



2025

MEDIA KIT

Baltimore

MAGAZINE



IT'S WHERE LOCALS BECOME INSIDERS.

LOOKING TO REACH A HIGHLY EDUCATED, AFFLUENT, AND ENGAGED AUDIENCE?

As the longest-standing city magazine in the country, we've evolved to become a multi-channel media powerhouse throughout the Baltimore region. We are passionate about our town, the people who live here, the stories we tell, and our valued partners. **We're dedicated to providing original, award-winning content that shapes thinking, influences decision-making, and inspires action.**

OUR BUSINESS MODEL IS SIMPLE:

ATTRACT

A HIGH-VALUE AUDIENCE.



CONNECT

THEM TO OUR ADVERTISERS.



BUILD & SUPPORT

OUR ADVERTISERS' BUSINESSES.

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OUR REACH

Baltimore magazine extends beyond print, connecting its advertising partners with a highly coveted audience through a dynamic multimedia platform.

Through the power of print, digital, and live events, **Baltimore** can customize a program to reach the target market you desire.

PRINT



Baltimore magazine



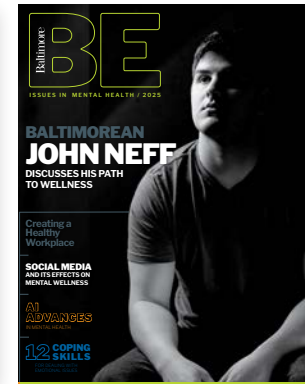
Baltimore Weddings



BSO Overture



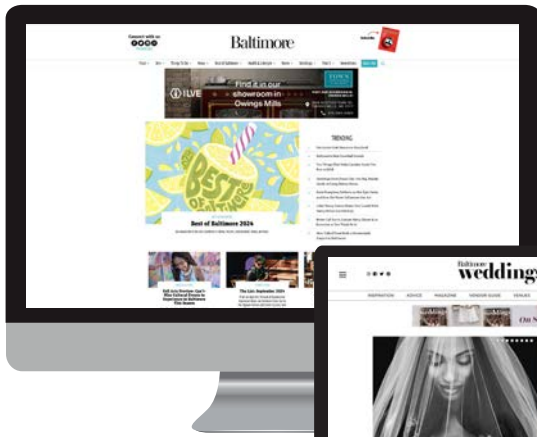
Johns Hopkins Magazine



BE magazine

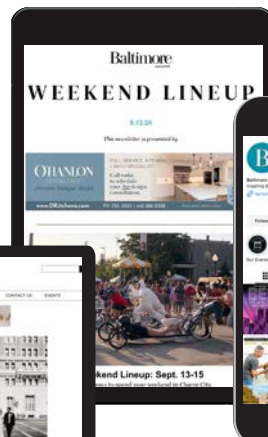
DIGITAL

WEBSITE



baltimoremagazine.com

EMAIL



SOCIAL MEDIA



baltimoremagazine.com

LIVE EVENTS



Best of Baltimore Party

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PRINT READERSHIP



**OVERALL MONTHLY PRINT
READERSHIP: 137,000+**



**HOTEL
DISTRIBUTION: 6,000+**



**WAITING ROOM
DISTRIBUTION: 4,000+**

No other regional magazine in the Baltimore area can match our reach and impact. Although Baltimore has readers throughout Maryland and across the country, the majority of our readership is found in the Baltimore metro area.

And in addition to our loyal paid subscribers receiving copies monthly in their mailboxes, *Baltimore* magazine can be found in major grocery stores, specialty markets, bookstores, BWI airport, local hotels, and waiting rooms.

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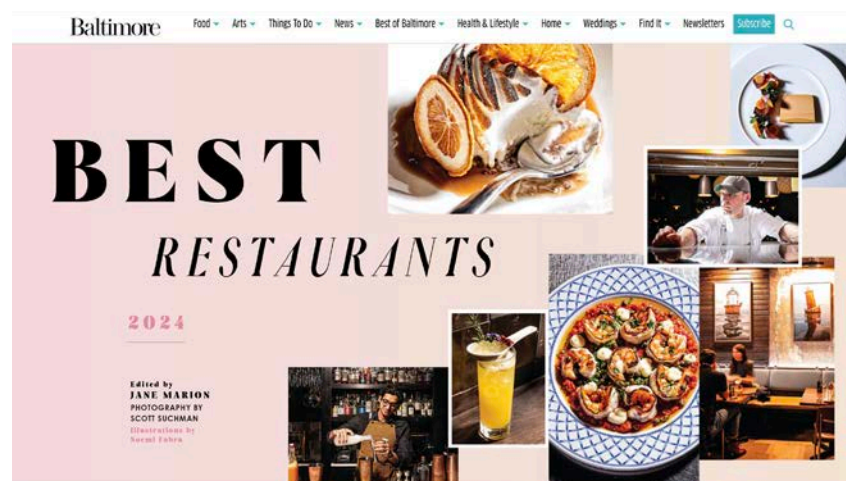
Source: 2024 CVC Audit and current distribution



Top Doctors, November

Best Restaurants, March

Best of Baltimore, August



Best Restaurants, Homepage



Crab Fest, Event

AUDIENCE

For more than a century, *Baltimore* has remained the single most trusted voice and widely read local magazine in the metropolitan area, reaching a highly educated, affluent, and engaged audience. Our distribution is verified by the Circulation Verification Council, which provides an annual independent audit.

PRINT

Monthly Readership: **137,000+**

DIGITAL

Annual Website Visitors: **2,488,600+**

Annual Page Views: **4,059,800+**

EVENTS

Our signature events range from intimate gatherings of 100 attendees to our annual parties and festivals that attract up to 1,500.

