



# 2023 MEDIA KIT

CUSTOM CONTENT  
PRINT  
DIGITAL





# OUR READERS

## DEMOGRAPHICS

61 % female; 39% male

90% college-educated

\$133K Avg. HH Income

MEDIAN READER AGE: 46.1

AVERAGE READER AGE: 48.8

80% of readers are between the ages of 25-64

## CIRCULATION & DISTRIBUTION

Total Readership: 60,149 each month

Controlled Distribution: 3,500

87.5% Subscriptions/ Direct Mail

(In-Home Delivery)

7.5% Newsstand

4.0% Event/ Promotion

1.0% High Volume Locations

REACH OVER  
**60,000**  
UPSCALE READERS  
MONTHLY.

## OUR STORIES





# 2022 RATES &

SIZE	12X	6X	3X	OPEN
Spread	\$3,500	\$3,775	\$4,000	\$4,275
Full	\$2,050	\$2,215	\$2,625	\$2,700
Half	\$1,275	\$1,475	\$1,650	\$1,775
Quarter	\$765	\$815	\$915	\$1,025

FULL PAGE  
8.5 x  
10.875

HALF  
VERTICAL  
3.5 x 9.25

HALF HORIZONTAL  
7.25 x 4.5

QUARTER  
PAGE  
3.5 x 4.5

- Add 20% for fixed or premium position.
- Rates are commissionable to recognized advertising agencies for camera-ready ad placement.
- Invoices are due and payable within 30 days of date of invoice.
- Rates subject to change, without notice.

## Trim Size: 8.5" x 10.875"

Full page bleed: Add .125" bleed on all sides.  
Live Area 7.25" x 10"

Two page spread Trim Size: 17" x 10.875"  
Half Page Horizontal: 7.25" x 4.5"  
Half Page Vertical: 3.5" x 9.25"  
Quarter Page: 3.5" x 4.5"

Digital files should be supplied in PDF format with CMYK color.  
All files should be 300 dpi and 133 linescreen or higher.  
Files can be e-mailed if the file size does not exceed 20 MB.

# ADVERTISING CALENDAR DATES

## FEB/MARCH

FACES OF BIRMINGHAM  
HEART HEALTH  
PRIVATE SCHOOLS  
EYE CARE  
GETTING BETTER: PHYSICAL,  
OCCUPATIONAL/SPEECH THERAPY  
WEDDINGS  
[CLOSING DATE: DECEMBER 1](#)

BEST  
SELLER

## APRIL/MAY

BE WELL BHAM  
MENTAL HEALTH  
TOP REALTORS  
**TOP ATTORNEYS**  
INSURANCE INDUSTRY LEADERS  
PETS AND VETS  
BEST OF THE BEACH  
[CLOSING DATE: FEBRUARY 1](#)

BEST  
SELLER

## JUNE/JULY

THE WOMEN'S ISSUE  
POWER OF WOMEN  
TOP WOMEN IN MEDICINE  
FAITH AND WORSHIP GUIDE  
FITNESS GUIDE  
SALON SUPERSTARS  
LGBTQ PRIDE  
CUTEST BABY CONTEST  
PEPPER PLACE  
[CLOSING DATE: APRIL 1](#)

BEST  
SELLER

## AUG./SEPT.

THE CITY GUIDE  
A HIP, COMPREHENSIVE GUIDE TO  
THE CITY WE LOVE  
THE BEST OF BIRMINGHAM  
**TOP FEMALE LAWYERS**  
RETIREMENT COMMUNITIES  
DOWNTOWN LIVING  
EXPERTS  
COSMETIC DENTISTRY  
[CLOSING DATE: JUNE 1](#)

CITY  
GUIDE

## OCT./NOV.

BIRMINGHAM'S BEST BUILDERS  
THE SOUTH'S BEST COLLEGES  
FUSION AWARDS  
NURSING AWARDS  
KITCHENS AND BATHS  
PAIN MANAGEMENT  
SKIN YOU ARE IN DERMATOLOGY  
BREAST CANCER AWARENESS  
[CLOSING DATE: AUGUST 1](#)

BEST  
SELLER

## DEC./JAN.

TOP DOCTORS  
TOP DENTISTS  
CHARITABLE GIVING  
HEALTHCARE HEROES  
JEWELRY  
SUPER LAWYERS  
FINANCIAL ADVISOR GUIDE  
TOP MORTGAGE PROS  
CUTEST PET CONTEST  
[CLOSING DATE: OCTOBER 1](#)

NEW  
IDEAS



## DIGITAL AND SOCIAL MEDIA

### Your “Secret Weapon ”

B-Metro SOCIAL MEDIA engage an active audience on Facebook, Instagram & Twitter.

### Facebook Spotlight Series

Let us write a professional story about your business and publish it on Facebook. Watch it “go viral.” It’s word-of-mouth. On steroids.

### Contests and Series

Ask to see our results! We are happy to share our success from promotions like The Face of the Day, The River House Project for Harris Doyle, and The Cutest Baby Contest.

