Philadelphia magazine...

So much more than a print publication – we’re an innovative multi-media company that leverages our print, digital, and experiential platforms to create integrated marketing campaigns for advertisers and powerful, relevant content for our readers.

Print
- Philadelphia magazine
- Philadelphia Wedding
- Be Well Philly
- Custom Publishing
  - Taste
  - Explore

Digital
- Phillymag.com
  - Be Well Philly
  - Birds 24/7
  - BizPhilly
  - Citified
  - Foobooz
  - G Philly
  - News + Opinion
  - Philadelphia Wedding
  - Property
  - Shoppist
  - The Scene
  - Ticket

Experiential
- Battle of the Burger™
- Be Well Philly Boot Camp
- Best of Philly™
- Brides, Bubbly & Brunch
- Philadelphia magazine’s Whiskey & Fine Spirits Festival
- Philly Cooks®
- The Philadelphia Wine + Food Festival
- ThinkFest®
- Trailblazer Award
- Uncorked with a Twist
- Wedding Wednesday
  ...and more!
Demographics

Philadelphia magazine helps brands connect, engage and be discovered by our audience of affluent and influential readers.

ENGAGEMENT

Over 50% of readers spend between 1.5-5 hours with Philadelphia magazine.
Over 80% of readers share their copy with household members or friends.

ACTION

Over 70% of readers dined in a restaurant because of Philadelphia magazine.
Over 45% of readers shopped in a store because of Philadelphia magazine.

KNOWLEDGE

Over 90% of readers agree somewhat or very much that Philadelphia magazine helps them know their city better.

GENDER

48% male
52% female

MARITAL STATUS

77% married

AGE

74% are between 25-64

EDUCATION LEVEL

89% attended college
41% postgraduate studies

EMPLOYMENT

52% are employed in a professional or managerial position
25% are owners or partners in their business

AVERAGE HOUSEHOLD INCOME

$176,200

AVERAGE NET WORTH

$1,500,000

Circulation

Philadelphia magazine reaches the region as the premier resource for dining, entertainment and so much more. It is featured in the most prominent locations in the market: hotels, supermarkets, drug stores, bookstores, train terminals, and airports.

TOTAL REACH: 852,425*
TOTAL PAID AND VERIFIED CIRCULATION: 117,069**

Circulation DMA

Our commitment at Philly Mag remains the same: to keep people connected to their city, highlight what’s great, expose what isn’t, and do our best to constantly spark conversations.”

- Tom McGrath, Editor in Chief

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>MARKET COVERAGE</th>
</tr>
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<tbody>
<tr>
<td>Philadelphia magazine</td>
<td>123,994</td>
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<tr>
<td>National Geographic</td>
<td>104,210</td>
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<td>People</td>
<td>99,809</td>
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<td>O, the Oprah Magazine</td>
<td>73,707</td>
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<td>Cosmopolitan</td>
<td>72,598</td>
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<td>Glamour</td>
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<td>Martha Stewart Living</td>
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<td>Entertainment Weekly</td>
<td>60,817</td>
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<td>Newsweek</td>
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<td>Men’s Health</td>
<td>58,373</td>
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<td>Real Simple</td>
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<td>Redbook</td>
<td>57,731</td>
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<td>InStyle</td>
<td>53,862</td>
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<td>Bon Appetit</td>
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<td>Vogue</td>
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<td>Vanity Fair</td>
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<td>New Yorker</td>
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<td>Elle</td>
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<td>GQ</td>
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<td>Conde Nast Traveler</td>
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<td>Architectural Digest</td>
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<td>Harpers Bazaar</td>
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<td>Town &amp; Country</td>
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<td>Elle Décor</td>
<td>14,819</td>
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<td>Bride’s</td>
<td>9,551</td>
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<td>New York Magazine</td>
<td>9,233</td>
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<tr>
<td>Martha Stewart Wedding</td>
<td>5,265</td>
</tr>
</tbody>
</table>

* The Media Audit Jun-Aug 2013
** Information Based on the December 2013 ABC Publishers Statement

Total Population in the Philadelphia DMA - 8,077,567 Total Households - 3,055,961

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## 2015 Editorial Calendar

*Editorial features are subject to change*

### January

**Editorial Features**
- 50 Best Restaurants
- Home

**Special Sections**
- Heart Health: Go Red for Women™
- 15th Annual Philly Cooks™
- Event Planner
- Gift Guide – Love That!
- 11th Annual Trailblazer Award

