



HEARST

DALLAS
MEDIA GROUP

The Dallas Morning News

SMB Marketing Solutions for Growing North Texas Businesses

The Dallas Morning News



HEARST | DALLAS
MEDIA GROUP

A Trusted Partner for Local Business Growth

For nearly two centuries, *The Dallas Morning News* has been a trusted voice in North Texas.

Hearst Dallas Media Group helps businesses turn that trust into growth through local marketing solutions across digital, print, email, social, search, and more.

We help businesses:

- Build local awareness.
- Reach high-value North Texas audiences.
- Stay visible across channels.
- Turn attention into action.

How We Help Local Businesses Grow

Whether your goal is **awareness, leads, or credibility**, we build local marketing plans designed to help grow businesses.

Build Awareness

through display, social, print, and sponsorships

Capture Demand

through SEM, retargeting, and conversion-focused campaigns

Strengthen Reputation

through SEO, reviews, and trusted brand environments

Stay Consistently Visible

through emails, content, and multichannel frequency



Hearst Dallas Media Group provides a full portfolio of marketing capabilities, including *The Dallas Morning News* and DallasNews.com.

The Dallas Morning News

Reach an Engaged North Texas Audience

We help local businesses reach North Texans across trusted platforms including DallasNews.com, print, e-Edition, newsletters, and social.

- **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**.

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

Reach an Audience with Real Buying Power.

Our audience is not just large - it is affluent, influential, and highly engaged in business and household decisions.

- **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**
- **105% more likely to be business decision makers**
- **580K college grads**
- **172K potential home buyers**
- **487K active car shoppers**

Our readers lead companies, invest capital, have purchasing power, and shape the North Texas footprint.





The Dallas Morning News

Solutions Designed for How Local Businesses Grow

We offer practical marketing solutions that help businesses increase visibility, attract customers, and stay top of mind. Whether your goal is awareness, leads, traffic, or reputation, we can build the right mix for your business.

Awareness

- ✓ Display
- ✓ Social
- ✓ Print
- ✓ Sponsorship visibility

Lead Generation

- ✓ SEM
- ✓ Retargeting
- ✓ Conversion-focused campaigns

Content

- ✓ Newsletters
- ✓ Video
- ✓ Native

Reputation & Visibility

- ✓ SEO
- ✓ Review solicitation
- ✓ Reputation management

Digital Advertising That Builds Awareness and Traffic.

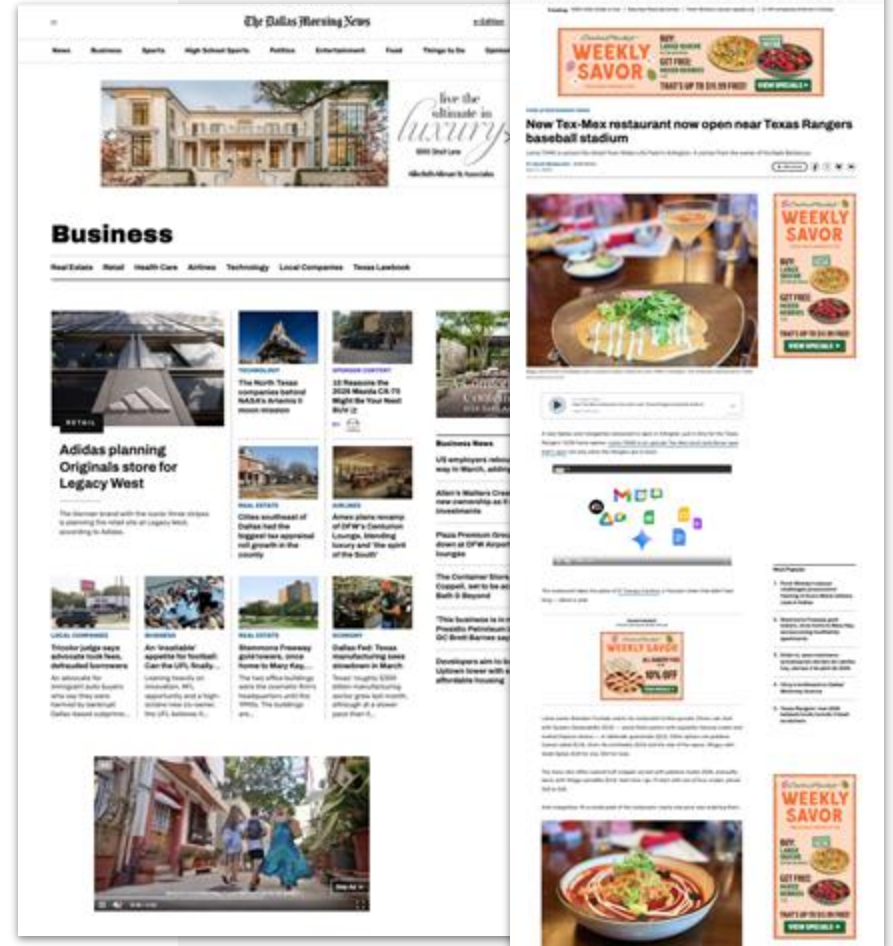
Reach North Texas audiences across trusted digital environments with solutions designed to build awareness, drive traffic, and keep your brand top of mind.

