

A Black woman is the central figure, posing in a white sheet that is draped over her head and shoulders, leaving her face and one arm visible. She is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.

dsme

MEDIA GUIDE
2021

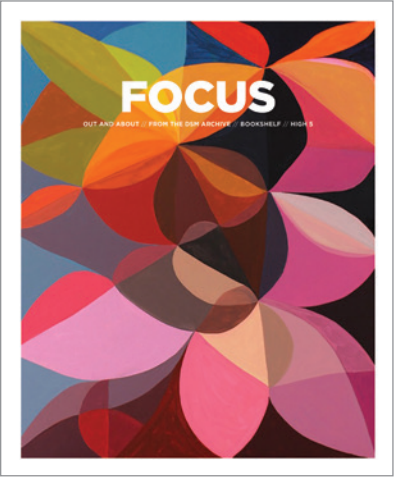
***DSM* PROVIDES
YOU WITH
COUNTLESS
OPPORTUNITIES
TO REACH
INFLUENCERS,
LEADERS,
PROSPECTS
AND
CUSTOMERS.**



INFORM, INSPIRE, ELEVATE AND CELEBRATE

dsm magazine covers arts and culture, food and dining, style and design, home and garden, philanthropy and people, communitywide issues, and the untold stories of Greater Des Moines. Whatever the topic, *dsm's* coverage reflects the highest standards of community leadership and commitment to quality.

Since 2003, *dsm* magazine has been dedicated to providing compelling stories that inspire action from Greater Des Moines' most affluent, educated and savvy consumers looking for the best our amazing city has to offer.



PHOTOGRAPHERS: DUANE TINKEY; PAUL GATES; JUSTIN SALEM MEYER; MICHAEL SLOBODIAN; JOE CRIMMINGS

THE POWER OF PRINT

dsm magazine's commitment to Greater Des Moines—and the people who live in it—has made us one of the area's most trusted brands. Through direct mail and strategic distribution, we can help you reach the right audience in print.

79%

of readers have household incomes greater than \$200,000/year.

61%

of readers have home values greater than \$500,000.

66%

of readers are between 35 and 65 years old.

**DSM CAN HELP YOU REACH
MORE THAN**

42,3

**OF GREATER DES MOINES'
MOST ENGAGED
COMMUNITY MEMBERS.**



500

PRINT FEATURES

These popular features in each *dsm* issue keep our readers coming back for more. Our publication is delivered directly to our area’s most influential leaders.

Savor

dsm’s Savor section really hits the spot. Devoted to food, this popular section includes stories about local cooking, dining and restaurant news—plus favorite cocktails, kitchen gadgets and other insights into the cuisine scene.

Focus

In this section, our editors select upcoming “can’t-miss” performances, exhibitions and festivals. Readers are kept in the know with insider news about developments in local arts and culture.

RSVP

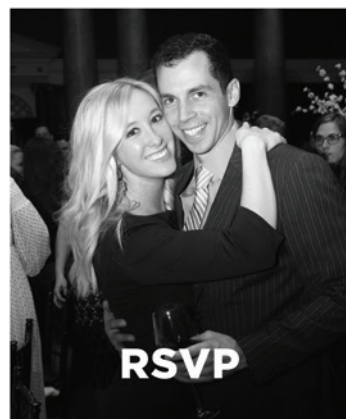
At *dsm* magazine, we enjoy a good party, especially those that help support philanthropy and nonprofit fundraising. RSVP keeps readers updated with photos and information that reflect the generous heart of Greater Des Moines.

Giving City

Supporting the community is part of our mission. In this section, we highlight nonprofit organizations, philanthropists, and innovative programs that are making our community stronger.

Local Love

In each issue, readers get a peek into the beauty and enjoyment of a select few local weddings, providing inspiring coverage for prospective couples-to-be. For others, “Local Love” offers the chance to recall their own weddings with love and nostalgia.



LOCAL LOVE



SPOTLIGHT PUBLICATIONS

dsm Spotlight publications showcase people, industries or issues that are critical to our community and enable you to reach a targeted audience with specific interests. These publications have separate distribution or additional distribution.

