

2025

MEDIA KIT

The Dallas Morning News

medium
giant

The Dallas Morning News

We've been here since 1842.

Media has changed dramatically since then, but our mission to serve both our readers and advertising partners remains the same. We still aspire to ***strengthen the community*** through quality journalism and ***help local businesses grow*** through innovative marketing solutions.

We provide news and information that helps North Texans live better lives and become better citizens — including advertising content that serves as a ***valuable resource*** when they are making purchasing decisions.

That's why our members are willing to pay a premium price for access to our content and why being ***aligned with our brand*** is a powerful way to ***share your own story***.

Our audience continues to grow, comprising the ***most educated, influential and affluent people in North Texas***. Let's talk about how we can help you reach them.

OUR REACH

We have been delivering credible, trustworthy local news coverage for nearly two centuries. As the No. 1 news source in North Texas, we reach more than 4 million people every week through our print and digital products.

We've picked up a few Pulitzer Prizes along the way, too.

1986 Pulitzer Prize for National Reporting

1989 Pulitzer Prize for Explanatory Journalism

1991 Pulitzer Prize for Feature Photography

1992 Pulitzer Prize for Investigative Reporting

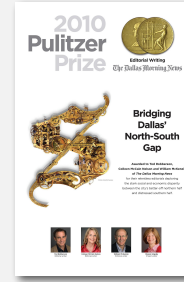
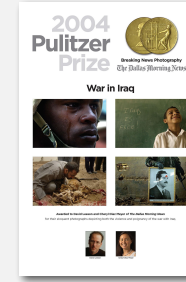
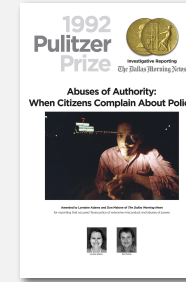
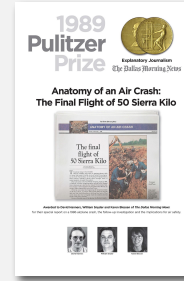
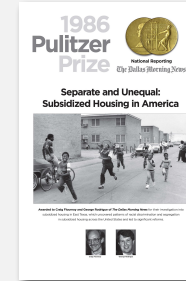
1993 Pulitzer Prize for Spot News Photography

1994 Pulitzer Prize for International Reporting

2004 Pulitzer Prize for Breaking News Photography

2006 Pulitzer Prize for Breaking News Photography

2010 Pulitzer Prize for Editorial Writing



The Dallas Morning News

OUR AUDIENCE

We have multiple ways to reach your target audience.



The Dallas Morning News Print and ePaper

More than **489K** Sunday readership and more than **363K** daily readership. Sunday includes standalone **Sunday Real Estate**, **Arts & Life**, and **Business** sections



DallasNews.com; DallasNews Apps

Online news reaching an average of **175K to 200K** readers every day. Audiences can be targeted by content or by metrics like **net worth**, **geography** and more



ePaper Edition

Digital replica with unduplicated readership average of **68K per day** — the most affluent of all audiences. **The average age of readership is 52 with an average net worth exceeding \$890K.**



Social Media (Facebook)

Reach **626K+** Dallas Morning News followers.



Email Newsletters

31 newsletters with **2,888,437** total combined audience with an average open rate of **39%** (compared to an industry standard of 20%)

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



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

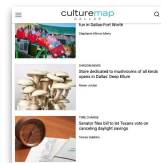
231.4K CultureMap (weekly average)

110.7K Dallas Business Journal (weekly average)

66K D CEO (weekly average)

63K PaperCITY (weekly average)

43K Wall Street Journal Texas Edition (weekly average)



*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 2024, D-FW Release 2

The Dallas Morning News

OUR AUDIENCE. YOUR CUSTOMERS.

Both the media landscape and the way customers consume information have evolved. **Our capabilities have, too.** We've expanded our portfolio beyond traditional advertising with a suite of highly targeted digital products. Plus, our in-house strategy team and product experts use a data-driven approach to recommend the right media mix and targeting strategies to reach your audiences **wherever they are.**

Print

- ✓ Advertising
- ✓ Direct marketing
- ✓ Special sections and custom publications

Digital

- ✓ Display advertising
- ✓ Social media advertising
- ✓ Native advertising
- ✓ Email marketing
- ✓ Pre-roll video

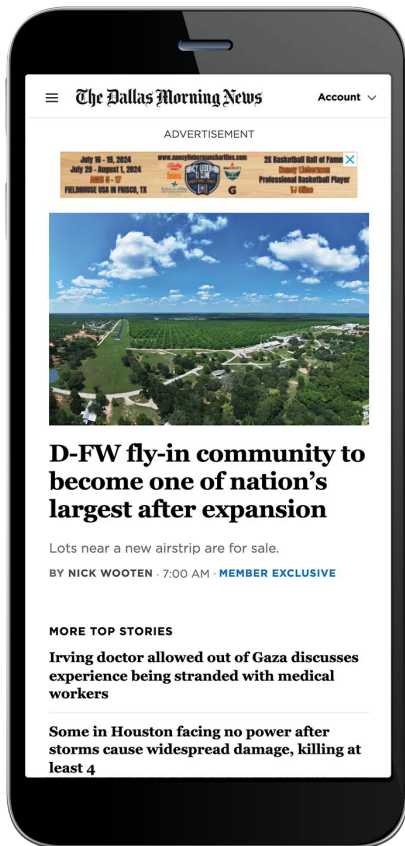
In addition to *The Dallas Morning News* print and digital solutions, we offer a full suite of marketing, media and creative capabilities through our full service media and marketing agency, Medium Giant.