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Source: 2024 CVC Audit and Google Analytics

READER DEMOGRAPHICS



GENDER

64% female

36% male



MARITAL STATUS

70% married or partnered

30% single/divorced/other



AVERAGE HOUSEHOLD INCOME

78% have an annual household income over \$100,000 per year

36% have an annual household income over \$200,000 per year



AS A RESULT OF READING BALTIMORE

76% have made purchases or selections based on an advertisement

80% have dined in a restaurant



32% 25-45

50% 46-65

18% 65+



PROFESSIONAL STATUS

25% Executive

25% Decision-Maker



EDUCATION LEVEL

81% of our readers hold a bachelor's degree or higher



IN THE NEXT 12 MONTHS

63% Planning on going on vacation

51% Planning to purchase furniture or home furnishings

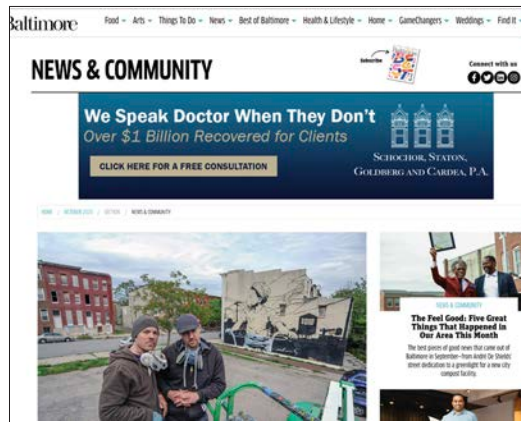
33% Planning a home renovation

30% Planning to invest in wealth management

30% Looking for a veterinarian



BRANDED CONTENT

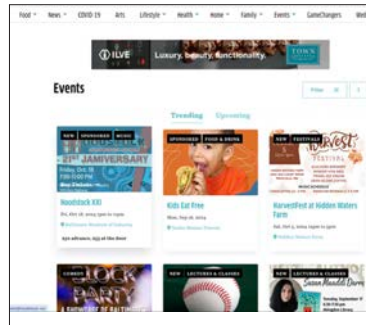


DISPLAY ADVERTISING

ROS, channel sponsorships,
feature sponsorships, programmatic



DIRECTORIES



EVENTS CALENDAR



SPONSORED & TARGETED EMAILS



CONTESTS & POLLS



NEWSLETTERS



SOCIAL MEDIA

Sponsored posts,
custom giveaways

DIGITAL AUDIENCE

MEET OUR ONLINE READERS

As an extension of our print magazine, *baltimoremagazine.com* is enhanced with daily updates by our award-winning editorial team. Amplify your brand messaging and achieve measurable goals with digital advertising campaigns that can be hyper-targeted and fully customized to your needs.

61% mobile

33% desktop

6% tablet

75% ages 25-64

56% female

45% male

242,000 social media followers

207,400+ average monthly unique visitors

338,300+ average monthly pageviews

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Custom Events:
Let *Baltimore* magazine
plan your next event.
We'll line up the
venue, food, drink,
and entertainment
logistics.

LIVE EVENTS

THERE'S NOTHING LIKE THE POWER OF FACE-TO-FACE MARKETING.

From large-scale celebrations to intimate panel discussions and awards ceremonies, our professional team produces high-end, **diverse events** and brand experiences that deliver results. On top of that, our multimedia firepower delivers the right audience.

Bring your **brand** to life as an event sponsor or showcase your venue as an event partner.

WOMEN WHO MOVE MARYLAND

February 2025 • Size: 200

A three-course luncheon that brings together some of Baltimore's most powerful women and encourages connections to help one another in various aspects of their lives.

THE WEDDING PARTY

March 2025 • Size: 200

Inspired by and created for Charm City couples, The Wedding Party is a ticketed event featuring the area's premier wedding professionals. Attendees engage with local vendors while tasting wedding cakes and samples from local restaurants and caterers.

BE: MENTAL HEALTH EVENT

March 2025 • Size: 200

In honor of our inaugural special publication of *Baltimore BE: Issues in Mental Health*, we will come together for an evening of education and inspiration. Featuring special guest hosts from Stoop Storytelling, a beloved Baltimore-based podcast and live show, the event will highlight five personal experiences as well as a diverse panel of experts representing a range of mental health practices.

HOME & DESIGN AWARDS

March 2025 • Size: 200

A local competition for architects, interior designers, artisans, builders, and landscape designers. A distinguished panel of nationally renowned professionals judge entries in 30 categories. Winners are announced at a cocktail party and awards reception in March and featured in the April issue of *Baltimore* magazine.

EXCELLENCE IN NURSING

May 2025 • Size: 400

This annual dinner and awards ceremony celebrates the special editorial feature in our May issue. Medical professionals gather to toast the region's top nurses for their extraordinary contributions to healthcare.

CRAB FEST

July 2025 • Size: 1500

A festival celebrating Baltimore's beloved summer treasure—crabs! Guests have the opportunity to enjoy fare from some of Baltimore's best crab joints and dance to the tunes of live music all while indulging in delicious craft beer and cocktails.

BEST OF BALTIMORE

August 2025 • Size: 1200

Our biggest and BEST event of the year, with over 1,000 attendees gathering to celebrate our annual Best of Baltimore issue. The tradition of sampling specialty bites from several of the area's most noteworthy restaurants, sipping on hand-crafted cocktails, and dancing all night long will continue in 2024. This is our signature event, and it continues to be one of the most anticipated events of the summer.