**Sponsorships**
- 15th Annual Philly Cooks™
- 11th Annual Trailblazer Award

### February

**Editorial Features**
- Love in Philly

**Special Sections**
- Heart Health: Go Red for Women™
- 15th Annual Philly Cooks™
- Event Planner
- Gift Guide – Love That!
- 11th Annual Trailblazer Award

**Sponsorships**
- 15th Annual Philly Cooks™
- 11th Annual Trailblazer Award

### March

**Editorial Features**
- The New Boom: Philadelphia’s New Development Projects
- Travel: New York Exploration
- Fashion

**Special Sections**
- Guide to Graduate Schools
- Medical and Dental Profiles
- Road Trips

**Sponsorships**
- PHS Wedding Wednesday
- PHS LGBT Night Out

### April

**Editorial Features**
- Get Everything Delivered! A guide to Philly’s new convenience economy
- The Best Places to Run

**Special Sections**
- Retirement Living
- 14th Annual Philadelphia Wine + Food Festival

### May

**Editorial Features**
- Top Doctors 2015

**Special Sections**
- Medical and Dental Profiles
- Gift Guide – Moms, Dad & Grads
- Rittenhouse Row Spring Festival

**Sponsorships**
- Philadelphia Whiskey & Fine Spirits Festival
- Regional Guide to Private Schools

### June

**Editorial Features**
- Shore Real Estate Guide

**Special Sections**
- Super Lawyers
- Guide to Summer
- Be Well Philly Boot Camp

**Sponsorships**
- Be Well Philly Boot Camp

### July

**Editorial Features**
- The Selfie Issue
- Eagles Preview: Chip Kelly

**Special Sections**
- Guide to Summer
- Love Your Looks

**Sponsorships**
- Uncorked with a Twist
- Be Well Philly Summer Yoga Flow

### August

**Editorial Features**
- Best of Philly® 2015

**Special Sections**
- Medical and Dental Profiles
- Guide to Summer

**Sponsorship**
- Best of Philly® 2015
- Be Well Philly® Summer Yoga Flow

### September

**Editorial Features**
- The Pope In Philadelphia
- Fall Fashion
- Fall Travel

**Special Sections**
- Roadtrips
- Event Planner
- 5 Star Real Estate Agents

**Sponsorship**
- Battle of the Burger™

**Ancillary Publications**
- Philadelphia Wedding
- Philadelphia Design Guide

### October

**Editorial Features**
- Schools
- Best Bars 2015

**Special Sections**
- Think Pink: Breast Health
- Retirement Living
- Philadelphia Whiskey & Fine Spirits Festival
- Regional Guide to Private Schools

**Sponsorships**
- Philadelphia Whiskey & Fine Spirits Festival

### November

**Editorial Feature**
- Innovation

**Special Sections**
- Guide to Graduate Schools
- Medical and Dental Profiles
- ThinkFest®

**Sponsorships**
- ThinkFest®
- Brides, Bubbly and Brunch

### December

**Editorial Feature**
- TBD

**Special Sections**
- Design Home®
- 5 Star Wealth Managers
- Gift Guide – Shop. Give. Be Merry

**Ancillary Publications**
- Philadelphia Wedding
- Philadelphia Design Guide

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*Editorial features are subject to change*
Digital

Phillymag.com is Philadelphia’s must-read destination that connects people to their community and helps them make the most out of living in the greater Philadelphia area. We have 12 blogs that cover everything from restaurants to local & national news, to health & fitness and so much more.

86% of online readers dined in a restaurant because of phillymag.com*

62% of online readers visit phillymag.com for entertainment and events*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors**</td>
<td>1,810,570</td>
</tr>
<tr>
<td>Visits**</td>
<td>3,728,210</td>
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<td>Page Views**</td>
<td>5,875,851</td>
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<tr>
<td>Established &amp; educated audience*</td>
<td>Over 70% college or graduate degree</td>
</tr>
<tr>
<td>Age*</td>
<td>68% are 35-64</td>
</tr>
<tr>
<td>Education*</td>
<td>79% college or postgraduate degrees</td>
</tr>
<tr>
<td>Average Household Income*</td>
<td>57% over $100,000</td>
</tr>
<tr>
<td>Home Ownership*</td>
<td>75% own a home</td>
</tr>
</tbody>
</table>