The Dallas Morning News

OUR DIGITAL PRODUCTS

Reach + Audience Highlights

DALLASNEWS.COM DIGITAL REACH



11.7M+

Total Page Views (Average Four-Week Period)

4.8M+

Total Users (Average Four-Week Period)



1:01

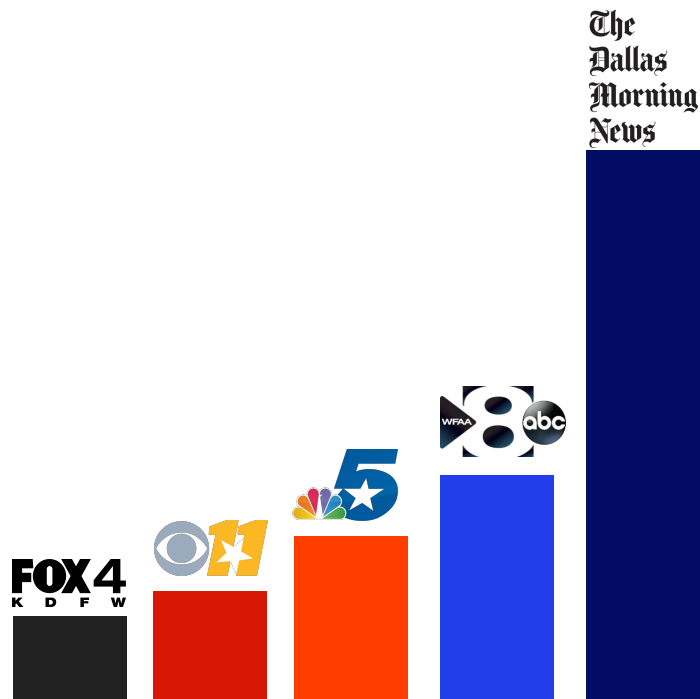
Average Time on Site Per Visit



1.73M+

Social Media Followers
(Facebook, X, Instagram, TikTok)

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



11.7M DallasNews.com monthly visits

4.394M WFAA.com monthly visits

2.804M NBCDFW.com monthly visits

1.879M DFW.CBSLOCAL.com monthly visits

1.801M FOX4NEWS.com monthly visits

DIGITAL AUDIENCE - DALLASNEWS.COM & APPS



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

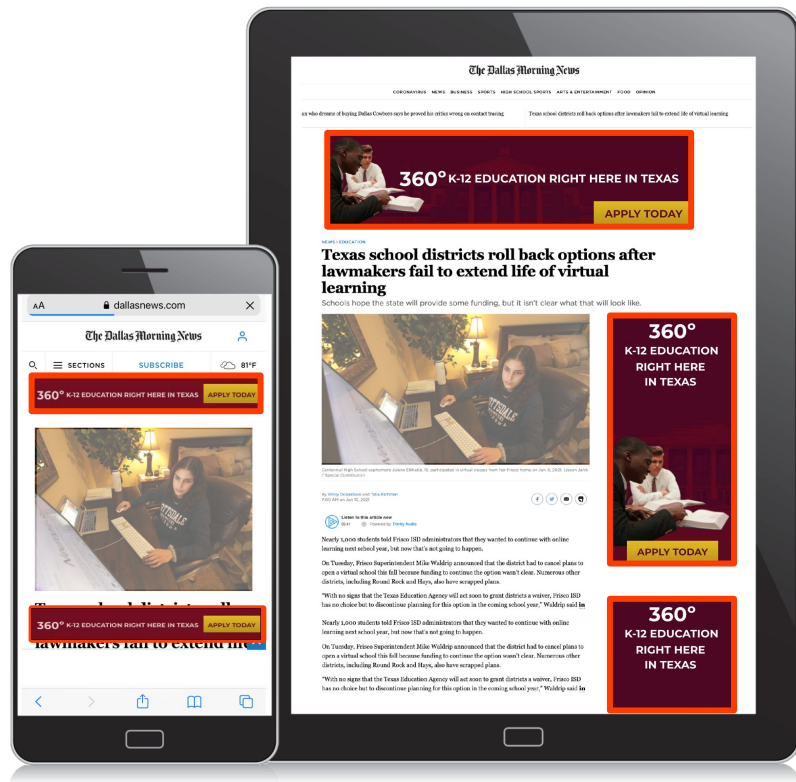


45%

Management, Business, Finance
or Professional Occupation



DALLASNEWS.COM & APPS DISPLAY ADVERTISING



Overview

With an audience exceeding **5M+** every four weeks, DallasNews.com and DallasNews apps put a display ad in front of the right person by targeting placement, interest, context or topics in real time, making ads more relevant to audiences.

Placement Offerings Include:

- Standard and high-impact units for desktop, mobile and tablet devices
- Pre-roll video
- Native media directing to content on DallasNews.com or your website
- ePaper only
- High-impact daily takeovers and/or roadblocks, including first article, home page, SportsDay app, and subscriber takeovers

[illegible]

The Dallas Morning News

CORONAVIRUS NEWS BUSINESS SPORTS HIGH SCHOOL SPORTS ARTS & ENTERTAINMENT FOOD OPINION

...ment of helping Dallas Cowboys agree to proceed his price review on contract timing

Texas school districts roll back options after lawmakers fail to extend life of virtual learning

**18-WHEELER
ACCIDENT?**

THOMAS & HENRY

INJURY ATTORNEYS AVAILABLE 24/7

AUSTIN CORPUS CHRISTI DALLAS HOUSTON SAN ANTONIO

© 2021 EDUCATION

Texas school districts roll back options after lawmakers fail to extend life of virtual learning

Schools hope the state will provide some funding, but it isn't clear what that will look like.

...ment high school sophomore James Williams, 16, sits at his desk in a virtual class from his Frisco home on Jan. 6, 2021. (Cowan Daily News/Contributor)

Writing, Development and Data Platform
© 2021 DMN on Jan 10, 2021

Letter to this article was
0/241 | [Viewed by Texas Daily](#)

SAN ANTONIO
AUSTIN
CORPUS CHRISTI
DALLAS
HOUSTON

TJH
THOMAS & HENRY

\$1 BILLION
COLLECTED FOR CLIENTS IN THE PAST 4 YEARS

CALL 24/7

Geary 1,000 students told Frisco ISD administrators that they wanted to continue with online learning next school year, but now that's not going to happen.

On Tuesday, Frisco Superintendent Mike Waddip announced that the district had to cancel plans to open a virtual school this fall because funding to continue the option wasn't clear. Numerous other districts, including Round Rock and Hays, also have scrapped plans.

With no signs that the Texas Education Agency will set soon to grant districts a waiver, Frisco ISD has no choice but to discontinue planning for this option in the coming school year," Waddip said in

Geary 1,000 students told Frisco ISD administrators that they wanted to continue with online learning next school year, but now that's not going to happen.

On Tuesday, Frisco Superintendent Mike Waddip announced that the district had to cancel plans to open a virtual school this fall because funding to continue the option wasn't clear. Numerous other districts, including Round Rock and Hays, also have scrapped plans.