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

Best for:

- Building awareness
- Driving site traffic
- Staying visible to local customers

Estimated unique visitors per day: 125,000+



Search and Visibility Solutions That Help Customers Find You.

Show up when customers are actively looking and strengthen how your business appears online.

- Search engine marketing
- Search engine optimization
- Reputation management
- Review solicitation

Best for:

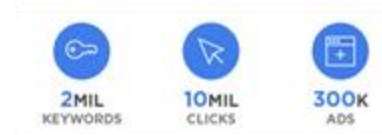
- Improving discoverability
- Capturing active demand
- Strengthening credibility
- Supporting lead generation

85% of consumers are more likely to use a business after positive reviews.



HEARST *digital marketing services*

1 of 13 original Google AdWords Premier SMB Partners



Email Solutions That Reach Audiences Directly.

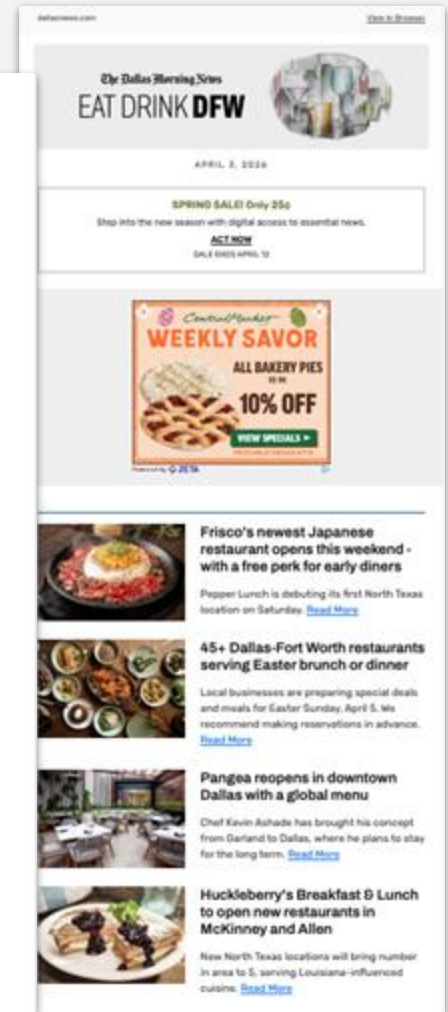
Connect with engaged audiences through direct, consistent messaging delivered in trusted inbox environments.

- Targeted e-newsletters
- Custom email marketing
- Sponsored email opportunities

Best for:

- Promotional messaging
- Repeat visibility
- Timely offers
- Direct audience connection

Industry reports indicate that email boasts a median ROI of 122%.



Social and Content Solutions That Build Trust.