*Source: The Brownstein Group, July 2010
**Source: Google Analytics January-March 2014 average

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<table>
<thead>
<tr>
<th>DIGITAL CHANNEL</th>
<th>UNIQUE VISITORS</th>
<th>VISITS</th>
<th>PAGE VIEWS</th>
<th>TIME SPENT</th>
<th>VISITS PER UNIQUE</th>
<th>PAGE VIEWS PER UNIQUE</th>
<th>PAGE VIEWS PER VISIT</th>
<th>NEWSLETTER SUBSCRIBERS</th>
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<tbody>
<tr>
<td>Be Well Philly</td>
<td>206,096</td>
<td>281,563</td>
<td>378,024</td>
<td>3.08</td>
<td>1.70</td>
<td>1.37</td>
<td>1.34</td>
<td>13,717</td>
</tr>
<tr>
<td>Be Well Philly</td>
<td>Be Well Philly is a multi-platform destination for health and wellness in the Philadelphia region. Content includes workouts, smart eating and living tips, fitness class reviews and news.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Birds 24/7</td>
<td>189,624</td>
<td>826,069</td>
<td>1,513,557</td>
<td>3.00</td>
<td>4.36</td>
<td>7.98</td>
<td>1.83</td>
<td>N/A</td>
</tr>
<tr>
<td>Birds 24/7</td>
<td>Philadelphia bleeds Eagle’s green, and Birds 24/7 analyzes players, coaches, games, trades and rumors through the eye of journalists, but with the fervor of fans.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Biz Philly</td>
<td>57,906</td>
<td>73,916</td>
<td>104,935</td>
<td>3.03</td>
<td>1.28</td>
<td>1.81</td>
<td>1.42</td>
<td>24,099+</td>
</tr>
<tr>
<td>Biz Philly</td>
<td>BizPhilly focuses on business, innovation and technology in Philadelphia. Biz will occupy the space between the traditional business publications and newer start-up sites that are more narrowly focused on niche audiences. It will speak to a wide business audience with a voice and perspective that is fresh, new and completely in tune with the 21st century.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Citified</td>
<td>68,470</td>
<td>105,905</td>
<td>162,513</td>
<td>3.39</td>
<td>1.55</td>
<td>2.37</td>
<td>1.53</td>
<td>21,121+</td>
</tr>
<tr>
<td>Citified</td>
<td>Citified brings all new content to Philadelphia’s smart and influential thought-leaders. Citified focuses on ideas, power, politics and policy in Philadelphia. With over 4.5 million political junkies tuning into phillymag.com daily, Citified is sure to be a hit among our readers!</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Foobooz</td>
<td>275,938</td>
<td>412,266</td>
<td>666,242</td>
<td>2.43</td>
<td>1.49</td>
<td>2.41</td>
<td>1.62</td>
<td>21,255+</td>
</tr>
<tr>
<td>Foobooz</td>
<td>Philadelphia’s ultimate guide to eating and drinking, Foobooz keeps hungry readers up-to-date on restaurant and bar openings, chef movements, food and drink trends, deals and culinary events.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>G Philly</td>
<td>206,424</td>
<td>241,994</td>
<td>313,657</td>
<td>3.43</td>
<td>1.17</td>
<td>1.52</td>
<td>1.30</td>
<td>1,752+</td>
</tr>
<tr>
<td>G Philly</td>
<td>G Philly is a smart destination for LGBT lifestyle in Philadelphia. Its content delves into the local scene, highlights prominent personalities and gets at the forefront of social and political discussion in the Philadelphia region.</td>
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<td></td>
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Source: Google Analytics January-March 2014 average.
### Digital Channels, Continued

