The Iowa Clinic has been advertising in *dsm* since the first issue was published in 2003. This magazine delivers a sophisticated, influential demographic that is important to our marketing strategy. We see high value in aligning our brand with this one-of-a-kind publication that is dedicated to telling the Des Moines story through so many different perspectives. It’s been a great recruitment tool as we look to bring new physicians to Iowa – the magazine provides a great introduction to the culture and vibrancy of our city.”

Amy J. Hilmes  
CHIEF MARKETING OFFICER | THE IOWA CLINIC, P.C.

As a family owned jewelry design studio, advertising in *dsm* magazine has enabled us to properly brand our business. With its fantastic editorial and its classy creative team, *dsm* has played a vital part in reaching a clientele that fits well with our business.”

Bruce Owen  
OWNER | BRUCE OWEN JEWELRY & DESIGN

No other publication in central Iowa has the reach and reputation of *dsm* magazine. It is a very high quality publication with relevant, well-written and engaging content. What’s more, *dsm* magazine readers are an ideal audience for us: they’re plugged in to what’s happening and they want to be a part of making Des Moines an even better place to live, work and play.”

Peter Stevenson  
EXECUTIVE DIRECTOR | CIVIC MUSIC ASSOCIATION
Why *dsm*?

*dsm* magazine is the elegant and essential journal of local arts and culture. Each issue celebrates the breadth of culture in Central Iowa—from fashion to philanthropy, from dining and décor to lifestyle and social issues. Readers rely on *dsm* to report on Greater Des Moines’ civic growth and improvements, and they know when a new issue arrives, it will include fresh reasons to enjoy and take pride in the community we share. Our mission is to reflect Greater Des Moines at its best.
Who reads dsm?

We don't reach the most people. We reach the right people.

Our readers are your most qualified consumers, with a home value over $400,000 and household income of more than $200,000.

Distribution Strategy

A total of 13,000 copies are distributed each issue, reaching an estimated 42,300 of the area's highest income, most influential individuals, six times per year.

1. Your Most Qualified Consumers
   Influentials Under 40 (1/3)

   Influentials Over 40 (2/3)

2. Newcomers
   New affluents to the marketplace, with home values of $350,000+ and household income of $150,000

3. Doctors
   Highly desirable audience of top physicians in the market

4. Our Secret Sauce
   The ‘Connie Wimer List’ of hand-selected Influentials

5. Our Raving Fans
   1,000 subscribers who pay for the publication so they don’t miss an issue

   400 distributed at our special Unveiling Parties held six times a year

6. Luxury Retailers and Medical Offices
   Distributed to 4,000 of the best businesses in Greater Des Moines, a select group of stores, medical offices and local businesses that cater to this influential market.
Editorial/Advertising Calendar

**Jan/Feb** HOME
- **10/30/18** Space Reservation & Ad Materials
- **11/8/18** Camera Ready
- **11/26/18** Ad Approval
ADVERTISING CONTENT FOCUSES
- Anniversaries

**March/April** HEALTHCARE
- **1/2/19** Space Reservation & Ad Materials
- **1/9/19** Camera Ready
- **1/23/19** Ad Approval
ADVERTISING CONTENT FOCUSES
- Financial Bankers
- Insurance

**May/June** ART
- **2/25/19** Space Reservation & Ad Materials
- **3/6/19** Camera Ready
- **3/20/19** Ad Approval
ADVERTISING CONTENT FOCUSES
- Driven
- Pride
- Real Estate

**July/Aug** FOOD
- **4/29/19** Space Reservation & Ad Materials
- **5/8/19** Camera Ready
- **5/22/19** Ad Approval
ADVERTISING CONTENT FOCUSES
- Architects
- Restaurant Week
- Women Who Mean Business

**Sept/Oct** EDUCATION
- **7/1/19** Space Reservation & Ad Materials
- **7/10/19** Camera ready
- **7/24/19** Ad Approval
ADVERTISING CONTENT FOCUSES
- Lawyers
- Retirement Life