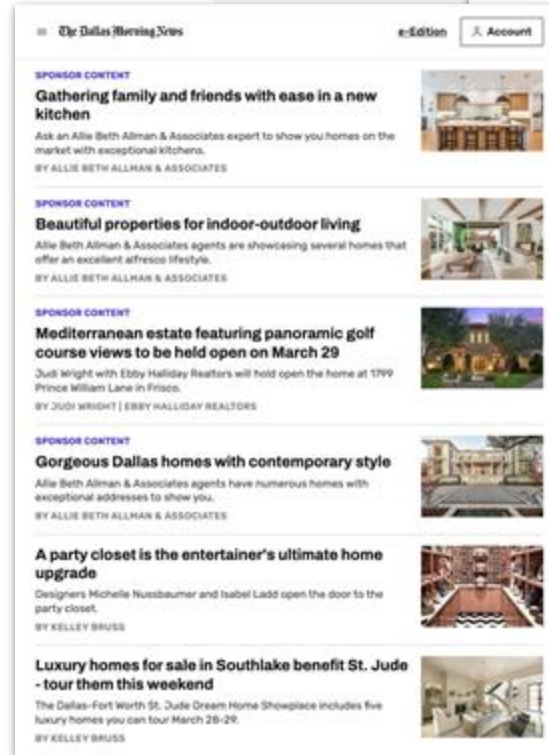
Branded content, paid social, and custom storytelling help your business connect with audiences in more engaging and meaningful ways that align naturally with the reader experience.

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

Best for:

- Building awareness and credibility
- Sharing your brand story
- Driving deeper engagement
- Extending campaign reach

Native adds depth to a broader digital strategy, with brand recall driving a 38.7% brand lift in these channels.



ABODE

Gathering family and friends with ease in a new kitchen

Allie Beth Allman & Associates expert to show you the market with exceptional kitchens.

Allie Beth Allman & Associates

226

Article    



then awaits in this Allie Beth Allman & Associates

man & Associates

a wonderful time for families to gather for a past. And what better time to showcase your d its well-equipped kitchen.

Let the experts at Allie Beth Allman & Associates present homes with exceptional kitchens that have recently come on the market. It might be one of these.

Print and e-Edition Placements That Reinforce Local Credibility.

Reach loyal readers through trusted print and e-Edition environments that reinforce awareness and credibility.

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

Best for:

- Building local credibility
- Premium brand presence
- Reaching loyal readers
- Supporting awareness campaigns

Sunday print circulation: 73K+

Average Daily e-Edition readers: 75K+

Average Combined Sunday readership: 440K+





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The Dallas Morning News | DallasNews.com