<table>
<thead>
<tr>
<th>Digital Channel</th>
<th>Unique Visitors</th>
<th>Visits</th>
<th>Page Views</th>
<th>Time Spent</th>
<th>Visits Per Unique</th>
<th>Page Views Per Visit</th>
<th>Page Views Per Unique</th>
<th>Newsletters Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>News + Opinion</strong></td>
<td>560,799</td>
<td>775,280</td>
<td>992,984</td>
<td>3.48</td>
<td>1.38</td>
<td>1.77</td>
<td>1.28</td>
<td>19,957+</td>
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<td><strong>Philadelphia Wedding</strong></td>
<td>55,131</td>
<td>62,859</td>
<td>93,237</td>
<td>2.33</td>
<td>1.14</td>
<td>1.69</td>
<td>1.48</td>
<td>7,894+</td>
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<td><strong>Property</strong></td>
<td>119,826</td>
<td>176,598</td>
<td>300,960</td>
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<td>10,549+</td>
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<td><strong>Shoppist</strong></td>
<td>106,591</td>
<td>118,722</td>
<td>163,453</td>
<td>3.04</td>
<td>1.11</td>
<td>1.53</td>
<td>1.38</td>
<td>12,281+</td>
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<td><strong>The Scene</strong></td>
<td>14,100</td>
<td>14,055</td>
<td>23,485</td>
<td>2.39</td>
<td>1.00</td>
<td>1.67</td>
<td>1.67</td>
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<tr>
<td><strong>Ticket</strong></td>
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<td>175,211</td>
<td>209,647</td>
<td>3.36</td>
<td>1.24</td>
<td>1.49</td>
<td>1.20</td>
<td>17,422+</td>
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Source: Google Analytics January-March 2014 average.

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## Experiential

Bringing the authenticity and sophistication of Philadelphia magazine to life, whether it’s our fitness event, Be Well Philly Boot Camp, or our highly anticipated Best of Philly party, each event incorporates exclusive sponsorship opportunities personalized for brand needs and desired audience. Philadelphia magazine creates unforgettable affairs that further engage our readers and enthusiasts.