The People Issue

Who are the individuals leading and creating change? We showcase them in The People Issue. Spotlight the people within your organization who have made an impact among co-workers, the company or the larger community in this stunning publication. *Stand-alone publication distributed to dsm audience.*

Inclusion

Diversity, equity and inclusion are pillars of a strong and growing community. In *dsm* Inclusion, we tell the stories of people with a wide range of backgrounds and cultures, helping introduce readers to multitudes of viewpoints, traditions, customs and issues. *Part of dsm issue with additional distribution.*

Lifting the Veil

Mental illness is often hidden behind a cloak of stigma. *dsm* Lifting the Veil discusses the importance of mental health, how we can support those who are struggling, and how we can improve the health of our community and state. *Stand-alone publication distributed to dsm audience.*

Home

Homeowners are always looking for the next best project. Our Homes issue showcases some of the best interior, exterior and landscaping projects throughout Greater Des Moines. *Part of dsm issue with additional distribution.*

dsm



A photograph of a modern interior space, likely a hallway or staircase area. The walls are white and curved, creating a sense of flow. A wooden door is visible in the background, and a wooden bench is on the right. The floor is dark and polished. The overall aesthetic is clean and minimalist.

dsm

HOME 2020

HILLSIDE HOME
LOFTY LIVING
DESIGN TRENDS
RENOVATION SOLUTIONS

THE REACH OF DIGITAL

dsm's fast-growing and popular digital platforms provide constant content, including videos, podcasts and events to help you reach today's reader with timely, relevant local content.

dsmWeekly

Our weekly flagship newsletter provides the latest in Greater Des Moines arts, culture, food, dining and more to more than 4,000 loyal and highly engaged readers.

dsmWeekend

This newsletter features what to do and where to go every weekend, including dining, entertainment and cultural options.

dsmWealth

Reach high net worth individuals in this twice-a-month newsletter that provides useful, actionable and local information for those with substantial personal wealth and assets as well as an interest in board service and philanthropy.

Solo Blasts

Access our exclusive database to send your message directly to our highly engaged fans and your most qualified audience. It's a powerful tool.

Social Media

Our social media channels are a healthy mix of magazine, online and multimedia content, reaching more than 30,000 loyal and engaged readers. You can reach this audience through a sponsored post on three different platforms.

dsm CultureCasts

Podcasts: *dsm* CultureCast podcasts are quick-hit interviews that give listeners insider, behind-the-scenes looks at Des Moines' arts, culture, food and dining scenes with leaders in those industries.

Videos: *dsm* CultureCast videos share tips, advice or stories with the *dsm* audience from leaders in the arts, culture, food and dining communities.

dsm Home: Dream It, Do It

dsm magazine's online "Dream It. Do It." guide is the local source for all things home building, selling, remodeling, designing and landscaping.

dsmmagazine.com

dsmmagazine.com is the go-to source for inspiration on arts, dining, home, fashion, people and events around the community. Targeted or run of site options are available.



94%

of readers actively pursue an activity or feature from the newsletter at least once per month.

57%

of readers forward the newsletter to others at least once per month.

56%

of readers purchase products or services based on advertising in our newsletters.

DIGITAL READERSHIP PROFILES

[dsmWeekly/Weekend](#)

Gender:

72% Female, 28% Male

Age:

66% 35-65

Household Income:

45% \$150,000+

Household Net Worth:

52% \$500,000+

Education:

College Degree: 91%

Advanced Degree: 40%

[dsmWealth](#)

Gender:

54% Male, 44% Female

Age:

66% 35-65

Household Income:

38% \$200,000+

Household Net Worth:

51% \$1,000,000+

Education:

College Degree: 91%

Advanced Degree: 38%

THE ENERGY OF EVENTS

dsm events attract the community's top influencers, decision-makers and taste-makers. Our top-notch team delivers in-person and virtual events that are enjoyable, informative and entertaining—from inimitable unveilings to tasteful awards ceremonies to riveting panel discussions—while elevating and celebrating Greater Des Moines and its influential individuals.

Restaurant Week

Earn the goodwill of our restaurants and our food lovers by supporting this amazing 10-day event in August that showcases Des Moines' impressive dining scene.

LGBTQ Legacy Leader Awards

Elevate and celebrate the trailblazers and supporters of the LGBTQ community in this annual event, which gives your organization the opportunity to emphasize your commitment to diversity and inclusion.

Sages Over 70 Awards

Every year, *dsm* magazine honors esteemed individuals over 70 years old who have made a profound difference in the Greater Des Moines community. Heighten your image by partnering with us for this prestigious and well-attended event.

Lifting the Veil Events

Be a part of these important conversations about mental health, featuring experts from around the Greater Des Moines community. Demonstrate your dedication to lifting stigma and creating a more healthy and vibrant community.

***dsm* Wealth Personal Finance Discussions**

Reach a targeted audience with virtual discussions on personal wealth topics.

***dsm* magazine Unveilings**

Our *dsm* magazine unveilings are exclusive opportunities for *dsm*'s frequent advertisers. Host our sought-after launch parties, which celebrate our latest print edition and draw 300 or more of the city's most influential people to your business, indelibly imprinting your brand in their hearts and minds.