TOP AGENTS

September 2025 • Size: 200

Our first-ever gathering in celebration of our annual Top Agents list featured in our August issue. Baltimore's top real estate producers will celebrate their success over light bites and drinks, while networking with fellow industry leaders.

BUSINESS & BREWS

September 2025 • Size: 200

A networking event for leaders featured in our Men on the Move special section to build relationships with like-minded peers and collaborate over craft beer.

GIVE BALTIMORE

October 2025 • Size: 200

At this event exclusively for nonprofits featured in our annual Give Baltimore special section, nonprofit leaders from around the region come together for an evening of networking and storytelling. Ted-style talks feature some of our city's most selfless community members.

TOP DOCTORS

November 2025 • Size: 200

Each November, Baltimore magazine honors over 500 of the region's top physicians in our annual Top Doctors issue. The event celebrates these doctors with cocktails, hors d'oeuvres, networking, and much more!

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NEWSLETTERS

Pointing you to the best in food, nightlife, arts, culture, fashion, and more.

NEWSLETTER	HIGHLIGHTS	DEPLOYS	DISTRIBUTION	INVESTMENT
Datebook	Best events to fill your calendar this month	First & Third Monday	33,400+	\$475
Weekend Lineup	Best things to eat, drink, see, hear, and do this weekend	Every Friday	33,400+	\$475
Local Flavor	Food news and restaurant reviews	Every Thursday	31,500+	\$475
Charm City Picks	Our ultimate guide to making the most of crab season in Charm City	Seasonally	7,000+	\$400
Weekender	A weekly roundup of Baltimore's top news stories	Every Saturday	6,500+	\$400
Home & Living	A closer look at the most beautiful homes in Baltimore	Monthly	5,500+	\$400
Arts District	The latest in local art, music, movies, and theater	Second & Fourth Wednesday	5,600+	\$350
Charmed Life	Trends in shopping, lifestyle, beauty, and wellness	Last Tuesday of Every Month	5,200+	\$350
Weddings	Stories to inspire, inform, and elevate your big day	Tuesday 2x Per Month	3,300+	\$350
Traveler's Notes	Travel tips and ideas	Quarterly	2,500+	\$350

Please ask about our frequency discounts.

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Please ask about our frequency discounts.



DEDICATED EMAILS

SPONSORED AND TARGETED EMAIL

Email is a proven and cost-effective way to reach your best prospects. Our comprehensive email marketing solutions will deliver results for your business.

SPONSORED EMAIL

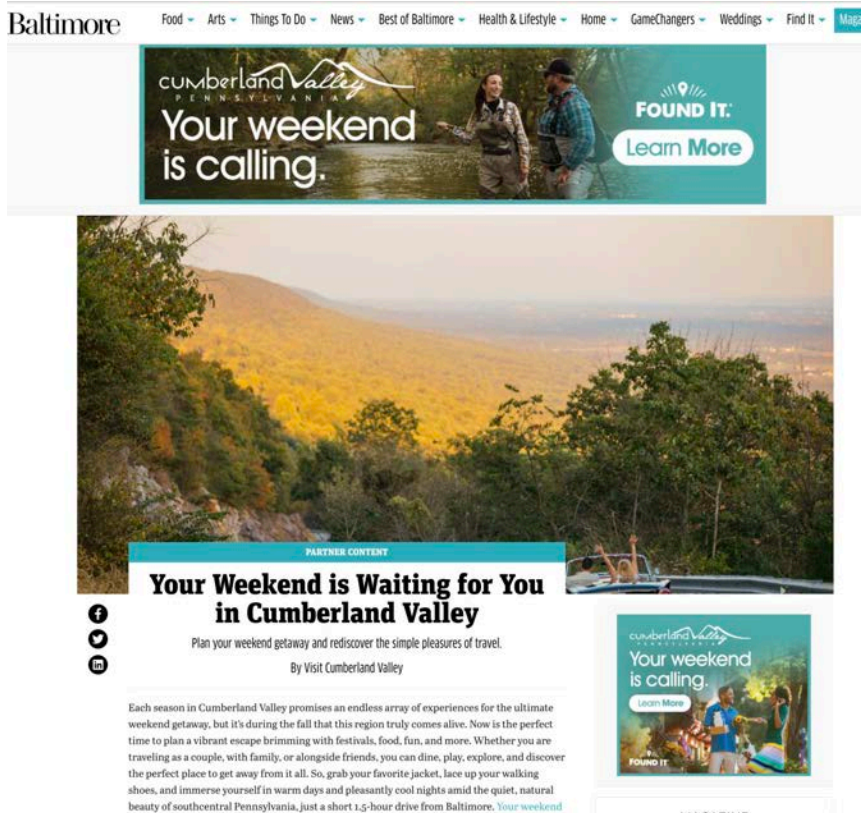
With sponsored email, your brand owns the entire message, allowing for complete customization of copy and design. Reach Baltimore's coveted audience of over 28,000 consumers. These people have opted-in to receive messages from the trusted local businesses they count on *Baltimore* magazine to deliver.

RATE: \$950

TARGETED EMAIL

With more than 145 million consumer and 30 million business-to-business verified email addresses, our targeted eblasts will put your exclusive and customized message in front of your best prospects. Specific targeting can be based on geography, demographics, and/or interests.

RATE: \$30 CPM



BRANDED CONTENT

LET US TELL YOUR STORY WITH CUSTOM CONTENT

REACH AN ENGAGED AUDIENCE

Branded content is a powerful way to positively impact your brand perception. By sharing information that is relevant and valuable, you engage our audience, gain trust, and capture new business.