<table>
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<tr>
<th>DATE</th>
<th>EXPERIENTIAL</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>FEBRUARY</td>
<td><strong>Trailblazer Award</strong></td>
<td>A special invitation-only luncheon to honor and celebrate a woman in the Philadelphia region who is a successful leader and a pioneer within her respective field.</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td><strong>Philly Cooks®</strong></td>
<td>Culinary editors of Philadelphia magazine and Foobooz host a celebration of Philadelphia’s culinary scene for over 1,000 “Foodies.” Guests taste signature dishes from over 50 of Philadelphia’s best restaurants.</td>
</tr>
<tr>
<td>MARCH</td>
<td><strong>Wedding Wednesday</strong></td>
<td>Philadelphia Wedding’s signature event held annually at The PHS Flower Show, reaching over 400 affluent brides-to-be. Showcasing over 70 of the region’s best wedding vendors. Wedding Wednesday is the ultimate planning experience that has sold out every year. The 2015 Flower Show Theme: Hollywood. Event date: Wednesday, March 4th, 2015</td>
</tr>
<tr>
<td>MAY</td>
<td><strong>The Philadelphia Wine &amp; Food Festival</strong></td>
<td>The Philadelphia Wine &amp; Food Festival is host to the world’s finest winemakers and winery representatives. The event hosts nearly 1,000 wines from approximately 150 wineries and is attended by nearly 1,500 wine enthusiasts.</td>
</tr>
<tr>
<td>JUNE</td>
<td><strong>Be Well Philly Boot Camp</strong></td>
<td>This unique event for over 500 women features the best workouts and instructors, interactive panel discussions, and more. The energetic marketplace is filled with the latest workout gear, skin treatments &amp; products, and healthy food sampling.</td>
</tr>
<tr>
<td>JULY</td>
<td><strong>Uncorked with a Twist</strong></td>
<td>Sip, shake and savor at the perfect outdoor summer event in the heart of Philadelphia. Guests enjoy over 200 wines and ready-to-drink cocktails, hors d’oeuvres, music, activities, contests, and more.</td>
</tr>
<tr>
<td>AUGUST</td>
<td><strong>Best of Philly®</strong></td>
<td>This event takes the editorial authority Philadelphia magazine has over the best places to eat, drink, shop, play, and stay, and brings it to life, so attendees can enjoy all the city has to offer.</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td><strong>Battle of the Burger™</strong></td>
<td>Battle of the Burger is a city-wide competition in which chefs create their most delicious burgers for the chance to win bragging rights for the best burger, as voted on by the people. Over 700 guests mingle and enjoy as many burgers as they like and then vote on their favorite.</td>
</tr>
<tr>
<td>OCTOBER</td>
<td><strong>Philadelphia Magazine’s Whiskey &amp; Fine Spirits Festival</strong></td>
<td>Featuring over 100 spirit vendors and fine cuisine from local upscale restaurants, the Whiskey &amp; Fine Spirits Festival is the region’s premiere tasting featuring a wide selection of spirits from around the world including premium whiskey, scotch, malts, bourbon, rum, vodka, gin and tequila.</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td><strong>Brides, Bubbly &amp; Brunch</strong></td>
<td>Brides, Bubbly &amp; Brunch is the perfect wedding planning event. Guests enjoy brunch-themed hors d’oeuvres, bubbly, and get inspiration for their big day from top local wedding vendors.</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td><strong>ThinkFest®</strong></td>
<td>A multi-platform program celebrating Philadelphia’s smartest, most innovative, and civic-minded people. ThinkFest® gives Philadelphia’s entrepreneurs and thinkers a platform to share ideas, engage in discussions, and celebrate innovation.</td>
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</table>
### Space and Material Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE DEADLINE</th>
<th>AD MATERIAL DUE</th>
<th>COMPLETED DIGITAL AD DUE</th>
<th>ON SALE DATE</th>
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<td>JANUARY 2015</td>
<td>November 14</td>
<td>November 26</td>
<td>December 5</td>
<td>December 29</td>
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<tr>
<td>FEBRUARY 2015</td>
<td>December 22</td>
<td>December 31</td>
<td>January 9</td>
<td>February 2</td>
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<tr>
<td>MARCH 2015</td>
<td>January 23</td>
<td>January 28</td>
<td>February 4</td>
<td>March 2</td>
</tr>
<tr>
<td>APRIL 2015</td>
<td>February 20</td>
<td>February 25</td>
<td>March 4</td>
<td>March 30</td>
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<td>MAY 2015</td>
<td>March 20</td>
<td>March 27</td>
<td>April 1</td>
<td>April 27</td>
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<td>JUNE 2015</td>
<td>April 17</td>
<td>April 22</td>
<td>April 29</td>
<td>May 26</td>
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<tr>
<td>JULY 2015</td>
<td>May 22</td>
<td>May 27</td>
<td>June 3</td>
<td>June 29</td>
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<tr>
<td>AUGUST 2015</td>
<td>June 19</td>
<td>June 24</td>
<td>July 1</td>
<td>July 27</td>
</tr>
<tr>
<td>SEPTEMBER 2015</td>
<td>July 24</td>
<td>July 29</td>
<td>August 5</td>
<td>September 1</td>
</tr>
<tr>
<td>OCTOBER 2015</td>
<td>August 21</td>
<td>August 26</td>
<td>September 2</td>
<td>September 28</td>
</tr>
<tr>
<td>NOVEMBER 2015</td>
<td>September 18</td>
<td>September 23</td>
<td>September 30</td>
<td>October 26</td>
</tr>
<tr>
<td>DECEMBER 2015</td>
<td>October 16</td>
<td>October 28</td>
<td>November 4</td>
<td>November 30</td>
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<tr>
<td>JANUARY 2016</td>
<td>November 13</td>
<td>November 23</td>
<td>December 2</td>
<td>December 28</td>
</tr>
</tbody>
</table>

### Ancillary Deadlines

**Be Well Philly 2015**  
Advertising space deadline: July 10  
Material deadline: July 17  
On sale: September 1

**Philadelphia Wedding Spring/Summer 2016 issue**  
Advertising space deadline: October 5, 2015  
Material deadline: October 12, 2015  
On sale: December 7, 2015

**Philadelphia Wedding Fall/Winter 2016 issue**  
Advertising space deadline: April 15, 2016  
Material deadline: April 22, 2016  
On sale: June 2016

Cover photo credits: Jauhien Sasinou, Center City District/Kieran Timberlake, Jonathan Pushnik, Jeff Fusco, Michael Perisco, and Jason Varney

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**AD PREPARATION**

- **Platform:** Macintosh format preferred. IBM/PC format accepted.
- **Software:** Hi-res Adobe Acrobat PDF (recommended)
  - Hi-res PDF for press: PDF/X-1a:2001 (recommended) or Press Quality
  - All fonts embedded

**Image settings:**
- Color images: 300 DPI
- Monochrome images (Graphic & Art Settings): 1200 DPI

*Note: Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended.*

**Also accepted:** InDesign, Photoshop (saved as a TIFF or EPS file) or Illustrator (saved as an EPS file). Convert all fonts used in art files to outlines. Native files may be sent with all screen and printer fonts and all art files used in the ad.