***dsm* Home Design Awards**

Inspired, creative and stunning. The new *dsm* Home Design Awards showcases Greater Des Moines' best home and landscape projects in the past year.



**“DSM TELLS THE
STORY OF US—
ALL WE ARE AND ALL
WE STRIVE TO BE
AS A COMMUNITY.”**

Kristi Knous
President, Community Foundation
of Greater Des Moines



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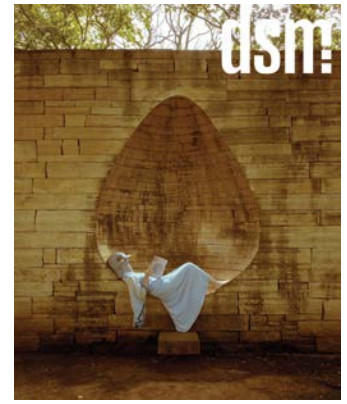
Daniel Hoffman-Zinnel, EdD
Chief Executive Officer, Proteus, Inc.



**“DSM PROVIDES AN
ENGAGING MIX
OF ARTS, CULTURE
AND COMMUNITY
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RELEVANT AND
EXCITING THINGS
AROUND THE METRO.”**

Chris Deibel
Managing Partner, Bubba restaurant





EDITORIAL CALENDAR

JAN/FEB 1/12/21

- Editorial Themes:**
 - The Year Ahead Issue
 - 2021 Calendar
- Event:**
 - January/February Unveiling
- Special Ad Opportunities:**
 - Financial Experts
 - Adult Education & Learning
 - Events
 - Home Design Awards
 - Fabulous Finds

Space Deadline: 10/27/20
Art Deadline: 11/3/20
Art Approval Deadline: 11/24/20

THE PEOPLE ISSUE 2/9/21
The People Issue is a stand-alone Spotlight publication distributed to dsm audience.

- Advertorial:**
 - Profiles
- Event:**
 - People Unveiling

Space Deadline: 10/1/20
Art Deadline: 12/4/20
Art Approval Deadline: 12/22/20

MAR/APR 3/9/21

- Editorial Theme:**
 - The Home Issue
 - Home is a Spotlight publication within dsm magazine with overrun distribution.*
- Event:**
 - Home Design Awards
- Special Ad Opportunities:**
 - Home Experts
 - Real Estate
 - Home Design Awards
 - Fabulous Finds

Space Deadline: 12/29/20
Art Deadline: 1/5/21
Art Approval Deadline: 1/26/21

MAY/JUN 4/27/21

- Editorial Theme:**
 - Inclusion
 - Inclusion is a Spotlight publication within dsm magazine with overrun distribution.*
- Events:**
 - May/June Unveiling
 - Inclusion
- Special Ad Opportunities:**
 - Inclusion Leaders
 - Pride
 - Summer Lifestyle & Travel
 - Home Design Awards
 - Fabulous Finds

Space Deadline: 2/16/21
Art Deadline: 2/23/21
Art Approval Deadline: 3/16/21



JUL/AUG 6/29/21

Editorial Theme:

Food and Dining

Events:

July/August Unveiling

Restaurant Week

Special Ad Opportunities:

Kids Experts

Restaurant Week

College Guide

I ♥ My Workplace

Fabulous Finds

Space Deadline: 4/27/21

Art Deadline: 5/4/21

Art Approval Deadline: 5/25/21

SEP/OCT 8/31/21

Editorial Themes:

The Health Issue

LGBTQ Legacy Leaders

Events:

September/October Unveiling

LGBTQ Legacy Leader Awards

Special Ad Opportunities:

Health Experts

Women Leaders

LGBTQ Congratulatory

Auto Trends

Home Design Awards

Fabulous Finds

Space Deadline: 6/29/21

Art Deadline: 7/6/21

Art Approval Deadline: 7/27/21

NOV/DEC 10/26/21

Editorial Themes:

The Weddings Issue

Sages Over 70

Events:

November/December Unveiling

Sages Over 70

Special Ad Opportunities:

Wedding Experts

Wish List

Sages Congratulatory

Winner's Circle

Fabulous Finds

Space Deadline: 8/24/21

Art Deadline: 8/31/21

Art Approval Deadline: 9/21/21

LIFTING THE VEIL 11/18/21

Lifting the Veil is a stand-alone Spotlight publication distributed to dsm audience.

Editorial:

Mental Health

Events:

Lifting the Veil events throughout the year.

Space Deadline: 9/14/21

Art Deadline: 9/21/21

Art Approval Deadline: 10/12/21



bpc

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