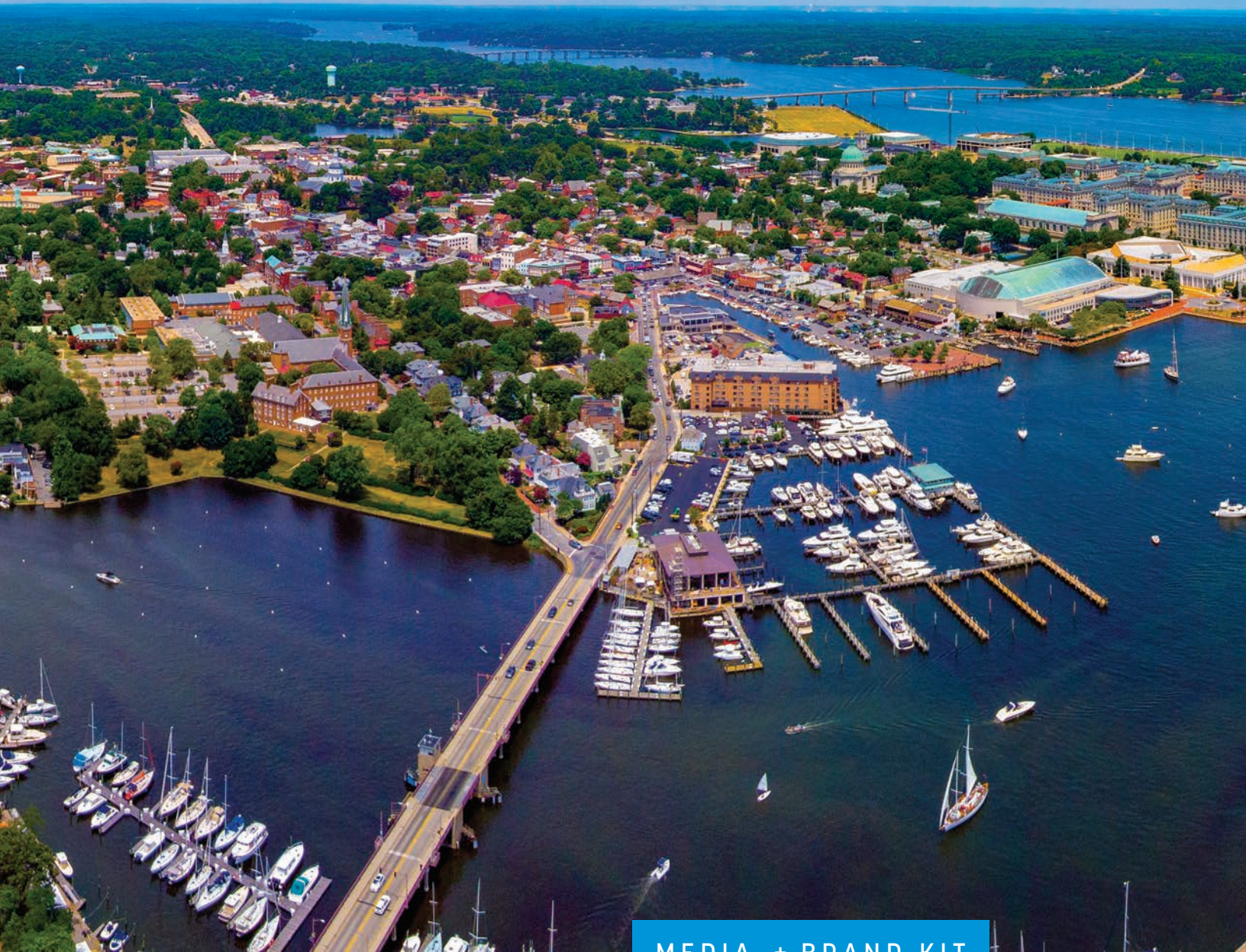


# 2022



MEDIA + BRAND KIT

**WHAT'S UP? MEDIA**  
DIGITAL MAGAZINES EVENTS

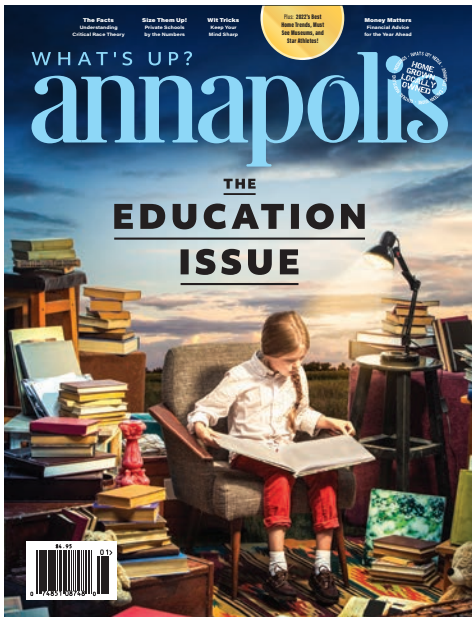
201 Defense Hwy.,  
Ste. 203, Annapolis,  
Maryland 21401  
410.267.6286  
whatsupmag.com

The original content  
provider for all things  
in Annapolis, the  
Chesapeake region,  
and beyond for over

25  
YEARS



Since 1997



#### WHAT'S UP? ANNAPOLIS

*What's Up? Annapolis* is a monthly, glossy print publication covering entertainment, sports, home and garden, health, dining and lifestyle interests of the Chesapeake region, including Annapolis, Baltimore, and Washington, D.C. The magazine began in 1997 and the publication has become the only lifestyle magazine in the area with an extensive calendar of local events.