- **Images:** All hi-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixelated, blurry or lower quality image. Black and white scans must be grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK not RGB. Do not use spot colors.


- **Prep specifications:** 133 line screen. Screened tone values over 85% may print solid. Screen tone values under 3% may drop to white. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

- **Production Charges:** A production charge will be assessed if an advertiser does not supply a complete usable file, and for files resupplied by an advertiser for revisions. Disc intervention on supplied files will incur production charges except for correction of publisher’s errors.

**AD SPECIFICATIONS**

**FULL PAGE**
- Full page non-bleed: 7”(w) x 9.5” (h)
- Full page Bleed Size: 8.25” (w) x 10.75” (h)
- Trim Size: 8” (w) x 10.5” (h)
- Live Area: 7.25” (w) x 9.75” (h)

Bleed ads allow .125” bleed on all sides and keep live matter .375” from all trim edges.

**SPREAD**
- Two Page Bleed Size: 16.25” (w) x 10.75” (h)
- Trim Size: 16” (w) x 10.5” (h)
- Live Area (Each Page): 7.25” (w) x 9.75” (h)

For 2 page spread bleed ads, keep live matter .375” from all trim edges and from gutter.

**FRACTIONAL**
- 2/3 page: 4.5” (w) x 9.5” (h)
- 1/2 Page vertical: 4.5” (w) x 7” (h)
- 1/2 horizontal: 6.875” (w) x 4.625” (h)
- 1/3 vertical: 2.125” (w) x 9.5” (h)
- 1/3 horizontal: 4.5” (w) x 4.625” (h)
- 1/6 vertical: 2.125” (w) x 4.625” (h)
- 1/6 horizontal: 4.5” (w) x 2.25” (h)
- 1/12: 2.125” (w) x 2.25” (h)

Fractional bleed specs available upon request.

**AD SUBMISSION**

- **To submit an ad for Philadelphia magazine,** please email prodmac@phillymag.com to receive an upload link and file instructions.

- **To submit an ad for Philadelphia Wedding, BeWellPhilly or Taste magazine,** please email prodmcp@phillymag.com to receive an upload link and file instructions.

  *NOTE: Please do not email your ad directly. Use advertiser’s name as the file name. Zip your file before uploading and remove all special characters and extra periods from the file name. If you are sending native files, please package all fonts and images before zipping your files.***

- **Proofs:** Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

- **Proofs may be mailed to:**
  
  MetroCorp-Philadelphia Production ATTN: Ticia Albano
  
  1818 Market St Suite 3600, Philadelphia, PA 19103

- **Advertisements created by Philadelphia magazine:** There is a $150 ad creation fee which covers the initial creation of the ad and two rounds of corrective changes. Thereafter, clients will incur charges for each additional revision.

*If you have questions regarding your print ad, please call Ticia Albano in the Production Department at 215.940.4603 or call your sales representative at 215.564.7700.*
2015 Digital Advertising Specifications

BANNERS (DISPLAY ADS)

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728</td>
<td>90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
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<td>250</td>
</tr>
<tr>
<td>XL Rectangle</td>
<td>300</td>
<td>600</td>
</tr>
<tr>
<td>Mobile Unit</td>
<td>300</td>
<td>50</td>
</tr>
<tr>
<td>Billboard Unit</td>
<td>970</td>
<td>90</td>
</tr>
<tr>
<td>Skins</td>
<td>120</td>
<td>1050</td>
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Material Requirements

- HTML5 can only be accepted as a tag. Flash (swf), or Javascript can also be accepted.
- All ads must be submitted as web-friendly images in JPEG, GIF, SWF* formats or as tags (all file formats accepted for tags)
- Required size: 50 kb
- Required resolution: 72 DPI
- Full URL must be included in ad submission (embedded or we can embed)
- If submitting flash ads you must include this clicktag:
  ```javascript
  {getURL(clickTAG, "_blank");}
  ```
- When sending SWF files, these must be saved as Flash version 10.1 or lower with clickTAGs implemented. Please note: SWF files may load in a paused state in Google Chrome and Mozilla Firefox.