With no signs that the Texas Education Agency will set soon to grant districts a waiver, Frisco ISD has no choice but to discontinue planning for this option in the coming school year," Waddip said in

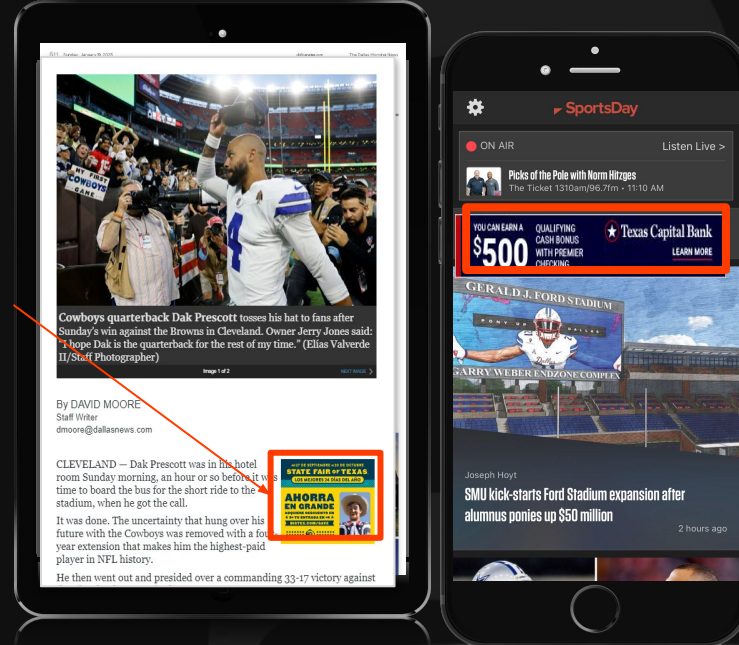
THOMAS & HENRY

**18-WHEELER
ACCIDENT?**

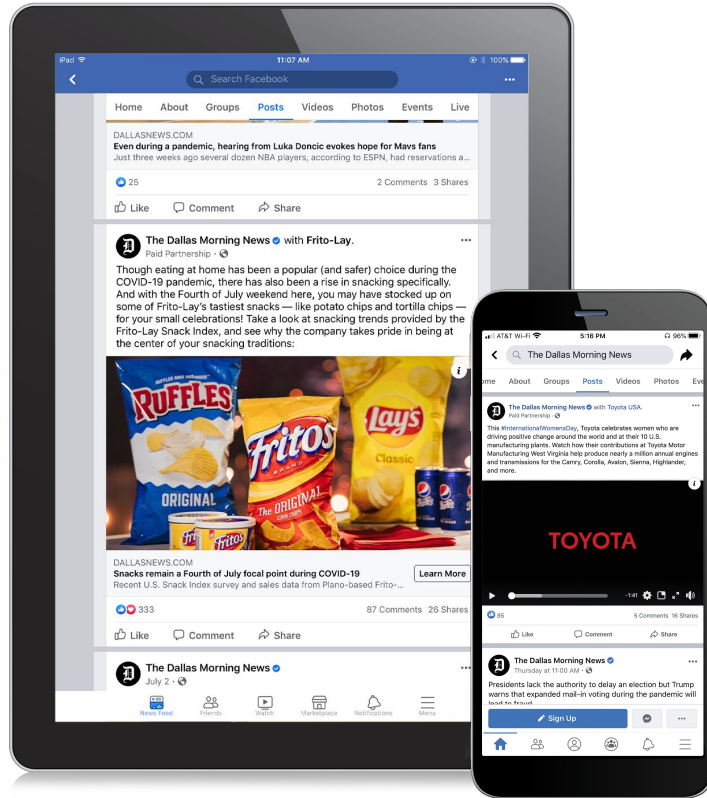
INJURY ATTORNEYS
AVAILABLE 24/7

AUSTIN
CORPUS CHRISTI
DALLAS
HOUSTON
SAN ANTONIO

SportsDay App Takeover



PAID SOCIAL



Overview

Co-branding your high-quality content on *The Dallas Morning News'* social media channels fosters consumer trust and loyalty while expanding audience reach.

Sponsored social posts reach target audiences, catching consumers' attention as they scroll through their social media feeds.

Capabilities

- Boosted post on *The Dallas Morning News* Facebook pages
 - The Dallas Morning News
 - Al Dia
 - Abode

NATIVE ADVERTISING



Overview

Native content appears alongside editorial content but is tagged as “sponsored” and written in your brand voice by our content studio or yours.

This product can be targeted nationwide on premier publishers’ websites or segmented to specific geo locations like DallasNews.com.

Branded Content Capabilities

- Sponsored Articles
- Targeted Content Verticals
 - FWD>DFW (cause marketing)
 - Timeless in Texas (55+ content)
 - Abode (home and design)

EMAIL MARKETING



Overview

Email marketing is a cost-effective way to build and sustain relationships with your B2C or B2B customers while delivering relevant content directly to their inboxes.

Our in-house experts curate target lists, develop content, and provide a recommended marketing cadence to yield conversions and interactions via drip campaigns, newsletters and promotional offers.

Each email address has a corresponding physical address, allowing for a 1:1 direct mail and email send. This solution can also include retargeting and matchback.

Average open rate: 15% - 20%

Average CTR: 1%-3%

Capabilities

- Paid Email
- Native "Best Bets" Email
- 1:1 Direct Mail Match
- B2B or B2C Targeting

EMAIL NEWSLETTERS



Overview

The Dallas Morning News email newsletters are an effective way to reach your target audiences — in their inboxes.