CONTENT CREATION

We work closely with you to develop content ideas that will resonate. Our editors take lead on creating content based on the intersection of your marketing goals and knowledge of how our audience engages.

CONTENT PROMOTION

What good is great content if it doesn't reach the right audience? That's why we run a multi-dimensional campaign to drive traffic to your content.

CAMPAIGN REPORTING

At the end of the promotional period, you will receive a comprehensive report that details every aspect of user interaction with your content.

30 DAYS:

- Creation of article
- 30 days homepage promo
- 30 days channel promo
- 1 FB post
- 1 sponsored content block in newsletter
- Display ads surrounding your article
- Content lives on our site indefinitely

RATE: \$1,950

60 DAYS:

- Creation of article
- 60 days homepage promo
- 60 days channel promo
- 2 FB posts
- 2 sponsored content blocks in newsletter
- Targeted social media ad campaign
- Display ads surrounding your article
- Content lives on our site indefinitely

RATE: \$3,450

90 DAYS:

- Creation of article
- 90 days homepage promo
- 90 days channel promo
- 3 FB posts
- 3 sponsored content blocks in newsletter
- Targeted social media ad campaign
- Display ads surrounding your article
- Content lives on our site indefinitely

RATE: \$3,950

120 DAYS:

- Creation of article
- 120 days homepage promo
- 120 days channel promo
- 4 FB posts
- 4 sponsored content blocks in newsletter
- Targeted social media ad campaign
- Display ads surrounding your article
- Content lives on our site indefinitely

RATE: \$4,950

CUSTOM SOLUTIONS

Let our team of editorial and marketing experts create a customized approach to sharing your brand's message. Infuse your campaign with immersive storytelling devices such as video production, design, microsites, and more.

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ANNUAL POLLS

READERS TELL US WHAT THEY LOVE MOST ABOUT CHARM CITY



BEST RESTAURANTS READERS' POLL

Charm City uplifts the local restaurant scene by sharing their go-to eats, from top takeout spot to choice carryout cocktails, in this supplement to our annual 50 Best Restaurants list.



WEDDINGS READERS' POLL

Do you have a go-to shop for wedding party gifts? Do you know a florist that truly creates art with flowers? Charm City couples tell us their favorite vendors in the local weddings industry.



CRAB FEST'S CLASH OF THE CRABS

Baltimore's top crab houses get crackin' in this bracket-style contest. Who will be crowned the best of the best? Readers decide over six rounds of voting.



CUTEST PET CONTEST

With the rise of pet-friendly social spaces, one thing is clear: Baltimoreans sure do love their pets. Over two weeks, voters will determine which adorable pup or precious cat deserves the Cutest Pet crown.



BEST OF BALTIMORE READERS' POLL

In this compliment to our editors' yearly Best of Baltimore August issue, Baltimoreans honor their Charm City favorites in this annual poll—from their go-to coffee shop and hiking trail, to the best podcast and must-see attraction.

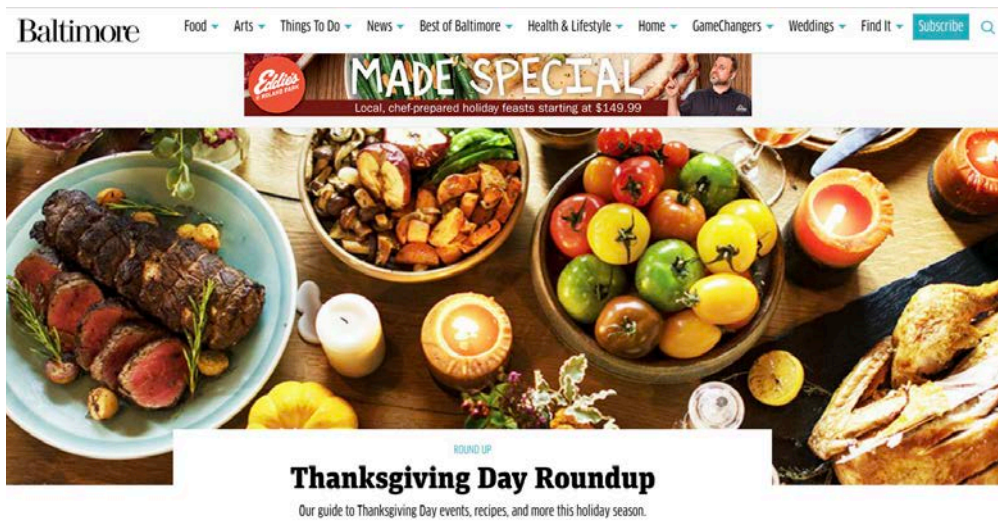


SNOWBALL FIGHT

It wouldn't be summer without a visit to a Charm City snowball stand for the area's token treat. In this bracket-style contest, regional snowball stands will go head-to-head to earn the top spot.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES INCLUDE:

Sponsorship of poll landing page • Logo included on promotional emails • Sponsorship mention in (1) social media post • Logo included on print ad promoting poll



FOOD & DRINK

Where to Order Thanksgiving Takeout Around Baltimore

Whether you're looking for a full feast, filling sides, or festive pies, local restaurants have you covered.



ON THE TOWN

Thanksgiving Eve Remains a Time-Honored Tradition in Baltimore

We round up the best bar specials and live music performances to reconnect with your home-for-the-holiday crew.