Rich Media Capable

- Sound: When moused-over or click-activated
- Expandable: Only when moused-over
- Animation: Up to 3 loops
- Animation: Maximum 20 seconds
- Third party rich media accepted
- Geo-targeting available
- 300x250 can stream video

Interactive pushdown unit

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collapsed</td>
<td>970</td>
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<tr>
<td>Expanded</td>
<td>970</td>
<td>415</td>
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<tr>
<td>Portrait unit</td>
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Sliding Billboard Unit

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>Collapsed</td>
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<td>70</td>
</tr>
<tr>
<td>Expanded</td>
<td>970</td>
<td>250</td>
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</table>

Interstitial

<table>
<thead>
<tr>
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<th>Width</th>
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<tbody>
<tr>
<td>600</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>500</td>
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</table>

NEWSLETTER SPONSORSHIPS

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
</tr>
</tbody>
</table>

Material Requirements

- RGB JPEG
- Required size: 60 kb
- Required resolution: 72 DPI
- Full URL must be included in ad submission
- Copy: Please include 25 words of copy for 'About Our Sponsor' section with hyperlink

EMAIL CAMPAIGNS

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Exclusive</th>
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<tbody>
<tr>
<td>Email Campaign</td>
<td>600</td>
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Material Requirements

- HTML, subject line, URL, and the best contacts to receive tests
- Creative and subject line will be subject to approval

CREATIVE FEES

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Standard units</td>
<td>$150 per unit</td>
</tr>
<tr>
<td>Rich media units</td>
<td>$4,500 minimum</td>
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AD SUBMISSION

All creative can be emailed to your Account Executive and will be forwarded on to the online marketing department.

Questions? Call Brittany Severini at 617-765-0085 or email bseverini@metrocorpmedia.com
2015 Phillymag.com Mobile Opportunities

For the first time in 2015, mobile web browsing is surpassing desktop. Target Phillymag.com’s robust, engaged mobile audience with the following mobile-friendly opportunities.

**MONTHLY MOBILE AUDIENCE:**
- 962,131 unique visitors
- 2,465,109 page views
- 1,763,873 visits

**MOBILE OPPORTUNITIES ON PHILLYMAG.COM**
*Available across Phillymag.com or targeted to the channel/audience of your choice
- Mobile hover unit (300x50 or 320x50)
- Mobile interstitial unit (300x250 or full page)
- In-stream mobile unit (300x250)

**EXTENDED MOBILE NETWORK OPPORTUNITIES**
- Hyper-local mobile targeting
- Smartphone channel targeting by category
- Smartphone run of network with DMA targeting

For more information, contact your sales representative or Mari DiChiara, Director, Digital Sales & Marketing, at mdichiara@phillymag.com.

Source: Google Analytics 2014
AVERAGE MONTHLY UNIQUE VISITORS

<table>
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<tr>
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<th>Q4 2014</th>
<th>Q4 2013</th>
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<tr>
<td>1,335,000</td>
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04 '13 vs 03 '14
UP 40%

AVERAGE MONTHLY PAGE VIEWS

<table>
<thead>
<tr>
<th></th>
<th>Q4 2014</th>
<th>Q4 2013</th>
</tr>
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<tbody>
<tr>
<td>5,669,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,125,000</td>
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</tbody>
</table>

04 '13 vs 03 '14
UP 37%

TRAFFICE BY DEVICE IN Q4

- Mobile: 50%
- Desktop: 40%
- Tablet: 10%

2014 TOP STORY CATEGORIES: PHILLY MAG

1. Food
2. Local Breaking News
3. Fitness
4. National Breaking News
5. Film

SOCIAL ENGAGEMENT: FACEBOOK

- 435 Posts
- 661,898 Engagements

HIGH ENGAGEMENT: 400 Posts were made in the month of February, resulting in over 661,000 reposts, likes, shares & comments.

SOCIAL ENGAGEMENT: TWITTER

- 917 Tweets
- 61,796 Engagements

HIGH ENGAGEMENT: 900 Posts were made in the month of February, resulting in over 61,000 reposts, likes, shares & comments.

SOCIAL MEDIA REACH

- Facebook: 125,957
- Twitter: 149,970
- Instagram: 28,137

Source: Google Analytics October-December 2013, October-December 2014; Facebook, Twitter, Instagram February 2015