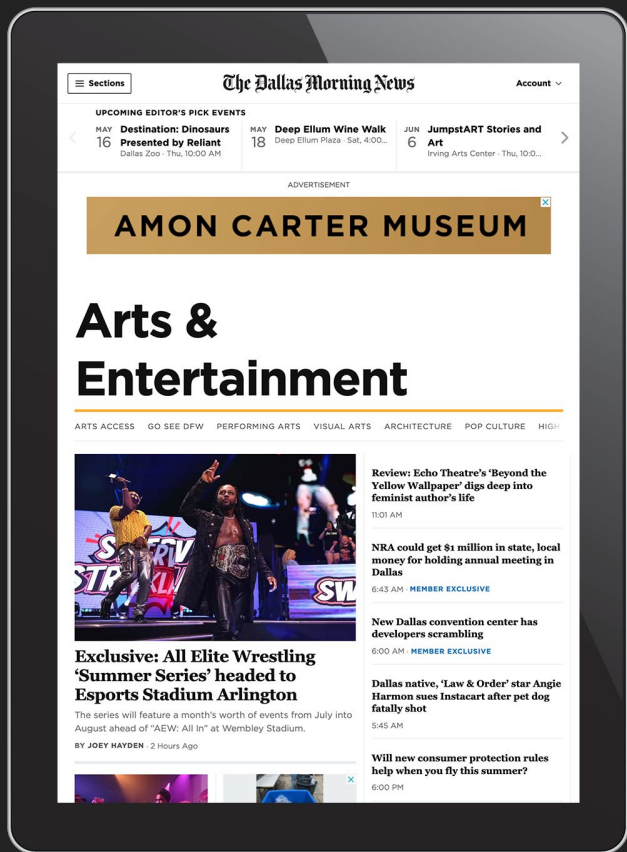
Your marketing message is aligned with important, relevant content that our newsletter subscribers signed up to receive — from breaking news to sports, food, arts & entertainment, business, and more.

Capabilities

31 available newsletters with 2,888,437 total combined audience.

Average open rate is 39% (compared to an industry standard of 20%).

Every recipient has opted in to receive the newsletter.



CONTENT AND AUDIENCE HIGHLIGHTS: ARTS & ENTERTAINMENT

EDITORIAL COVERAGE

BEST BETS

Top picks to see and do

DINING

Restaurant reviews

THINGS TO DO

Editors' picks, family fun, festivals, museums and exhibits

MOVIES

Movie reviews

PERFORMING ARTS

Dance, music and theater

AUDIENCE HIGHLIGHTS

\$90,878

Average income (95% more likely to earn \$150K+ than overall market)

102%

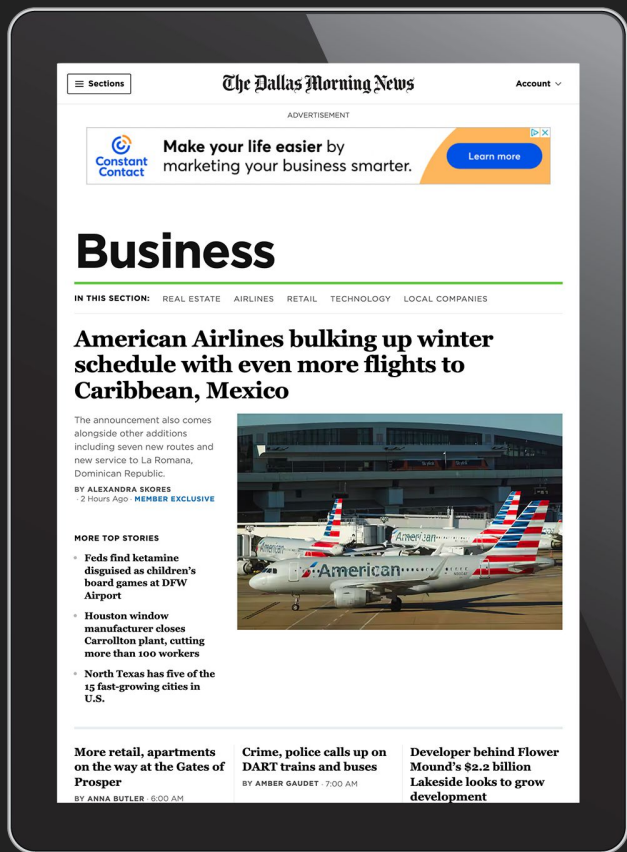
More likely to enjoy museums and performing arts than overall market

219%

More likely to take an active vacation (walking tour, biking) than overall market

79%

More likely to value a life full of excitement, novelties, and challenges than overall market



CONTENT AND AUDIENCE HIGHLIGHTS: BUSINESS

EDITORIAL COVERAGE

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

AUDIENCE HIGHLIGHTS

\$102,887

Average income (178% more likely to earn \$150K+ than overall market)

41%

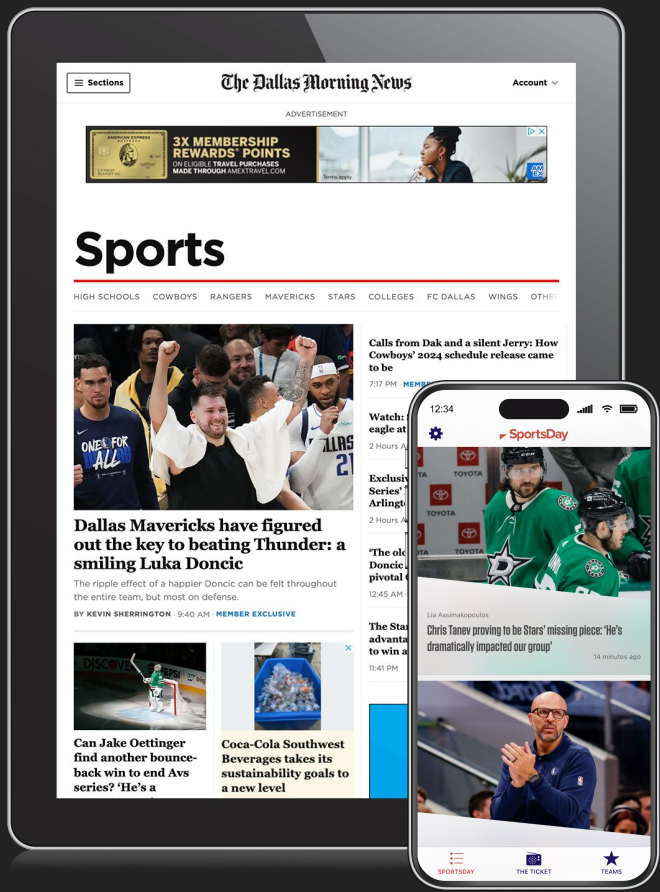
More likely to spend 40+ hours online every week than the overall market

315%

More likely to be involved in stock trading than overall market

126%

More likely to value acquiring wealth and influence than overall market



CONTENT AND AUDIENCE HIGHLIGHTS: SPORTS

EDITORIAL COVERAGE

Local major league sports

Local college sports

Local high school sports

Local sports commentary

SportsDay Talk App

Average Monthly Users: 50.2K+

Average Monthly Views: 2.9M+

Avg. Daily Users (Weekday): 30K+

Avg. Daily Views (Weekday): 113.4K+

AUDIENCE HIGHLIGHTS

\$102,846

Average income (150% more likely to earn \$150K+ than overall market)

762%

More likely to spend time competing on a sports team than overall market

593%

More likely to play golf than the overall market

76%

Are male

The Dallas Morning News

OUR PRINT + EPAPER PRODUCTS

Reach + Audience Highlights

OUR PRINT READERSHIP INCLUDING EPAPER

363,890

Average Daily Print Readers (Including ePaper)

489,300

Average Sunday Print Readers (including ePaper)

96% MORE READERSHIP THAN TV

Our SUNDAY print readership alone is **96%** greater than the average viewership of WFAA 8's (the top local TV station) 10 P.M. news (170,288 average viewership).