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ANNUAL ROUNDUPS

JANUARY:

Winter Roundup

APRIL:

Spring Roundup

MAY:

Mother's Day Roundup

JUNE:

Summer Roundup

SEPTEMBER:

Fall Roundup

NOVEMBER:

Thanksgiving Roundup

DECEMBER:

Holiday & NYE Roundup

ASSETS:

- 970px x 250px
- 728px x 90px
- 300px x 250px
- 600px x 500px
- 1200px x 300px
- URL link, logo (at least 300px wide)

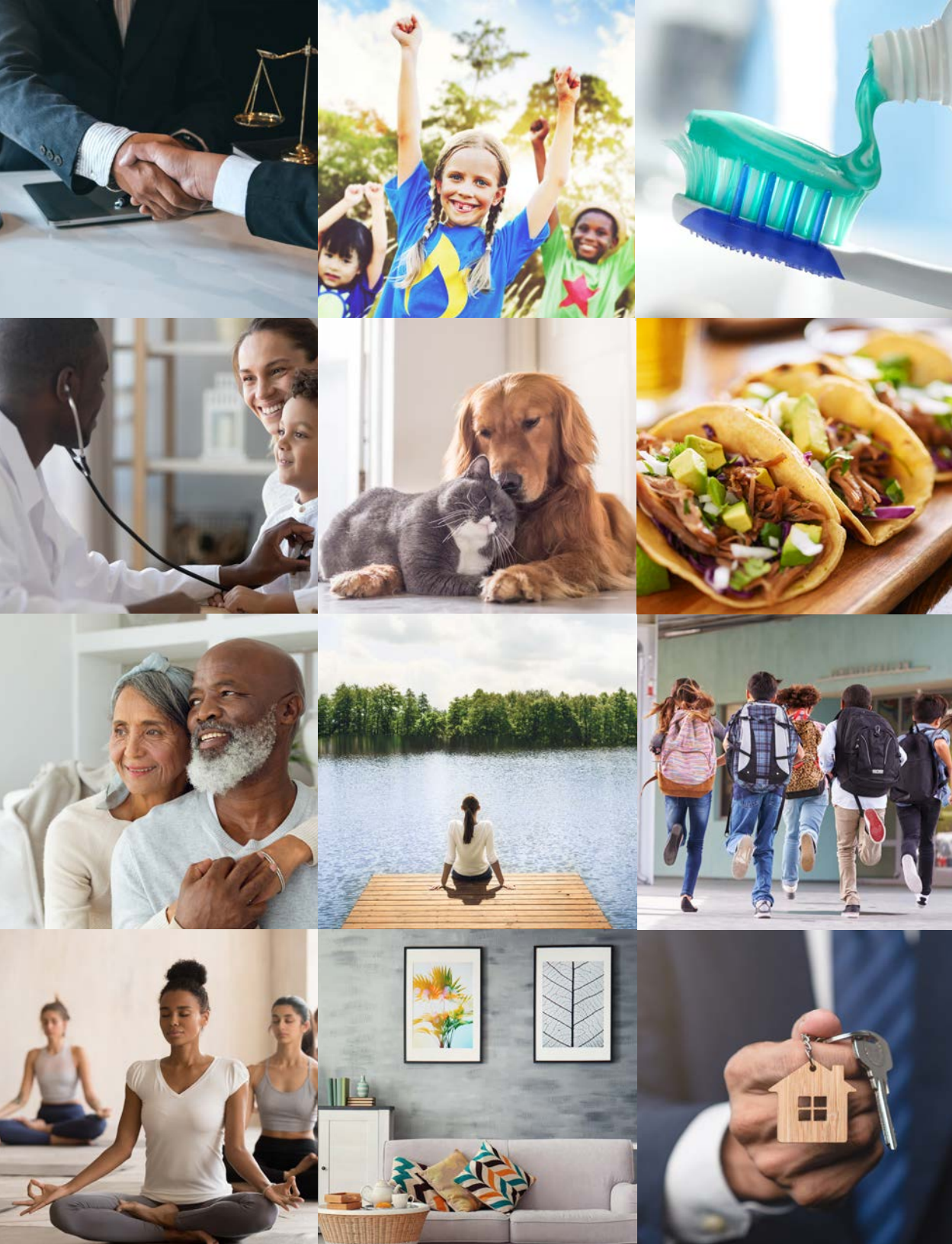
PROMOTION:

- Promoted via social media and on homepage
- Promotion within e-newsletters linking to roundup
- Dedicated roundup email featuring sponsor's ads

RATE: \$750 each

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DIGITAL DIRECTORIES

Enhanced listings provide an easier way for readers to find your business online all year long.

Directories are promoted through *Baltimore* magazine media properties.

ATTORNEY DIRECTORY

CAMP DIRECTORY

DENTIST DIRECTORY

DOCTORS DIRECTORY

PETS DIRECTORY

RESTAURANT DIRECTORY

RETIREMENT DIRECTORY

TRAVEL DIRECTORY

SCHOOLS DIRECTORY

WELLNESS DIRECTORY

HOME RESOURCE DIRECTORY

REALTOR DIRECTORY

RATE: \$600

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CONTENT CHANNELS

Each channel offers alignment with a clear identity, strong viewability, high impact ad units, and 100% share of voice.