Let's Connect!
Hello@hearstdallas.com

1954 Commerce Street | Dallas, TX 75201
214.745.8123
hearstdallas.com



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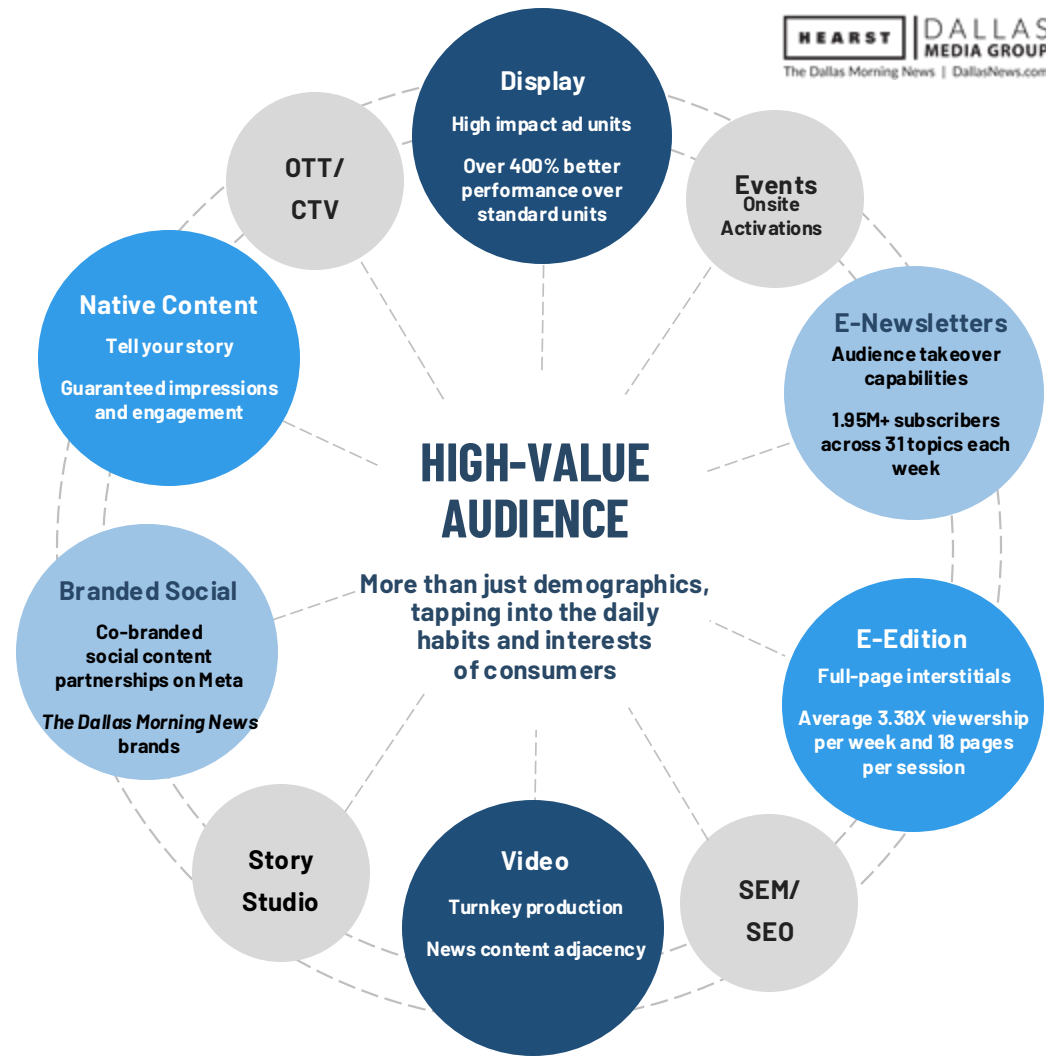
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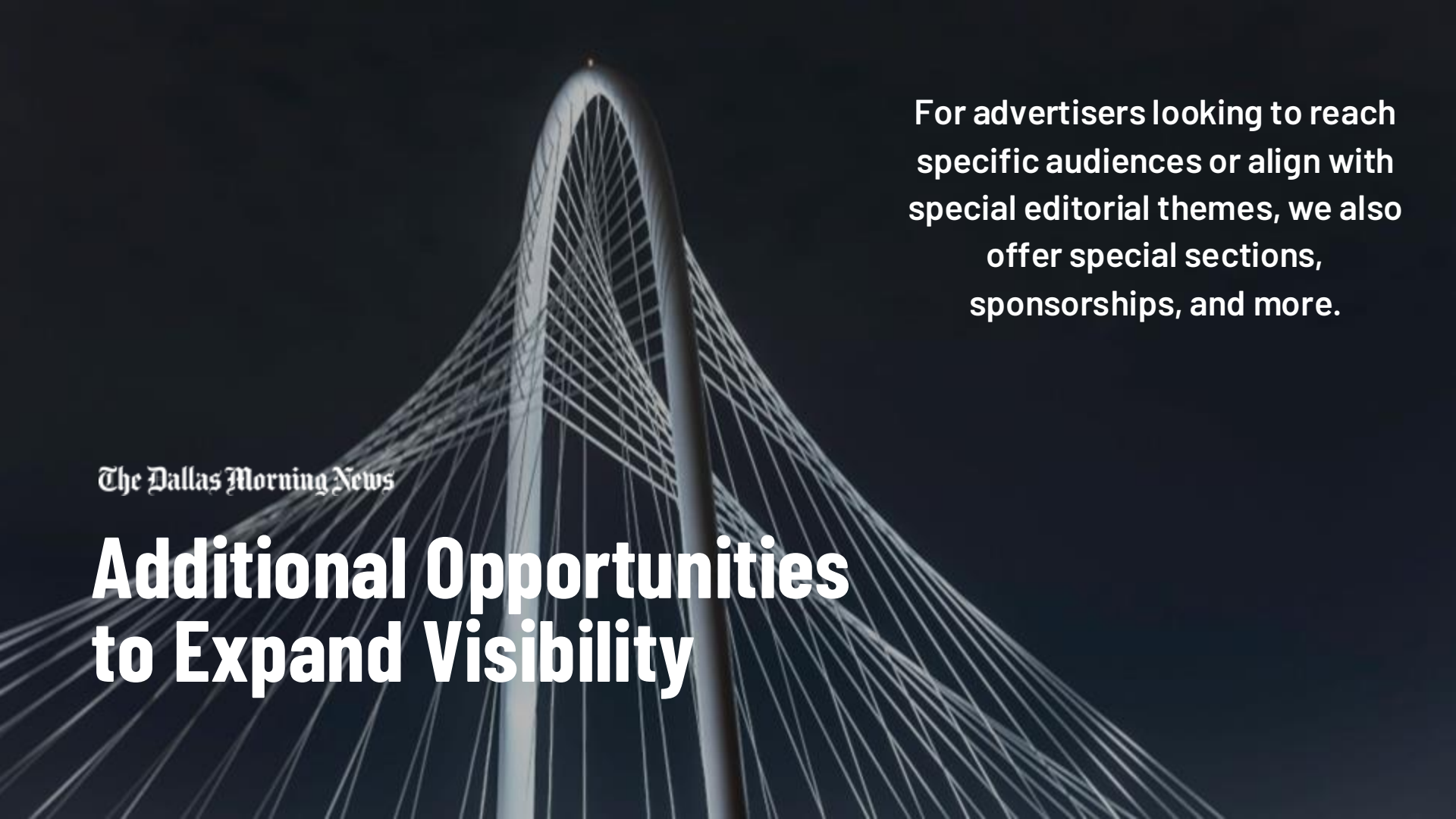
Show Up Where Your Customers Spend Time