Source: Scarborough 2024, D-FW Release 2



PRINT AUDIENCE: DAILY PAPER



54

Average Age



41%

25-54 Years Old



58% | 42%

Female/Male



\$683K+

Average Net Worth



37%

Earn \$100K+ Annually



60%

College Graduates or Some College



52%

Employed Full-Time or Part-Time



67%

Homeowners

Source: Scarborough 2024, D-FW Release 2

PRINT AUDIENCE: DAILY EPAPER



49

Average Age



60%

25-54 Years Old



28% | 72%

Female/Male



\$849K+

Average Net Worth
(70% have HHI of \$100K+)



436%

More Likely to Earn
\$250K+ Annually Than
Overall Market



96%

College Graduates or Some
College



84%

Employed Full-Time or
Part-Time



80%

Homeowners

Source: Scarborough 2024, D-FW Release 2

PRINT AUDIENCE: SUNDAY



55

Average Age



31%

25-54 Years Old



54% | 46%

Female/Male



\$552K+

Average Net Worth



32%

Earn \$100K+ Annually



63%

College Graduates or
Some College



54%

Employed Full-Time or
Part-Time



63%

Homeowners

PRINT AUDIENCE: SUNDAY EPAPER



50

Average Age



71%

25-54 Years Old



25% | 75%

Female/Male



\$891K+

Average Net Worth
(65% have HHI of \$100K+)



388%

More Likely To Earn
\$250K+ Annually



92%

College Graduates or Some
College



83%

Employed Full-Time or
Part-Time



79%

Homeowners

Source: Scarborough 2024, D-FW Release 2

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: MAIN

EDITORIAL COVERAGE

Breaking news

Timely stories

Latest North Texas headlines

AUDIENCE HIGHLIGHTS

67%

Regularly look at Main/Front page
(daily print)

131% more likely than the local market

62%

Regularly look at Main/Front page
(Sunday print)

115% more likely than the local market

82%

More likely to be Business Decision
Makers than overall local market (Sunday
ePaper)



Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: METRO

EDITORIAL COVERAGE

Crime

Education

Local, state, national
and world news

Local, state, national
and world politics

Weather

Obituaries

AUDIENCE HIGHLIGHTS

86%

Always or sometimes vote in state
elections (daily and Sunday ePaper)

87%

Always or sometimes vote in local
elections (Sunday ePaper)

61%

Have contributed to social care,
religious, or political organizations in
the past 12 months (Sunday print)

35%

Have used a tax preparation service
in the past 12 months (daily print)



Metro is a standalone section on Sunday and Monday. Metro is combined with the Business section Tuesday - Saturday.

CONTENT + AUDIENCE HIGHLIGHTS: BUSINESS

EDITORIAL COVERAGE

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

AUDIENCE HIGHLIGHTS

33%

More like to have used a financial planner in last 12 mos. than overall market (Sunday ePaper)

95%

Have used the Internet/apps for online banking in last 30 days (Sunday ePaper)

17% more likely than overall market

29%

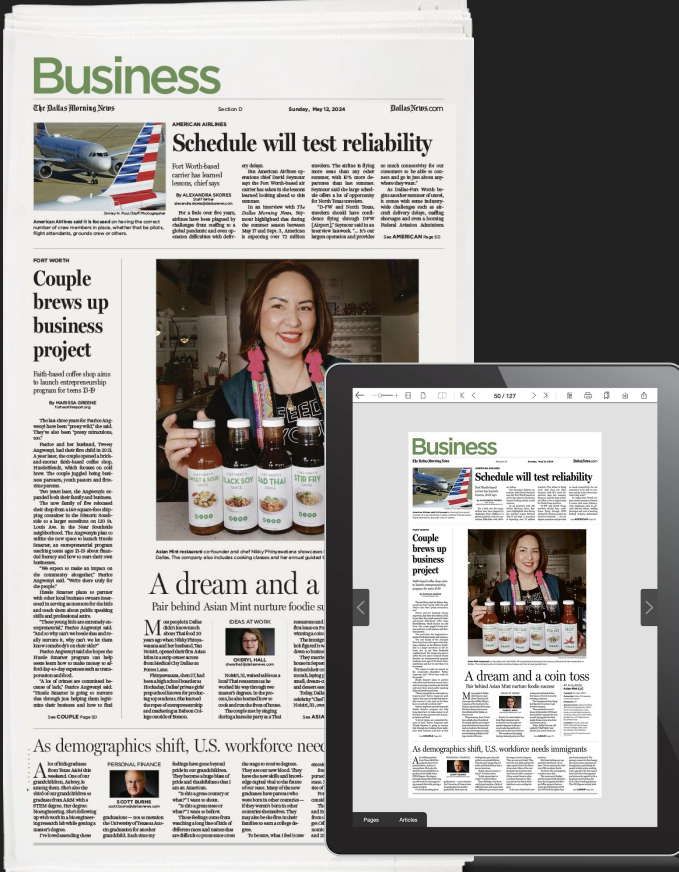
Have used an accountant in last 12 mos. (daily and Sunday ePaper)

