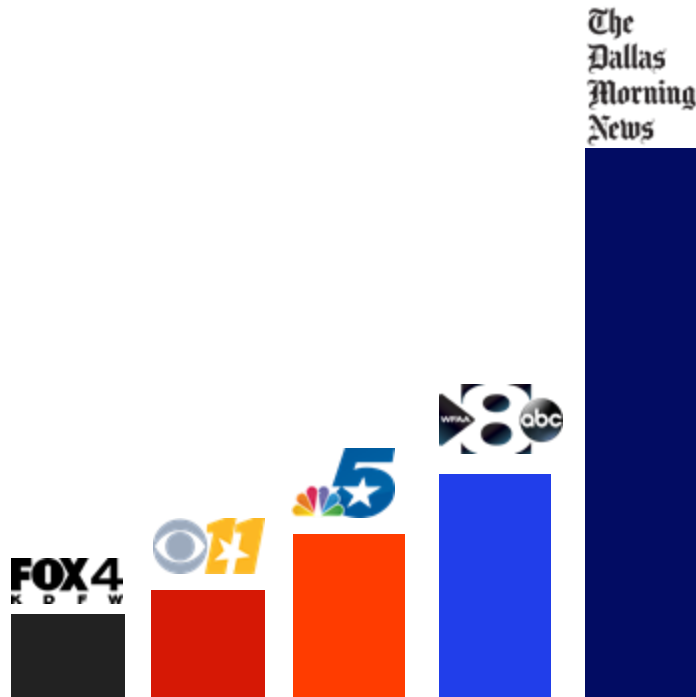
119K ABC-8 viewers

92K FOX-4 viewers

*Integrated Newspaper Audience (INA) is the % of D-FW adults who have read *The Dallas Morning News* (print or e-edition) or visited DallasNews.com, or did both, over a 7-day period.

Source: Scarborough 2025, D-FW Release 2

DallasNews.com monthly visits outpaces every local TV website's visits, combined.



11.7M DallasNews.com monthly visits

4.4 WFAA.com monthly visits

2.8M NBCDFW.com monthly visits

1.9M DFW.CBSLOCAL.com monthly visits

1.8M FOX4NEWS.com monthly visits

The Dallas Morning News

We reach North Texans across digital, print, ePaper, newsletters, and social channels – helping advertisers build awareness and frequency through trusted local content environments.

**Our weekly total reach is equivalent to filling AT&T Stadium
50 times every week.**



The Dallas Morning News

OUR DIGITAL PRODUCT

Audience Highlights

DallasNews.com Audience

12.5M+ page views (average four-week period)



45

Average Age



62%

25-54 Years Old



44% | 56%

Female/Male



\$669K+

Average Net Worth
(58% have HHI of \$100K+)



106%

More Likely to Earn
\$250K+ HHI Annually



77%

College Graduates or
Some College



67%

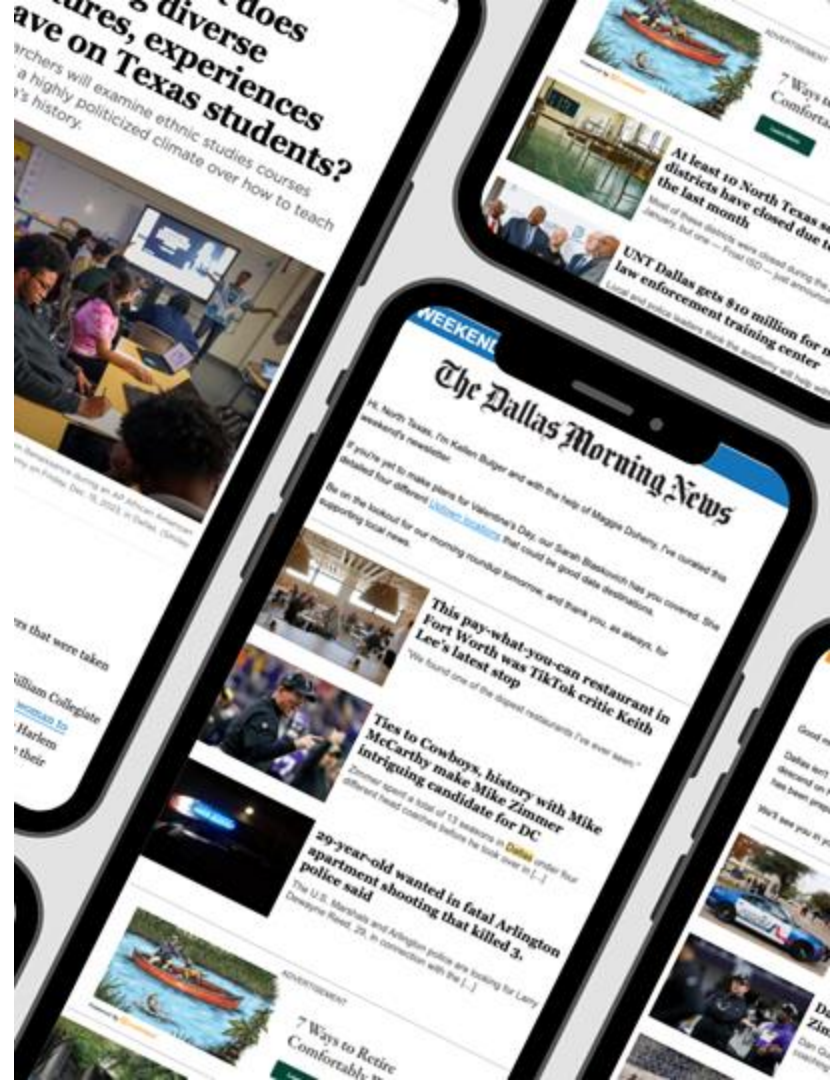
Homeowners



45%

Management, Business, Finance
or Professional Occupation

Source: Scarborough 2025, D-FW Release 2





The Dallas Morning News

OUR PRINT PRODUCT

Audience Highlights



E-Edition Audience

75K+ unduplicated readers



49

Average Age



60%

25-54 Years Old



80%

Homeowners



\$849K+

Average Net Worth



56%

Earn \$100K+ Annually



96%

College Graduates or Some College

Sunday Print Audience

440K+ readership



50

Average Age



54%

25-54 Years Old



39% | 61%

Female/Male



\$726K+

Average Net Worth
(51% more likely to have a net worth of \$2M+)



41%

Earn \$100K+ Annually



63%

College Graduates or
Some College



61%

Employed Full-Time or
Part-Time



65%

Homeowners

Daily Print Audience

368K+ readership



47

Average Age



52%

25-54 Years Old



28% | 72%

Female/Male



\$716K+

Average Net Worth
(49% more likely to have a net worth of \$2M+)



42%

Earn \$100K+ Annually



68%

College Graduates or Some College



66%

Employed Full-Time or Part-Time



57%

Homeowners

Source: Scarborough 2025, D-FW Release 2

