

DALLAS WEEKLY

DW

2024 MEDIA KIT

Dallas Weekly is the premier information consumer portal in North Texas and the leading voice for Black cultural and social news focusing on the African American community.





The Dallas Weekly is the most widely read and nationally recognized African American News Media brand in North Texas. With expansion of the brand into video, radio and social media, the market penetration for advertisers is tremendous.

The Dallas Weekly enters 2023 as a multimedia brand anchored in print with a unique strategic position in social media marketing. 2023 marks a new chapter for the DW brand. We've revitalized our layouts, broadened our focus, and deepened our already long-standing relationship with our readers. For 70 years, this publication now evolved into a media brand, has reported the news and information that resonates with the Black community with dedication and commitment. In 2023, we're continuing to tell the stories that matter.

DW is now focused on digital development and bringing along the marketplace with us. With our partnership with Local Media Association (LMA) and training from Google, our digital product line is capable of engaging with our clients and community to more effectively deliver content to an ever growing audience.

ABOUT US



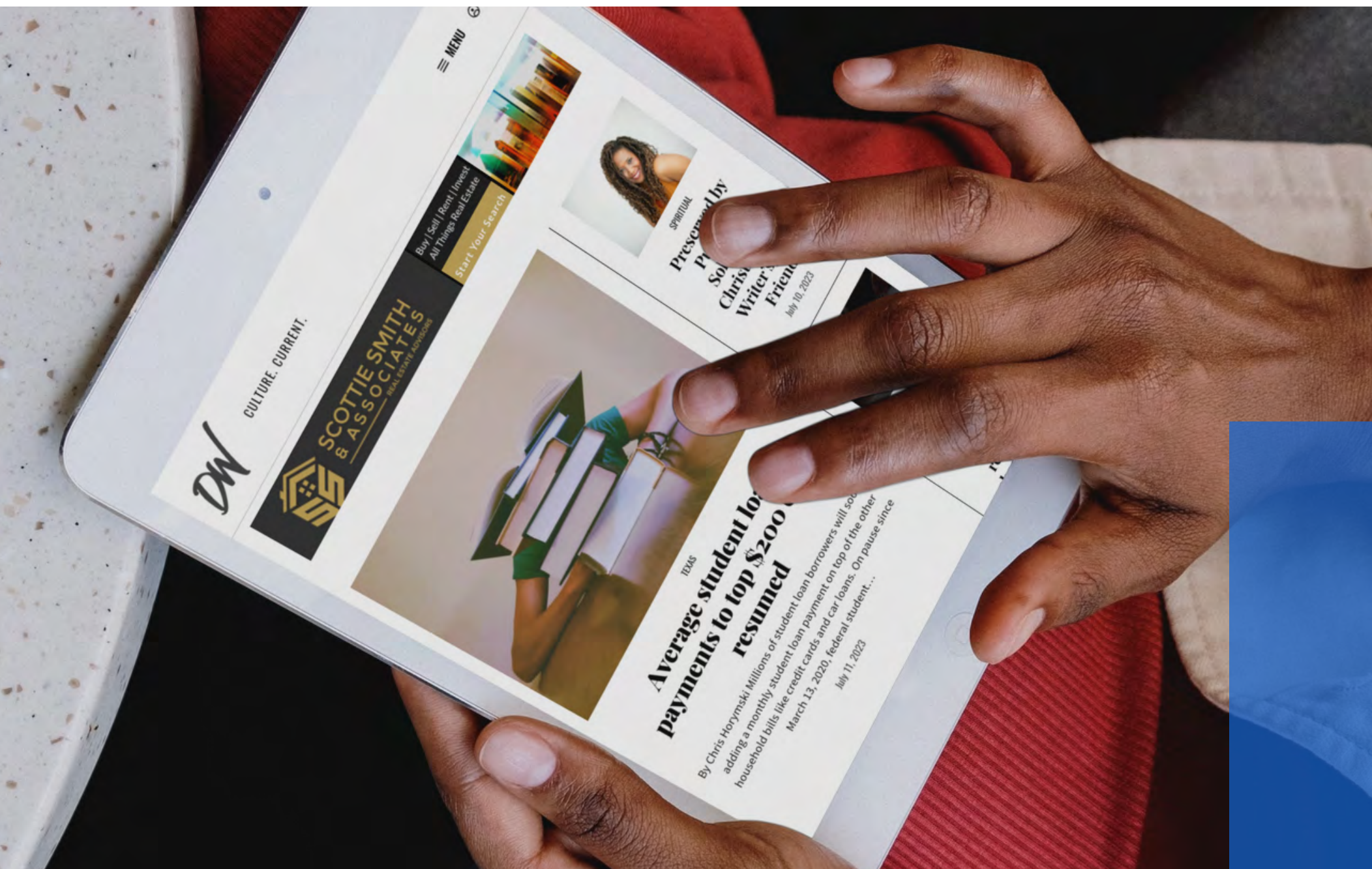
WE ARE

North Texas' number one news source serving the African American community for 70 years.