213% more likely than overall market

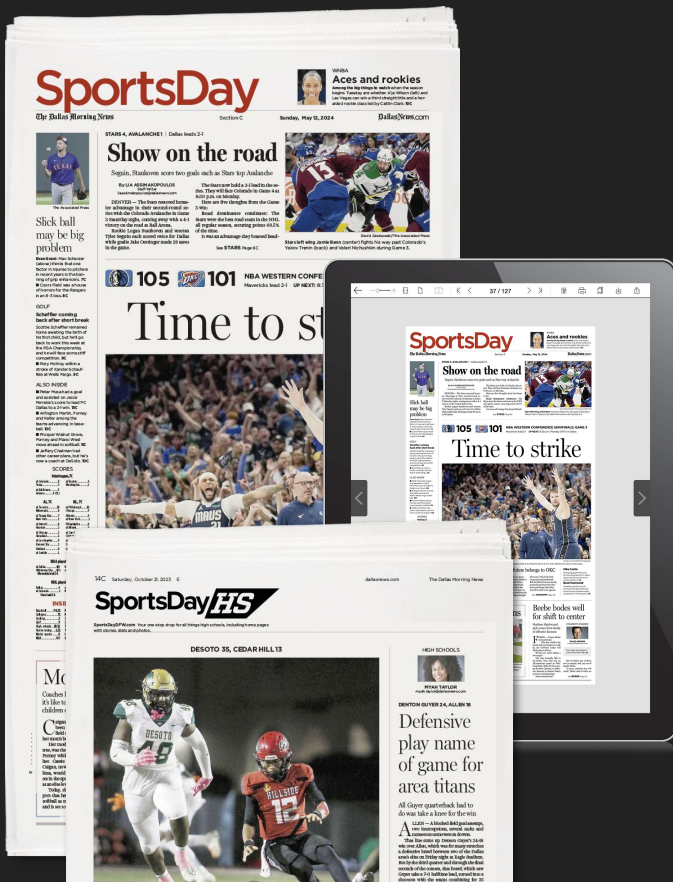
82%

Have an investment account (daily ePaper)

70% more likely than overall market



The Business section is combined with the Metro section Tuesday - Saturday. It's a standalone section on Sunday and does not print on Monday.



Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: SPORTS

EDITORIAL COVERAGE

Local major league sports

Local college sports

Local high school sports

Local sports commentary

AUDIENCE HIGHLIGHTS

54%

More likely to be very interested in NFL than overall market (Sunday ePaper)

73%

More likely to have some level of interest in MLB than overall market (daily ePaper)

AUDIENCE HIGHLIGHTS

52%

Have shopped at a sporting goods store in-person or online during the past three months (Sunday ePaper)

55%

Consider themselves to be outdoor enthusiasts (daily ePaper)

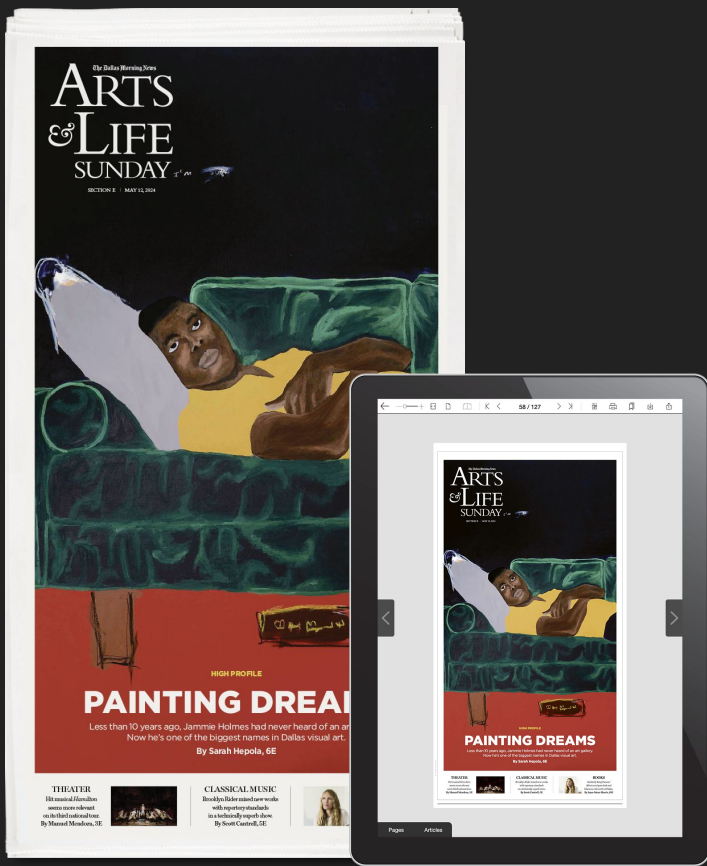
127%

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. (daily print)

Source: Scarborough 2024, D-FW Release 2



Art & Life's is a standalone section on Sunday.

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: ARTS & LIFE

EDITORIAL COVERAGE

Sunday

The Sunday edition of Arts & Life is the flagship print section combining arts, books, travel and personality profiles.

Additional content also regularly includes culinary tips, recipes and cocktails, author interviews, and ideas for holiday and everyday entertaining.

AUDIENCE HIGHLIGHTS

64%

More likely to have attended a live theater performance in last 12 mos. (Sunday ePaper)

43%

Attended any paid ticket music concert during last 12 mos. (Sunday ePaper)

138% more likely than overall market

25%

Consider themselves to be Cultured Adults (Sunday print)

39%

More likely to have visited an art museum during last 12 mos. (daily ePaper)

CONTENT + AUDIENCE HIGHLIGHTS: HIGH PROFILE

EDITORIAL COVERAGE

Sunday

High Profile appears in the Sunday edition of Arts & Life, taking inspiration from the High Profile section originally published from 1981 to 2005.

This new beat is focused on Dallas' big personalities, its lively scenes and the insider stories that get people talking.

Our modern take on High Profile is anchored by staff writer Sarah Hepola.

AUDIENCE HIGHLIGHTS

\$891K+

Average net worth (Sunday ePaper)

8,620% more than the overall market

58%

Are philanthropists (Sunday print)

67%

Are charitable donors (Sunday print)

21%

Made a contribution to an arts or cultural organization during last 12 mos. (Sunday ePaper)

Source: Scarborough 2024, D-FW Release 2

High Profile

SOME KIND
OF MISCHIEF

The Starck Club: Memories of ecstasy, lifelong friendships and what went down in those famously large bathrooms

By SARAH HEPOLA
Staff Writer

The Starck Club was a Studio 54 for a city still shaking off its reputation as the home of J.R. Ewing. A warehouse in the West End designed by French architect Philippe Starck, the place came to define the decadent mid-'80s before AIDS struck and ecstasy became illegal. In anticipation of the sold-out Starck Club 40th Anniversary Reunion today at the Kessler, we spoke to two people who were there, captured in this photo from 1987.