#### WHAT'S UP? EASTERN SHORE

*What's Up? Eastern Shore* is a monthly, glossy print publication covering entertainment, sports, home & garden, health, dining and lifestyle interests of Maryland's Eastern Shore. Originally an extension in *What's Up? Annapolis*, *What's Up? Eastern Shore* had developed into its own full-print publication in 2007 and has since proven to be the most complete resource for events and local issues in the community.



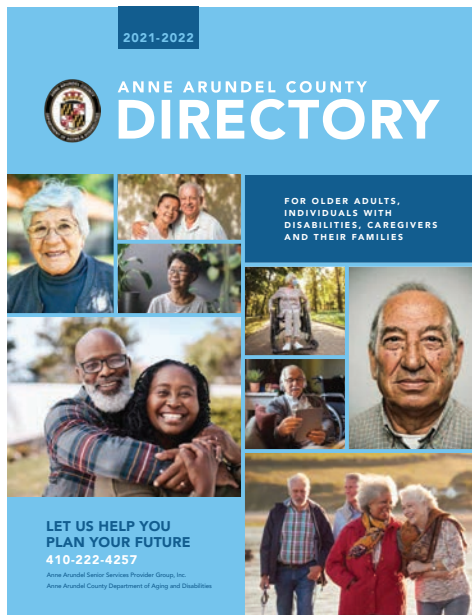
#### WHAT'S UP? CENTRAL MARYLAND

*What's Up? Central Maryland* is published 7 times a year, covering entertainment, sports, home & garden, health, dining and lifestyle interests of Crofton, Fort Meade, Gambrills, Hanover, Millersville, Odenton, Severn, Bowie and Prince George's. *What's Up? Central Maryland* debuted in January 2022 (originally in May 2012 as *What's Up? West County*) and continues to grow annually.