**Nov/Dec** WEDDINGS
- **9/3/19** Space Reservation & Ad Materials
- **9/11/19** Camera ready
- **9/25/19** Ad Approval
ADVERTISING CONTENT FOCUSES
- Gift Guide
- Sages
- Wish List
- Weddings

* Ad space commitment and ad material deadline. Advertisements pulled after space commitment deadline will receive a $500 charge. To ensure a quality publication, advertising in *dsm* magazine will not exceed 50 percent of total content.
Digital Marketing
Let the dsm brand deliver your message everywhere our readers plan purchases.

E-mail

dsmWEEKLY
Delivered to more than 4,000 fans every Tuesday, our newsletter provides reminders of upcoming events, news briefs from dsm's top writers and editors, including dining insight and arts reviews.

Expanded Rectangle
$675 a month
600 x 250 pixels

Medium Rectangle
$460 a month
300 x 250 pixels

Ads run weekly. Ad materials may change up to 12 times per year, per contract. Video production is not included.

dsmWEALTH
Published twice each month on Thursdays, this newsletter reaches a combined database of 8,200 civic and business leaders – our richest list – with news and analysis of personal finance written by our accomplished financial writer and editor.

Presenting Sponsor - 1 available
$875 a month

Expanded Rectangle - 1 available
$695 a month

Medium Rectangle - 4 available
$460 a month

Paid Content
Cost per article: $695 per month

Limited inventory / 6 month commitment

dsmWEEKENDER
This e-newsletter comes out on Fridays with content focused on what’s going on for the weekend ahead - top dining and events of most interest to the influential dsm audience. Content with be engaging and fresh and on the minds of our readers as they make weekend plans.

Presenting Sponsor - $9,500 for the year
$791.66 a month

Medium Rectangle Display Ad - $425 a month

Paid Content
$695 per month

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. Open rates for our emails average 40 – 50 percent compared to a national open rate of 18 percent.

Send your digital message directly to our dsm database of more than 4,000 highly-qualified consumers.

Html E-Mail
$870
600 x 400 pixels
Availability is limited. Maximum file size 80 kb
Resolution 72-96 DPI
JPEG or GIF
dsm parties are the talk of the town. When you sponsor them, you can be, too.

UNVEILINGS

Advertisers have the exclusive on hosting our launch parties each time we publish our print edition, hosting 400 or more of the city’s most influential people at their business.

Heighten your image by partnering on this most prestigious event each November in which we honor the leading men and women who have made a lasting and powerful impact on Greater Des Moines.

RESTAURANT WEEK 2018

Earn the goodwill of our restaurants and our food lovers by supporting this amazing 10-day event. From August 17-26, 2018, our dining hot spots impress with a special prix fixe menu.

Our website is filled with dsm stories and items of interest on the topics we hold most dear – arts, community, dining, home, fashion, philanthropy and people.

Exclusive Category Sponsorship
$3,200 a year – limited availability

Medium Rectangle
$2,300 a year
300 x 250 pixels

Social Media

Let us create your custom publication. We provide a turn-key operation which includes professional writing, photography, design and targeted distribution, plus all the digital components you need to market your business.
Dimensions

PUBLICATION TRIM SIZE:
9 x 10.875"

AD SIZES:

2-PAGE SPREAD
Trim: 18 x 10.875” Add .125” for bleed
Keep live matter .5” inside the trim and 1” in the gutter

FULL PAGE BLEED
Trim: 9 x 10.875”
Add .125” for bleed
(9.25 x 11.125”)
Keep live matter .5” inside the trim size

FULL PAGE NON-BLEED
8.125 x 10.375”

2/3 PAGE VERTICAL
5.25 x 10.125”

1/2 PAGE VERTICAL
4 x 10.125”

1/4 PAGE HORIZONTAL
8.125 x 5”

1/3 PAGE VERTICAL
2.75 x 10.125”