### B-There Email Newsletter

Upcoming events are highlighted in our weekly digital newsletter each Wednesday. Distribution: 9,500 email subscribers



## B-Metro Targeted Digital Marketing

B-Metro has partnered with one of the nation’s largest and most comprehensive programmatic marketing platforms. We can help you put in play tactics like:

- Geo-fencing,
- Retargeting,
- Programmatic video and
- Native ads.

B-Metro enables marketers to target, optimize, and report on display campaigns—increasing accuracy and eliminating waste.

## OMNI-PLATFORM MARKETING

### Multi-Faceted Marketing

Every month, thousands of people turn to our print and digital publications for entertainment, inspiration and information about their community. Readers welcome our magazines and our advertisers into their homes giving businesses across the region a popular, trusted platform to showcase their goods and services. Combining the tangible strength of print advertising with multiple digital channels and popular events allows us to increase the reach and impact of our clients’ marketing campaigns..

### Geo-Fencing

Mobile devices, usually smartphones, play a crucial role in helping consumers decide where to shop, dine or visit. With a variety of tools and strategies, we can place your targeted advertising message on the right smartphones at the right times.

#### LOCATION TARGETING

Target mobile users who visit set locations during specified timeframes.

#### LOOKBACK TARGETING

Reach consumers who have visited target locations in the past, regardless of where they are now.

#### CONQUEST TARGETING

Reach consumers who have visited your competitor’s locations.

#### CONQUEST + FOOT TRAFFIC

#### ATTRIBUTION

Match consumers who received an ad after visiting a competitor’s location with shoppers entering your store(s).

Google reports that on average, each of us checks our smartphone 21 times an hour

### Targeted Display

Audience Extension /  
Programmatic Advertising

Targeted Display is a great “conversation extender” because it reaches your potential customers on any device they might use when consuming content on the web. We partner with the highest rated, most trafficked websites in the world to promote your business with display advertising. Your ads will appear next to content that matches perfectly to your target demographic group.

#### GEOGRAPHIC

Zero in on prospects based on zip code, city, state, country or set radius from your location.

#### DEMOGRAPHIC

Select specific age, income, gender, ethnicity and education.

#### CONTENT & BEHAVIORAL

Target consumers based on their online behavior and interests.

#### FREQUENCY

Set targets and limits for the number of times your ad is viewed.

#### DAYPARTING

Choose the days and times your ads are seen.

#### SITE RETARGETING

Delivers follow-up online ad messages after a prospect has visited your website.

### Device ID

Display campaign targeting specific devices that have been within a geo frame during a previously specified timeframe. This is a geo-fencing offering where we can target people who have visited a specific location in a specific time frame (within 5 days, up to 6 months)

### E-Mail Marketing

Dedicated email blasts sent out on behalf of the advertiser targeted to specific users and delivered to their email address. We utilize our third party database of people who have double opted-in to receive marketing/promotional emails.



## BEST SELLERS

### FACES OF BIRMINGHAM

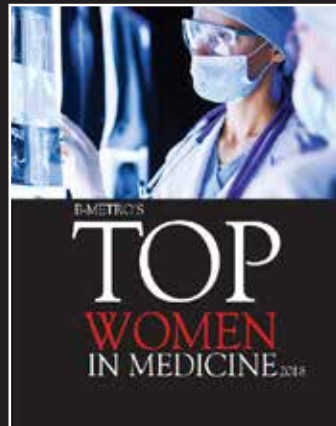


## BUILD YOUR BRAND WITH CUSTOM PROFILES

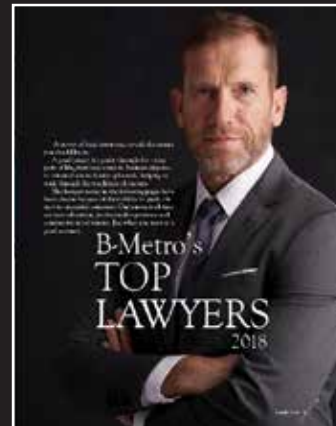
### TOP DOCTORS



### TOP WOMEN IN MEDICINE

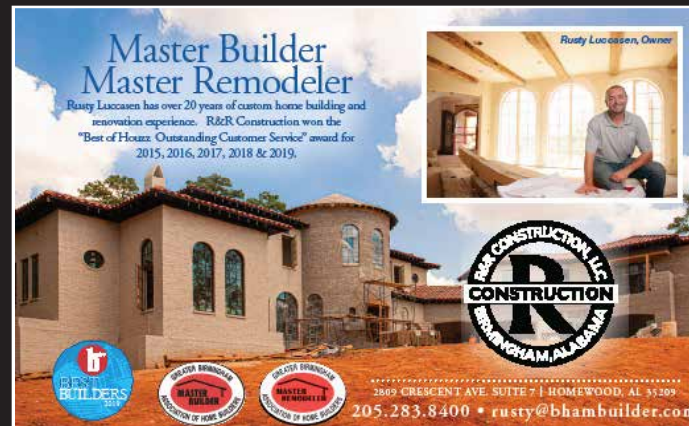


### TOP ATTORNEYS



THE FACES OF BIRMINGHAM, WOMEN'S PROFILES, EXPERTS, TOP DOCTORS, TOP LAWYERS, TOP WOMEN ATTORNEYS, BEST BUILDERS, TOP DESIGNERS

### BEST BUILDERS



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