Today's customers move across platforms. We help businesses stay visible through a mix of local media and digital channels that work together to build awareness, engagement, and action.

We make sure you stand out:

- **On-site display**
- **In inbox newsletters and email**
- **In search through SEM and SEO**
- **Across social platforms**
- **Through retargeting and follow-up messaging**
- **And more!**





For advertisers looking to reach specific audiences or align with special editorial themes, we also offer special sections, sponsorships, and more.

The Dallas Morning News

Additional Opportunities to Expand Visibility

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 Definitive Voice of Business in North Texas.

Our Business coverage connects the core drivers of regional growth – wealth, technology, real estate, sports, corporate accountability – in ways no other local publisher does.

Our Business audience includes:

- **725K+ C-level executives, 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**

When companies want to reach the people shaping North Texas' economic future, they turn to *The Dallas Morning News*.



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.

Stories That Make a House Feel Like a Home.

ABODE covers all the latest home, design, and residential real estate stories. Content appears in a Sunday print section, a content hub on Dallasnews.com, and a weekly email newsletter in addition to a glossy magazine.

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.

FWD>DFW: Storytelling That Connects Companies & Causes.

From stories that highlight what's strengthening our community to updates that shape the region and beyond, our audience relies on FWD>DFW for trusted, informative coverage.

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.

SINCE 2014
USED OVER 6
BOTTLES WO
OF RECYCLED
HELPIN
YESTE
BOTTLE
TODAY
BOTTLE

Connecting Fans to the Scores That Matter.

From local major league and college sports to high school sports, commentary, and more, readers turn to The Dallas Morning News' coverage for the latest news on all the action.

Our audience includes:

- **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.**



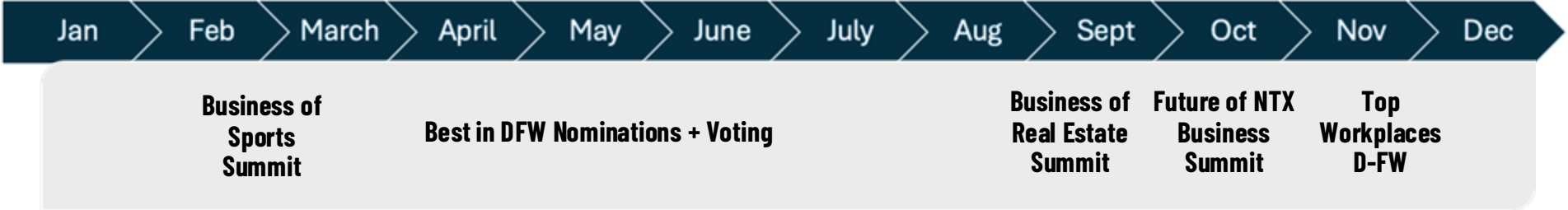
Why Sports?