Starck Club doorman George E. outside the club on a rainy Sun

George Baum, 21 (now 58)

I was one of the few straight guys who worked the door. I was dating a ser here, but every night I was covered in ink stick. I'd get pocketfuls of paper with people's names on it. I'd gone to a boys' school in New England, and I'd met girls wearing in record stores, but nothing like this. It was the greatest thing that ever happened to me.

We had a downstairs room that opened up on Sundays when the club was slower, and people entered through stairs on the outside. The stairwell was covered but the stairs led to open air, so those doors on the wall are probably mine.

There were drugs in the club, a probably every club in the '80s, but wasn't a free-for-all. People would put cocaine on a table, and they'd get kicked out. But there were bathrooms with the massive stalls. You could have a party there. Did people have sex in the bathroom? I mean, it was a very stimulating place, and we were all young and did have any worries. Sex was at the top of everyone's mind.

I remember Cheryl. She was part of a regular group I liked a lot. I think this picture is a friendly greeting. She's dead, telling me something, but I have no idea what. I heard all kinds of things.

I worked at Starks until it closed in 1989. It wasn't making the money it had and it was replaced by a terrible nightclub called DVS. I worked for them, but I had to ask to go to the bathroom. We had these comp cards to give to women, and they'd grade women on a scale of 1-10 as to how good they were. It was a pay you based on that, which was disgusting even then. Luckily, they shut down, so all these women were out of there.

Stark was just an exceptional dude, the philosophy, the people, the music, the creativity of the people. I've never seen anything like it since.

High Profile

SOME KIND
OF MISCHIEF

The Starck Club: Memories of ecstasy, lifelong friendships and what went down in those famously large bathrooms

By SARAH HEPOLLA
Staff Writer
sarah.hepolla@dallasnews.com

The Starck Club was a Studio 54 for a city still shaking off its reputation as the home of J.R. Ewing. A warehouse in the West End designed by French architect Philippe Starck, the place came to define the decadent mid-'80s before AIDS struck and ecstasy became illegal. In anticipation of the sold-out Starck Club 40th Anniversary Reunion today at the Kessler, we spoke to two people who were there, captured in this photo from 1987.



The Dallas Morning News
ARTS & LIFE
SUNDAY

The Dallas Morning News

SECTION E : MAY 12, 2024



PAIN

Less than 10 years ago
Now he's on

THEATER

But magical Hecuba seems more relevant on its third national to be Marcell Mendonça



Guide is a standalone section.

CONTENT AND AUDIENCE HIGHLIGHTS: GUIDE

EDITORIAL COVERAGE

FRIDAY

BEST BETS

Top picks to see and do

DINING

Restaurant reviews

THINGS TO DO

Editors' picks, family fun, festivals, museums and exhibits

MOVIES

Movie reviews

PERFORMING ARTS

Dance, music and theater

AUDIENCE HIGHLIGHTS

45%

More likely than overall market to have dined at an upscale restaurant during the past 30 days (daily ePaper)

39%

Consider themselves movie buffs (daily ePaper)

15%

More likely to be high grocery spenders (daily print)

49%

Plan to take a family vacation during the next 12 months (daily print)

22% more likely than overall market

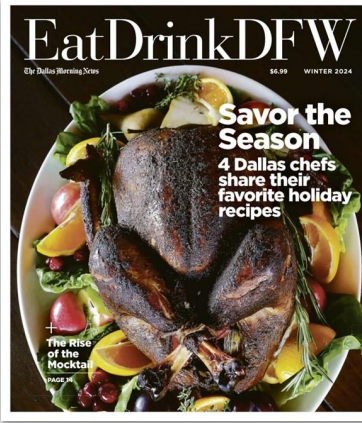
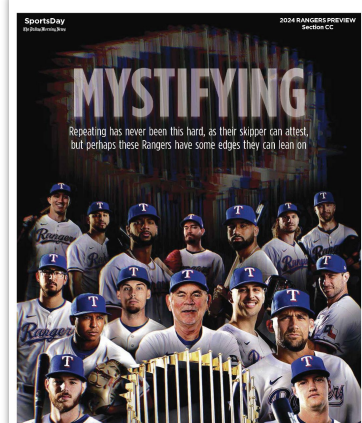
Source: Scarborough 2024, D-FW Release 2