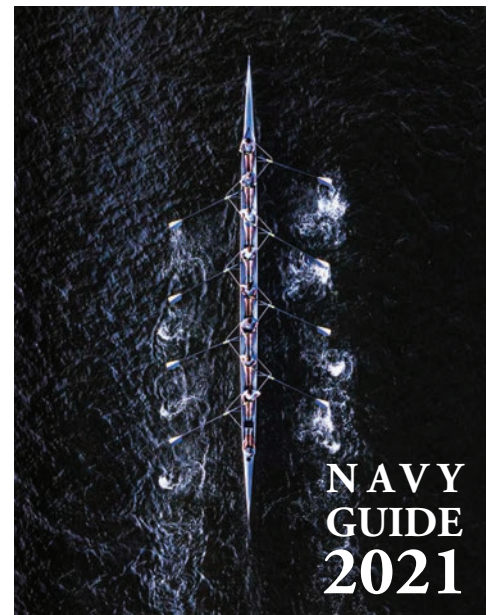
#### WHAT'S UP? WEDDINGS

*What's Up? Weddings* began as a wedding guide featured in February issues of *What's Up? Annapolis*. Now published twice a year (Fall/Winter & Spring/Summer) since 2008, *What's Up? Weddings* is the exclusive bridal magazine to the central Chesapeake region and covers the latest trends in stylish gowns, innovative caterers, unique wedding locations, bouquet trends, real local weddings and more.



#### ANNE ARUNDEL COUNTY SERVICES FOR SENIORS DIRECTORY

The *Anne Arundel County Services for Seniors Guide* is published once a year in conjunction with the Anne Arundel County Department of Aging to provide area seniors and their families a resource directory of services. The guide features business and service listings imperative for seniors, their families and caregivers, and for adults with disabilities.



#### GUIDE TO THE U.S. NAVAL ACADEMY IN ANNAPOLIS

The *Annual Guide to the U.S. Naval Academy in Annapolis* is the primary information source provided to the tens of thousands of people who live, work and visit the Naval Academy complex. The guide includes essential information for all midshipmen, families and visitors, including maps of the Annapolis area and advertisers such as hotels, restaurants, retail stores and services.

41%

OF READERS SAY  
MAGAZINES ARE MORE  
IMPORTANT TO THEM  
NOW VS. PRE-PANDEMIC

52% OF WOMEN read  
or browsed magazines  
for entertainment  
during the pandemic



# Engagement

On a monthly basis, *What's Up? Annapolis*, *What's Up? Eastern Shore*, and *What's Up? Central Maryland* reach active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

## Annapolis

TOTAL CIRCULATION

50,841

ESTIMATED READERSHIP

167,775

## Eastern Shore

TOTAL CIRCULATION

21,441

ESTIMATED READERSHIP

81,476

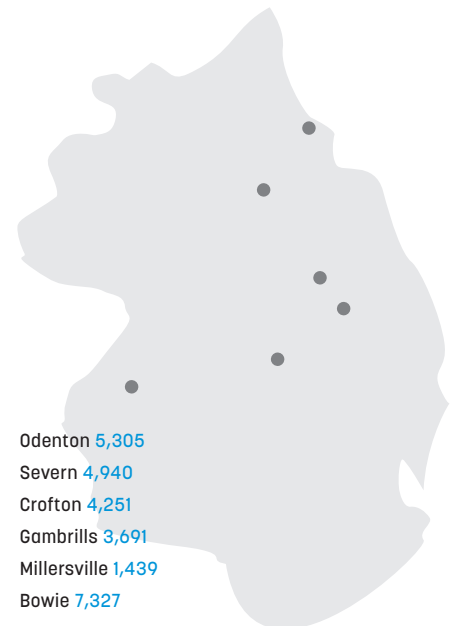
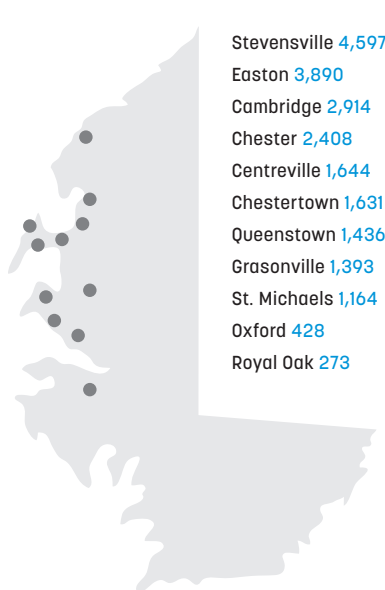
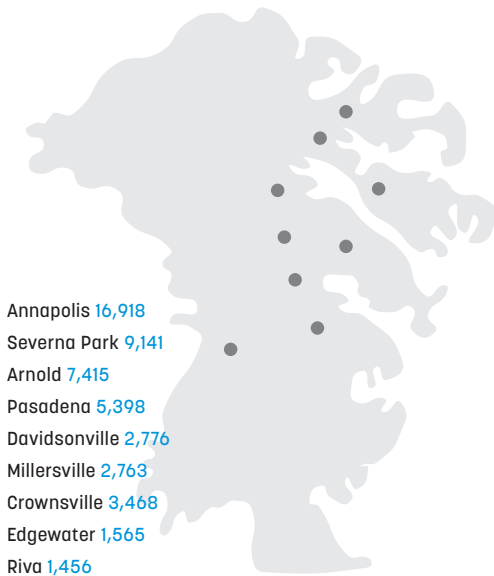
## Central Maryland