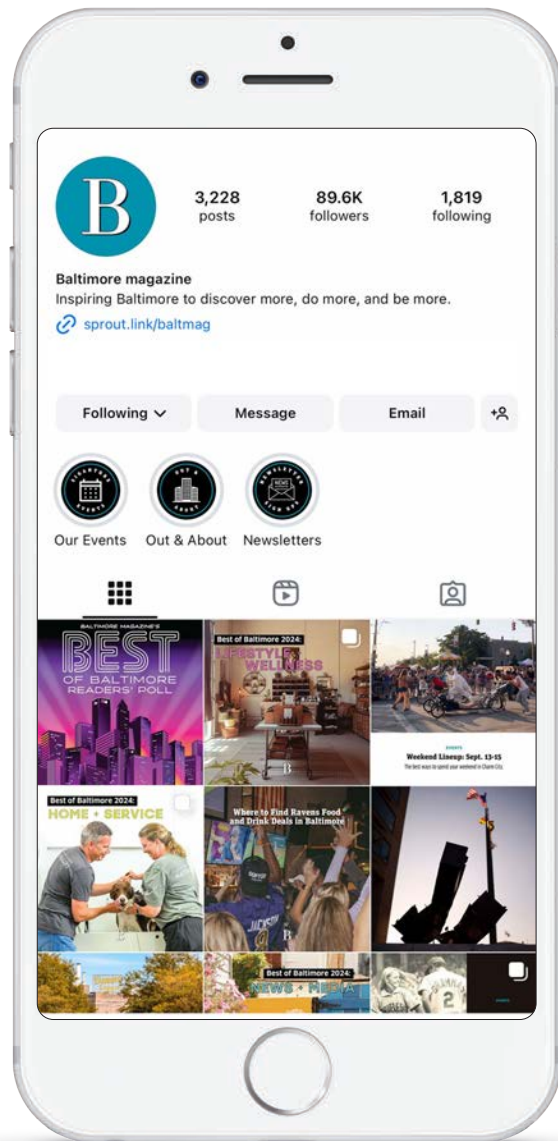
CONTENT CHANNEL	AVERAGE MONTHLY ADS SERVED	MONTHLY INVESTMENT
Food & Drink	282,000	\$1,600
Arts & Culture	148,000	\$850
Events	68,000	\$850
Home Page	95,000	\$850
News & Community	83,000	\$750
Home & Living	32,000	\$650
History & Politics	27,000	\$500
Weddings	48,000	\$650
Health & Wellness	23,000	\$500
Travel & Outdoors	31,000	\$600
Style & Shopping	19,000	\$650
Business & Development	21,000	\$500
Sports	20,000	\$500
Education & Family	10,000	\$500
Science & Technology	2,000	\$500

AUDIENCE EXTENSION ADD-ON:

	Impressions	Rate
Option 1	75,000	\$500
Option 2	150,000	\$950
Option 3	250,000	\$1,550

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@baltmag audience & facts:

- 90,000+ followers
- 69% female, 31% male
 - 26% ages 25-34
 - 38% ages 35-44

SOCIAL MEDIA

INSTAGRAM GIVEAWAYS AND SPONSORED POSTS

PRICE \$950

INSTAGRAM GIVEAWAY: GROW YOUR INSTAGRAM FOLLOWING:

Baltimore's Instagram following is a rapidly growing audience of 73,000+ engaged food, drink, fashion, and event lovers who are active in the community and scanning social media for the latest and greatest news and trends in Baltimore. Grow your Instagram following and entice visitors to your business by partnering with Baltimore on an Instagram giveaway campaign.

BENEFITS:

- Capitalize on *Baltimore's* brand and position your property as recommended by an expert
- Grow your Instagram following and engage with your target clientele
- Bring your property to life by allowing followers to picture themselves there

YOUR POST WILL INCLUDE:

- Geo-tagged location
- Tagged account in the photos
- Tagged account in the copy
- Required follow of client account in order to win

SPONSORED POSTS: MAKE A SPLASH ON THE SCENE TO BALTIMORE'S STATUS-CONSCIOUS SOCIALITES:

We offer businesses in select industries the opportunities to show off their brand's best look with sponsored posts. And we can track the impressions and engagement of each post thereafter, gathering valuable insights for your business.

WE'LL TRACK AND PROVIDE:

- Impressions (Number of times your post was seen)
- Reach (Number of unique individuals that viewed your post)
- Engagement (Number of comments/likes)

PROGRAM RATES & REQUIREMENTS:

Program Rates: Client must provide photos (must own rights otherwise need to be non-professional photos) for Baltimore to select from as well as draft copy or bulleted details, as well as a prize valued at \$250 or more (for giveaways only).

Instagram Story: Extend the reach of your sponsored post with the addition of up to three (3) Instagram Story promotional slides. Rate: \$150 for 1 slide. \$100 for 2+ slides..

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BALTIMORE MAGAZINE AUDIENCE EXTENSION

REACHING YOUR TARGET AUDIENCE BEYOND OUR MAGAZINE AND WEBSITE PAGES.

Baltimore magazine's readers are your ideal target audience. That's why you place ads in our magazine, on our website, or within our weekly newsletters. With "audience extension" your message can also reach these people as they move across different online channels. For example:



This is Jane. Jane regularly reads *Baltimore* magazine's newsletters and visits our website to read editorial content.



At work, Jane goes on to visit some of her other favorite websites. As she is browsing, she comes across different versions of your ad.



At home, Jane is scrolling her social media feeds to unwind and she comes across yet another ad from your company.



Jane is now familiar with your brand's messaging and clicks through the ad to consider your offerings more deeply.

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PROGRAMMATIC ADVERTISING

EXTEND THE IMPACT OF YOUR MESSAGING WITH RETARGETING

After someone visits your website, we can re-target them as they move through the internet, serving multiple versions of your ad as they visit other websites.

CUSTOM AUDIENCE TARGETING

LOOKING TO EXPAND YOUR REACH BEYOND THE *BALTIMORE* MAGAZINE AUDIENCE?

