

# 2017 HOLIDAY ENTERTAINING MAGAZINE

*A premiere advertising opportunity with  
The Dallas Morning News*



## INSPIRE READERS TO EMBRACE THE HOLIDAYS

The Dallas Morning News' holiday entertaining magazine will be a glossy magazine that will inspire readers to embrace and navigate all the joys and challenges of the holiday season, from Thanksgiving through Christmas, Hanukkah and New Year's Eve.

The magazine will offer a curated selection of our most compelling stories and reflect the diversity of North Texas holiday traditions. Our highly visual stories will focus on cooking, wine and spirits, shopping, hosting and decorating and will include recipes, tips and several personal essays.

### A Few Story Ideas

A Modern Holiday Tabletop  
Cocktails and Mocktails  
Collin Street Bakery Fruitcake  
Cookies From the Cookie Contest Through the Years  
Family Recipes Roundup from Freelance and Staff  
Gift Books and Cookbooks Roundup  
Healthy Hanukkah Recipes  
How to Host a Cookie Exchange  
Italian 7 Fishes Feast  
Kwanzaa Traditions

Making Roast Duck for the Holidays  
Personal Pies  
Tamale-Making Party  
Texas Traditions  
Thanksgiving Essay from Mike Merschel  
Thanksgiving Side Dishes from Barbecue Pit Masters  
Turkey Day Takeout  
What Sommeliers Drink on New Year's Eve  
Where to Buy Smoked Turkeys

To reserve, contact your Belo Media Group Advertising Executive.

Ad Sizes	Dimensions	Rates
Full Page	bleed 9.25" x 11.125" live area 8.5" x 10.38" trim 9" x 10.88"	\$8,450
1/2 Page Vertical	3.81" x 9.63"	\$4,500
1/2 Page Horizontal	7.87" x 4.69"	\$4,500
1/4 Page Cube	3.81" x 4.69"	\$2,500

Rates include full color.

<b>Publishes</b>	Sunday, Nov. 12, 2017
<b>Space Deadline</b>	Wednesday, Sep. 27, 2017
<b>Ad Materials</b>	Wednesday, Oct. 4, 2017
<b>Electronic</b>	Monday, Oct. 9, 2017
<b>Final Ad Release</b>	Friday, Oct. 13, 2017