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.

Signature Programs and Events Calendar

Beyond journalism, we create high-impact programs and experiences that celebrate excellence, inspire action, and connect brands to audiences.



Signature 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.



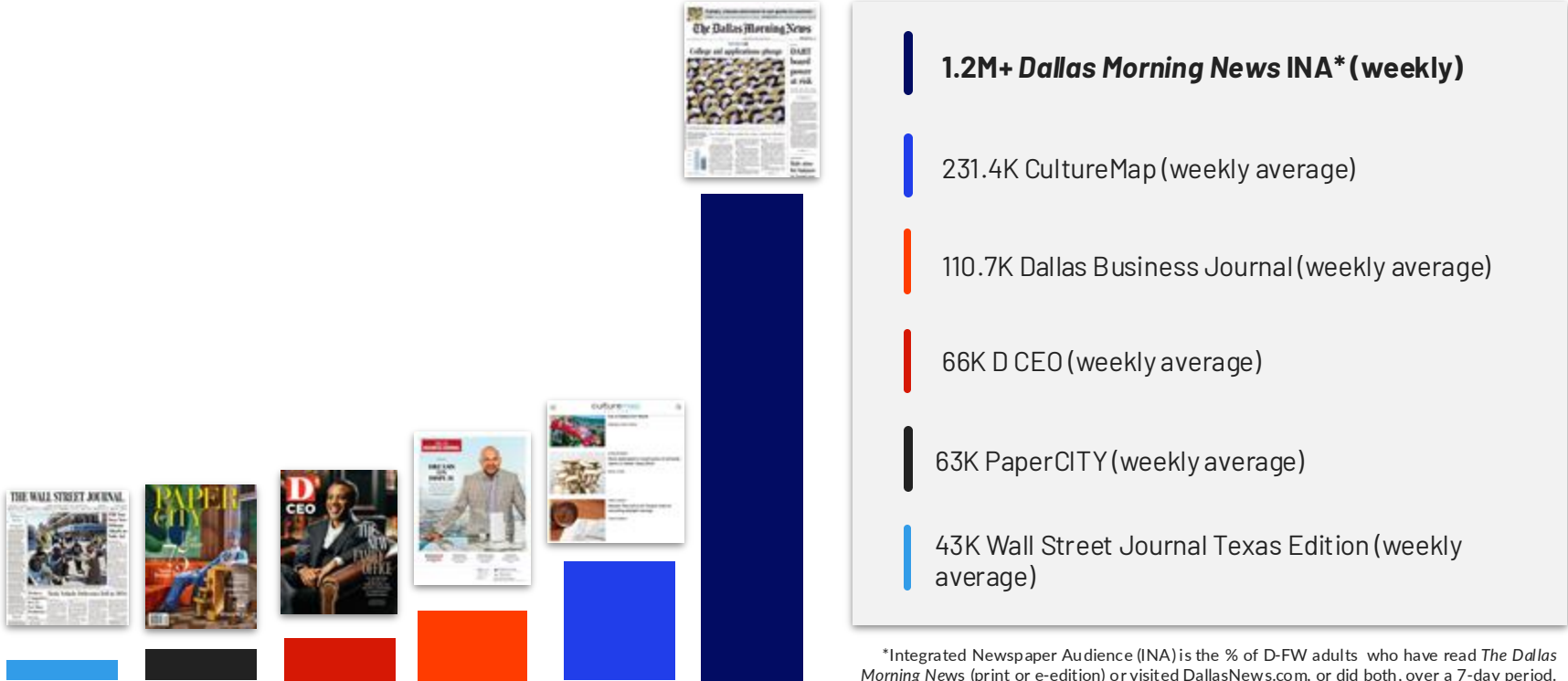


The Dallas Morning News

COMPETITIVE MEDIA ANALYSIS