The Dallas Morning News

CONTENT CAPABILITIES

Targeted Opportunities to Reach Your Audiences

SPECIAL SECTIONS + CUSTOM PUBLICATIONS



Overview

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 ePaper.*

March

Abode Home & Garden
Timeless in Texas
Rangers Preview

May

Texas Golf
Travel Feature

June

Timeless in Texas

August

Eat Drink D-FW

September

Timeless in Texas

October

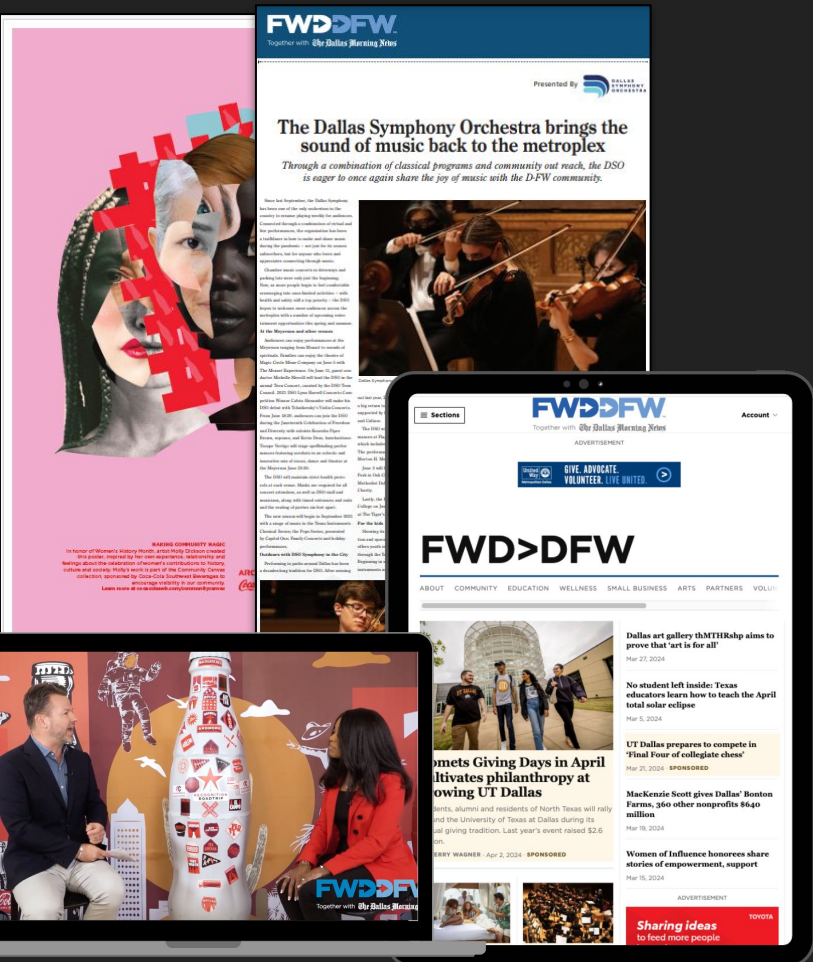
Best in DFW

November

Top Workplaces D-FW
Abode Home & Design

December

Photos of the Year
Timeless in Texas



Special Content Series

FWD>DFW

EDITORIAL COVERAGE

FWD>DFW sparks awareness and action through storytelling by amplifying companies that are making a difference across categories while achieving business goals.

FWD>DFW drives awareness to partners' CSR/CRM vision and impact while celebrating change-makers and encouraging volunteerism, philanthropy, and civic engagement.

Content appears in the print edition of The Dallas Morning News and ePaper, along with a dedicated hub on DallasNews.com and social accounts.

AUDIENCE HIGHLIGHTS

67%

Consider themselves to be philanthropists (INA)

74%

Are regular charitable donors (daily print)

15% more likely than the overall market

36%

Have done volunteer work in last 12 mos. (daily print)

47% more likely than the overall market

88%

Are registered to vote (INA)



Special Content Series TIMELESS IN TEXAS

EDITORIAL COVERAGE

Timeless in Texas reaches a highly engaged demographic of 55+ adults.

Content appears in the Sunday edition of The Dallas Morning News and ePaper, along with a dedicated hub on DallasNews.com and a quarterly magazine.

Content covers a range of relevant categories, including wellness, arts and entertainment, learning and outreach opportunities, meetings and info sessions, expos and health fairs, travel and leisure, and more.

AUDIENCE HIGHLIGHTS

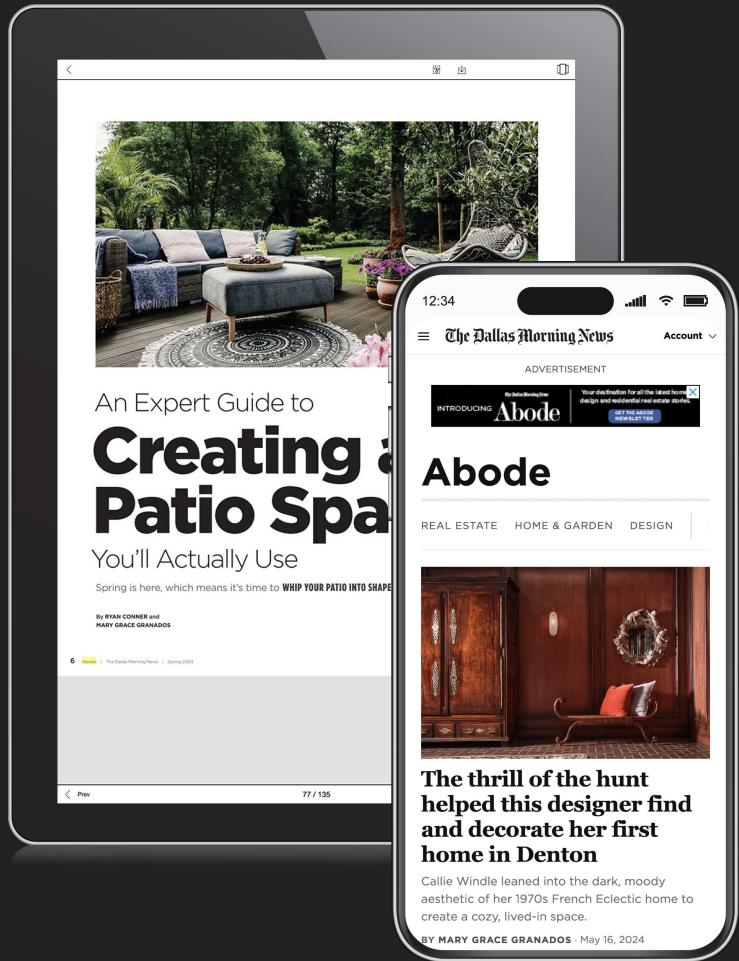
60%
Age 55 and older (Sunday print)

92%
More likely to be caregivers than overall market (daily print)

85%
Vacation seekers (daily print)

172%
More likely to be “retired for hire” than overall market (Sunday ePaper)

33%
More likely to live an active and healthy lifestyle than overall market (daily ePaper)



Special Content Series

ABODE

EDITORIAL COVERAGE

Abode is the destination for all the latest home, design, and residential real estate stories.

Abode includes quarterly special sections in print and ePaper, a hub on Dallasnews.com, and a weekly eNewsletter that publishes to opt-in subscribers every Saturday.

Follow Abode on Meta and Instagram, as well.

AUDIENCE HIGHLIGHTS

46%

Home Improvement Intenders (Sunday ePaper)

42%

Home Improvement Big Spenders (Daily ePaper)

80%

Homeowners (Daily ePaper)

44%

Plan to do a home improvement in next 12 mos. (DallasNews.com)

52%

Have done home improvement in last 12 mos. (DallasNews.com)

Source: Scarborough 2024, D-FW Release 2

DallasNews Corporation was founded in 1842 on the principles of curiosity, honesty and integrity. We have spent the better part of two centuries binding together the people and businesses in our North Texas communities through *The Dallas Morning News*.

As the world has evolved, so have we. Our integrated creative marketing agency, Medium Giant, is dedicated to designing, creating, and delivering stories that drive customers to act and includes a team of more than 100 creative storytellers applying this sensibility to clients' business acumen.

medium giant

The Dallas Morning News

medium
giant

The Dallas Morning News

1954 Commerce Street | Dallas, TX 75201

214.745.8123

mediumgiant.co | dallasnews.com