1/3 PAGE SQUARE
5.25 x 5”

1/4 PAGE SQUARE
4 x 5”

• Camera-ready ads must be made to exact size of space reserved.
• The camera-ready discount will be reversed if the ad file is not received by the camera-ready deadline, or after more than two files are submitted incorrectly.
• Ads need to be exported as a high resolution (300 dpi) PDF in CMYK using the PDF/X-1a:2001 preset.
• All photos (raster images) used in your ad must be CMYK and 300 dpi placed at 100% or less in the original document you’re exporting from.
• All logos within your original document must be vector art. Full-page ads with bleed must have .125” of bleed and crop marks.
• Live matter requirements: All bleed ads - KEEP live matter a minimum of 1/4” inside the trim edges at top, bottom and 1/2” from both sides.

If any of these requirements are not met, BPC has the right to charge for an ad build. Any questions regarding electronic requirements for emailed ads should be directed to your BPC representative at 515.288.3336. High-resolution PDF files should be emailed to magazineads@bpcdm.com and copied to your BPC representative.

Upload Large Files exceeding 10MB to Our hightail.com
www.hightail.com/u/BusinessPublications

BPC Magazines Camera Ready Ad Checklist:
- Resolution: 300 dpi
- Size: refer to rate card
- Color: CMYK (do not include color profiles)
- For full-page bleed ads: Make sure bleed is .125” and your ad meets the live area requirements (listed above)

Any time BPC receives an advertisement that is not sent according to our specifications, the client will be notified as to why it is not a printable document. In regards to color space and files that come in that are RGB and/or have a color profile attached to it, BPC will convert those files to CMYK and/or strip the embedded color profile from the document. The client will be notified and asked to approve the revised ad. BPC will not guarantee the results of any color shifting that may occur.

2019 Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN RATE</th>
<th>6x RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gatefold</td>
<td>$11,000</td>
<td>$8,800</td>
</tr>
<tr>
<td>Spread</td>
<td>$5,840</td>
<td>$4,672</td>
</tr>
<tr>
<td>Inside FC</td>
<td>$4,180</td>
<td>$3,345</td>
</tr>
<tr>
<td>Page 3</td>
<td>$4,180</td>
<td>$3,345</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,315</td>
<td>$3,500</td>
</tr>
<tr>
<td>Inside BC</td>
<td>$4,180</td>
<td>$3,345</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,350</td>
<td>$2,680</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,900</td>
<td>$2,320</td>
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<tr>
<td>1/2 Page</td>
<td>$2,150</td>
<td>$1,720</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,600</td>
<td>$1,280</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,315</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

20% for premium placement
20% ia discount for 6x contracts

* Ad rates are net.

* 6x contract accounts may submit new ad copy for each edition. However, if new ad material is not received by deadline, the most current ad will be picked up. Late ads will not be accepted. A 15 percent discount applies for camera-ready ads. Position can be guaranteed for a 20 percent surcharge. Ads contracted at the 6x rate must run in six consecutive issues for one year.

* Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

* Up to three proofs provided on creative ad builds. Changes after the third proof will be billed at $100 per hour.
SENIOR ACCOUNT EXECUTIVE
YOLANDA CHRYSTAL
515.288.3315
yolandachrystal@bpcdm.com
16 YEARS’ MARKETING EXPERIENCE

SENIOR ACCOUNT EXECUTIVE
REBECCA ZOET
515.288.3307
rebeccazoet@bpcdm.com
19 YEARS’ MARKETING EXPERIENCE

ACCOUNT EXECUTIVE
JORDAN CROFT
515.288.0927
jordancroft@bpcdm.com
8 YEARS’ MARKETING EXPERIENCE

A PRODUCT OF BUSINESS PUBLICATIONS CORPORATION INC.
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WWW.DSMMAGAZINE.COM

Chair provided by The Elements by K. Sorbe. Location courtesy of The World Food Prize Hall of Laureates.