Audience Highlights

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

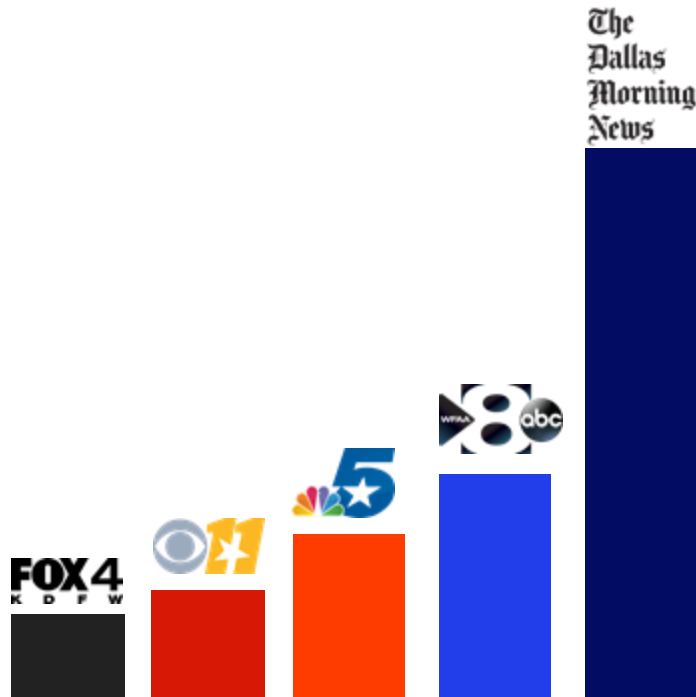
119K ABC-8 viewers

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%

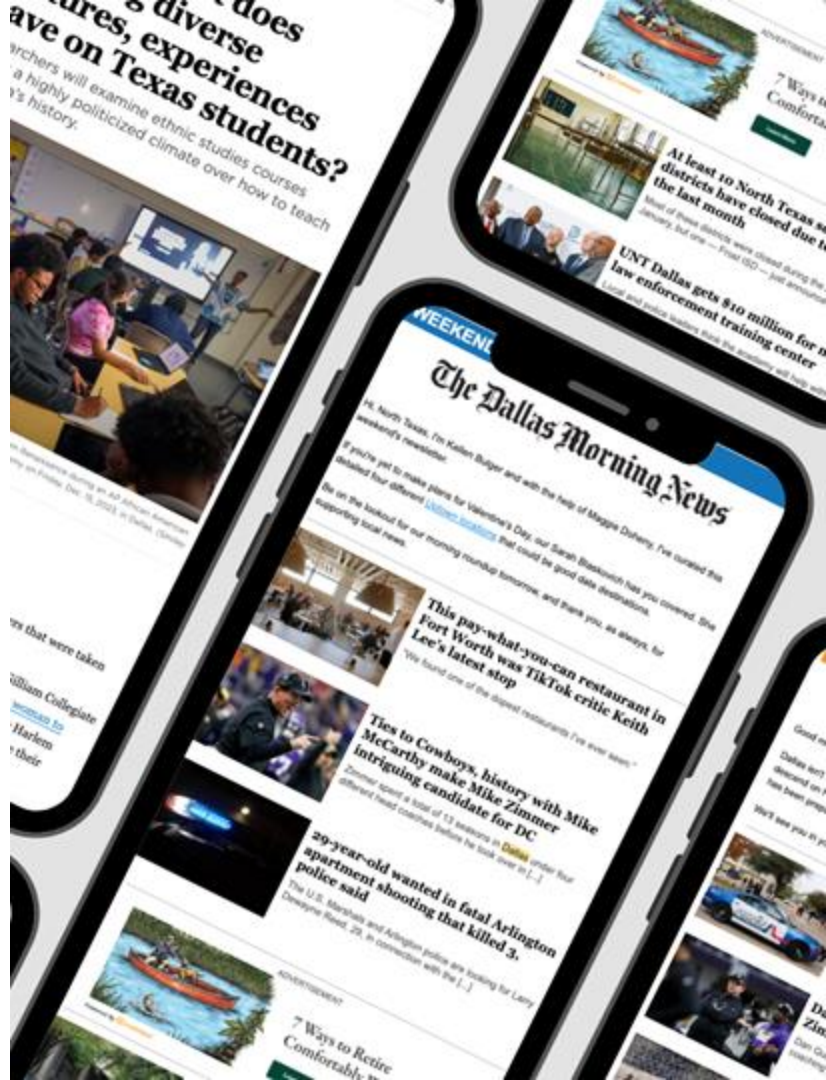
Homeowners



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

Source: Scarborough 2025, D-FW Release 2



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