Our team of digital marketing specialists can design a custom audience tailored to your ideal consumer, using criteria such as:

DEMOGRAPHICS • INTERESTS • ONLINE BEHAVIOR • LOCATION



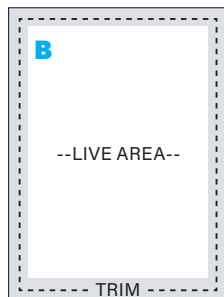
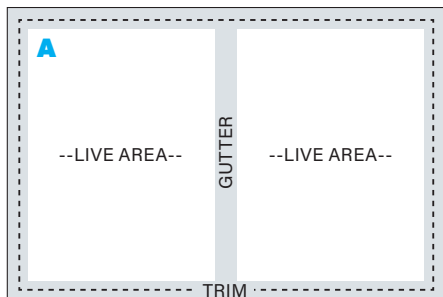
2025 PLANNING CALENDAR

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	EDITORIAL	SPECIAL SECTIONS	EVENTS	ANCILLARY PUBLICATIONS	POLLS & CONTESTS	SPACE CLOSE	MATERIALS	NEWSSTANDS
JANUARY	BALTIMORE BUCKET LIST Our editors share their can't miss things to eat, see, hear, and do in Charm City. Plus: Barber Shops, Shawn Chopra of Good Neighbor, Reed Baltimore	Super Lawyers, Cosmetic Surgery, Inclusive Resources Guide, Beauty & Wellness		<i>Baltimore Weddings</i>	Best Restaurants Readers' Poll	NOV 20	NOV 25	DEC 27
FEBRUARY	IS BALTIMORE'S RENAISSANCE FINALLY HERE? With stability in city hall, a new arena attracting A-List talent, Camden Yards attendance up, and the Red Line back in the works, we ask: is Baltimore finally having a moment?	Women Who Move Maryland, College and Graduate Programs Guide, Camps, Taste	Women Who Move Maryland: 2/19/25			DEC 27	DEC 30	JAN 31
MARCH	KEY BRIDGE: ONE YEAR LATER One year after the collapse of the bridge, we look back at how the tragedy radically changed our city, and the progress being made. Plus: HOME, What's Next For Under Armour? BE MENTAL HEALTH ISSUE The inaugural edition of BE, a bonus publication dedicated to highlighting the critical importance of mental health support in our community.	HOME, Early Education Guide, Camps Guide, Taste	Home & Design Awards, BE: Mental Health Publication Event: 3/6/25, The Wedding Party: 3/9/25	<i>BE Mental Health Issue, Johns Hopkins Magazine, Overture</i>		JAN 24	JAN 27	FEB 28
APRIL	BEST RESTAURANTS Our annual list of the area's best restaurants and eateries. Plus: Home & Design Awards, Remembering Freddie Gray	Spotlight Profiles, Vibrant Living Guide: Estate Planning, Spring Getaways, Cannabis, Best Restaurants Readers' Poll Winners Circle				FEB 21	FEB 24	MAR 28
MAY	REAL ESTATE: ANATOMY OF A BALTIMORE ROWHOME From screen paintings to marble steps, Charm City rowhomes are as unique as the residents who live in them. Plus: Excellence in Nursing, HOME, Preakness 150th Anniversary	Profiles of Law, HOME, Taste, Home & Design Awards Winners Circle	Excellence in Nursing	<i>Overture</i>	Best of Baltimore Readers' Poll	MAR 21	MAR 24	APR 25
JUNE	A WALK ON THE WATER Rediscovering one of the oldest and best downtown harbors in the country: Inner Harbor. Plus: Top Dentists, Local Love, West Virginia Travel	Dental Profiles, Local Love, Summer Getaways		<i>Johns Hopkins Magazine</i>	Crab Bracket	APR 18	APR 21	MAY 23
JULY	CRAB GUIDE A celebration of Maryland's crab houses, history, and traditions.	Faces of Baltimore, Doctors Orders, Crabs, Taste	Crab Fest		Snowball Bracket	MAY 16	MAY 19	JUNE 20
AUGUST	BEST OF BALTIMORE Our annual celebration of the people and places that make Charm City great.	Beauty & Wellness, Schools, Early Education, Best of Baltimore Readers' Poll Winners Circle, Top Agents	Best of Baltimore		Cutest Pets Contest	JUNE 20	JUNE 23	JULY 25
SEPTEMBER	CHARM CITY MURALS We celebrate the city's burgeoning street art scene. Plus: HOME, Fall Arts Calendar, Stravos Halkias	Men on the Move, HOME, Cosmetic Dentistry, Fall Arts, Best of Baltimore Editorial Winners Circle	Business & Brews, Top Agents	<i>Johns Hopkins Magazine, Overture</i>		JULY 25	JULY 28	AUG 29
OCTOBER	THE PET ISSUE From places to hike with your dog to cute cat cafes, our Charm City guide to living with—and loving—all creatures great and small. Plus: Fall Travel.	Give Baltimore, School-Open Houses Guide, Pet Guide, Fall Getaways, Taste, Doctors Orders: Breast Cancer	Give Baltimore		Weddings Readers' Poll	AUG 22	AUG 25	SEPT 26
NOVEMBER	TOP DOCTORS Our annual list of the region's top doctors. Plus: HOME, Cold Cases	Medical Profiles, Vibrant Living: Best Places to Retire, HOME, Taste	Top Doctors	<i>Johns Hopkins Magazine, Overture</i>		SEPT 26	SEPT 29	OCT 31
DECEMBER	BEST BARS A tribute to the area's most beloved watering holes, from corner dives to hotel bars.	Spotlight Profiles, Cannabis Guide, Holiday Gifts, Winter Getaways				OCT 24	OCT 27	NOV 28

*Planning calendar subject to change

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PRINT SPECS

MECHANICAL SPECIFICATIONS

TRIM SIZE

8" x 10 1/2" (8" x 10.5")

LIVE AREA

7 3/8" x 9 7/8" (7.375" x 9.875")

TEXT SAFETY AREA

5/16" (.3125") inside of trim (Full Page/Spread only)

BINDING

Perfect bound

PRINT METHOD

Web offset

DEADLINE

Any ads submitted past deadline will be assessed a \$50 late material fee.