WHAT WE'RE DOING

We offer a full multimedia product line available to anyone who wants to reach and penetrate a burgeoning \$38 billion consumer market in North Texas.

From a dynamic interactive website, dallasweekly.com, to an expanded digital edition, a growing family of social media followers, the Dallas Weekly has successfully transformed itself into a viable one stop shop for advertisers looking to engage a growing Black consumer in one of the nation's fastest growing regions.

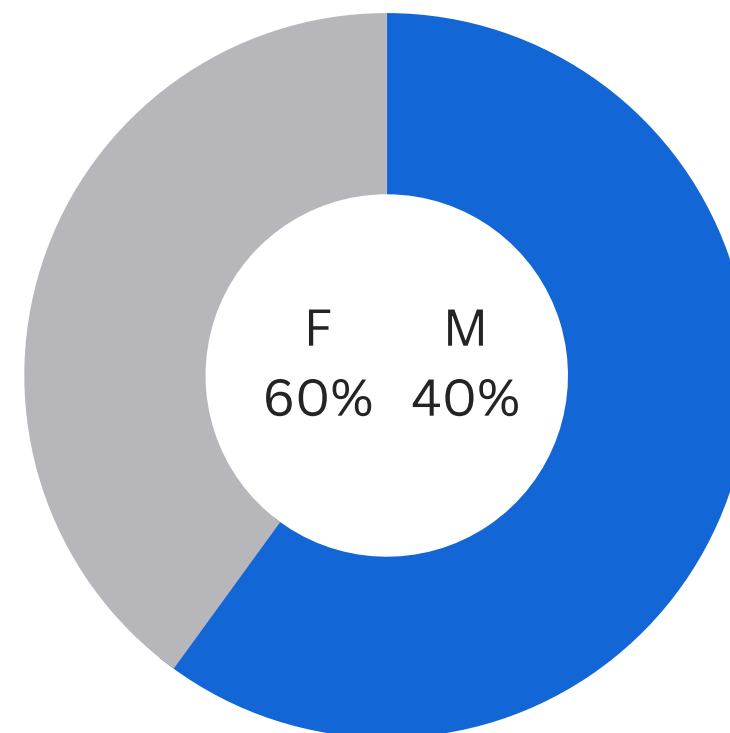




DW

OUR AUDIENCE

GENDER



AGE

25-34 30%
35-49 45%

Median Age:
43

MONTHLY STATISTICS

48K+ WEBSITE PAGEVIEWS

35K+ WEBSITE USERS

82K+ FACEBOOK REACH

16K+ INSTAGRAM REACH

40K+ TWITTER REACH

PRINT

The Dallas Weekly is the most respected, most critically acclaimed and most widely read African American newsweekly in North Texas. For more than 67 years, “The Weekly” has informed, educated, enlightened and fought for Dallas/Fort Worth’s Black community.

Recognized nationally, statewide and locally as a valued Texas institution, the paper remains committed to addressing those issues, people and organizations that impact lives in its sphere of influence.

Long considered the general market newspaper of the African American community, “The Weekly” combines a commitment to journalistic excellence with well rounded in depth local coverage of events of the day. The Dallas Weekly is your one stop shop for reaching a dynamic, highly valuable \$35 billion consumer market.



EDITORIAL CALENDER

- MLK
- Black History
- Women’s Issue
- Minority Health Month
- Juneteenth
- Black Music Month
- Pride Month
- Black Tech Month
- Best of Black Dallas

E-EDITION

The E-Edition transforms the classic award-winning print version of the paper into an interactive online product with industry-leading page turning technology. Advertisers can efficiently engage readers with video, audio, and flash animation in addition to traditional print advertisements.

DIGITAL



WEBSITE

DallasWeekly.com is designed for optimal user experience on a desktop, tablet, and mobile device. Engage with our loyal online readership via a schedule of banner impressions.

Opportunities include:

- Run-of-site display ads
- Homepage takeover
- In-Content Video and Video Banners

CALENDER

The Dallas Weekly digital calendar is a dynamic tool for promoters, venues PR and promotions, and general event marketing that is user friendly and cutting edge. Place your own events or have us feature them, this amazing product allows for our audience to see and interact with your events via their laptop, phone, or computer.

MARKETPLACE

Reach your target audience with ease using the Dallas Weekly online marketplace. Our one-stop-shop makes it simple to market your business, non-profit, or services to the DFW metroplex. With interactive and social integration, you can promote your business with a click of a button.

NEWSLETTER

Reach more with our weekly newsletter! This outstanding product allows for more penetration into the market and beyond. Branding, marketing, advertising, promotion, and sponsorship allow you to push further into our audience and touch the entire DFW metroplex.

THANK YOU

GET IN TOUCH

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