SUBMITTING YOUR AD

Create an account using the following link: baltimore.sendmyad.com.

Once account is created upload ad on or before materials deadline.

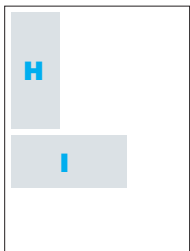
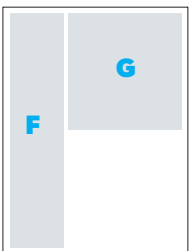
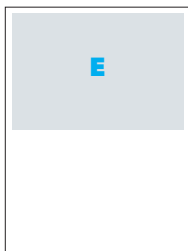
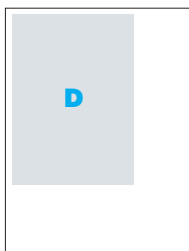
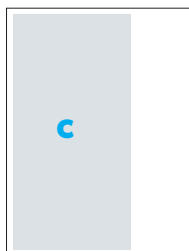
All ads must be print quality CMYK.

ARTWORK

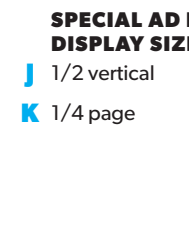
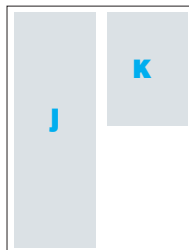
Please create a PDF using the press-quality settings. All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. We do not guarantee color quality unless a color SWOP proof is received. Preferred rich black: 50/40/40/100 and small text should always be 100% black.

***NOTE: Microsoft Publisher, Powerpoint, and Word files ARE NOT ACCEPTED.**

	DISPLAY SIZE	WIDTH	DEPTH
A	Spread, bleed	16 1/4"	10 3/4"
	Spread, trim	16"	10 1/2"
B	Full page, bleed	8 1/4"	10 3/4"
	Full page, trim	8"	10 1/2"
B	Full page, non-bleed	7"	9 5/8"



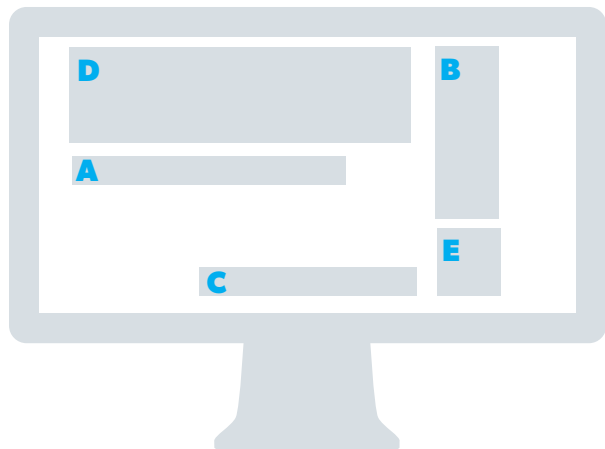
	DISPLAY SIZE	WIDTH	DEPTH
C	2/3 page	4 5/8"	9 5/8"
D	1/2 island	4 5/8"	7 1/4"
E	1/2 horizontal	7"	4 3/4"
F	1/3 vertical	2 1/4"	9 5/8"
G	1/3 square	4 5/8"	4 3/4"
H	1/6 vertical	2 1/4"	4 3/4"
I	1/6 horizontal	4 5/8"	2 1/4"



	SPECIAL AD BANK SIZES	DISPLAY SIZE	WIDTH	DEPTH
J	1/2 vertical		3 3/8"	9 5/8"
K	1/4 page		3 3/8"	4 5/8"

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DISPLAY AD SIZES		WIDTH	DEPTH
A	Super Leaderboard	970 px	90 px
B	Half Page	300 px	600 px
C	Leaderboard	728 px	90 px
D	Billboard	970 px	250 px
E	Medium Rectangle	300 px	250px

EMAIL AD SIZES

Rectangle	600 px	500 px
Sponsored	600 px	1000 px (max)
Billboard	1200 px	300 px

A minimum commitment of 25,000 impressions is required for all web ads. Ads that require a work-up are subject to a \$200 fee.

DIGITAL SPECS

MECHANICAL SPECIFICATIONS:

FILE FORMATS

GIF, JPEG, PNG, and Flash Compatible SWF file (video). Newsletter rectangle must be JPG, PNG or GIF file. For Sponsored Emails HTML files now accepted.

FILE SIZE & IMAGE RESOLUTION

Maximum 300kb. 72ppi max.

VIDEO/ANIMATED AD SPECIFICATIONS

Animated ads are limited to a maximum animation time of 15 seconds (applies to Flash ads and GIFs). No autoplay audio is allowed. User must initiate audio via button or other clickable method. Flash ads must be accompanied by a backup GIF or JPG image.

LINKS

Specify the exact URL to which the ad should link.
If sending a Flash ad, standard clickTag should be used.

QUESTIONS? Contact our advertising coordinator at 443-873-3951 or by email at onlineads@baltimoremagazine.net.

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AWARD-WINNING CONTENT