TOTAL CIRCULATION

26,953

ESTIMATED READERSHIP

97,545



**Why are we audited?** An audit statement offers detailed information about a publication's circulation. Circulation Verification Council (CVC) is an independent, third-party reporting audit company, it verifies that *What's Up? Media* is reaching the number and covering the area that we claim. CVC audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration. Magazines that are not audited may ask you to rely on the number of copies that are printed. Be careful. The number of copies printed or the "size of the print run" is not an indication of the number of readers.



WHAT'S UP? ESTIMATED MONTHLY READERSHIP

346,796



# whatsupmag.com

Whatsupmag.com is a highly trafficked regional website with original content focusing on events and entertainment in and around Annapolis and the Eastern Shore. Site advertising includes premium banner placements and sponsorships promoting area businesses.

% ORGANIC TRAFFIC



% DIRECT\* TRAFFIC



AVG. PAGEVIEWS PER MONTH

73,860

AVG. UNIQUE VISITORS PER MONTH

38,535

\*Direct, Referral, Social, Email. Source: Google Analytics

AGES 18 - 24

10%

AGES 25 - 34

20%

AGES 35 - 44

16%

AGES 45 - 54

18%

AGES 55 - 64

19%

AGES 65 + UP

17%

DEMOGRAPHICS 44% MALE 56% FEMALE

NEWSLETTER SUBSCRIBERS

19,224

AVG. OPEN RATE

23%



AVG. CLICK RATE

2%

AVG. PAGE TIME

2:05



## event promotion includes



Advertisements  
in our publications  
and on our website



E-mail marketing  
programs



Media marketing that  
may include radio,  
newspaper, and televi-  
sion advertisements



Event-specific promo-  
tional materials that  
may include signage,  
programs, and flyers



An opportunity to  
place your logo on all  
event-related materials  
and to distribute your  
product or coupons



Sponsorships can  
be tailored to meet  
the needs of the  
specific company

### BEST OF ANNAPOLIS

Awarding Annapolis and West County's best dining, entertainment, real estate, home services, and shopping at the best party of the year! Winners are chosen by a reader's poll, and are featured in our annual best of issues. This event sells out yearly, and is limited only by the size of the venue. Estimated attendance:

650+

### BEST OF EASTERN SHORE

Awarding the Eastern Shore's best dining, real estate, home services and shopping at the best party of the year! Winners are chosen by a reader's poll, and are featured in our annual Best Of issues. This event is only limited by the size of the venue. Estimated attendance:

300+

### PARTY FOR THE ARTS

Throughout the year What's Up? Media will host an Art Show. Advertisers are invited to meet the staff while having the opportunity to network with local businesses. Estimated attendance:

100+

### BRIDAL EXPO

Along with our twice-yearly publication What's Up? Weddings, this expo has the region's top wedding vendors, inspiring brides-to-be with everything from spectacular wedding dresses to lavish bouquets, and bring caterers on site for food tastings, musicians for melody samplings, travel agents for honeymoon planning, and much more. Estimated Attendance:

250+

### NUTCRACKER TEA

Become a kid again! Ballet and tea time for children including an array of delectable treats and visits with Santa. This event typically provides multiple seatings in a day and sells out quickly. Estimated Attendance:

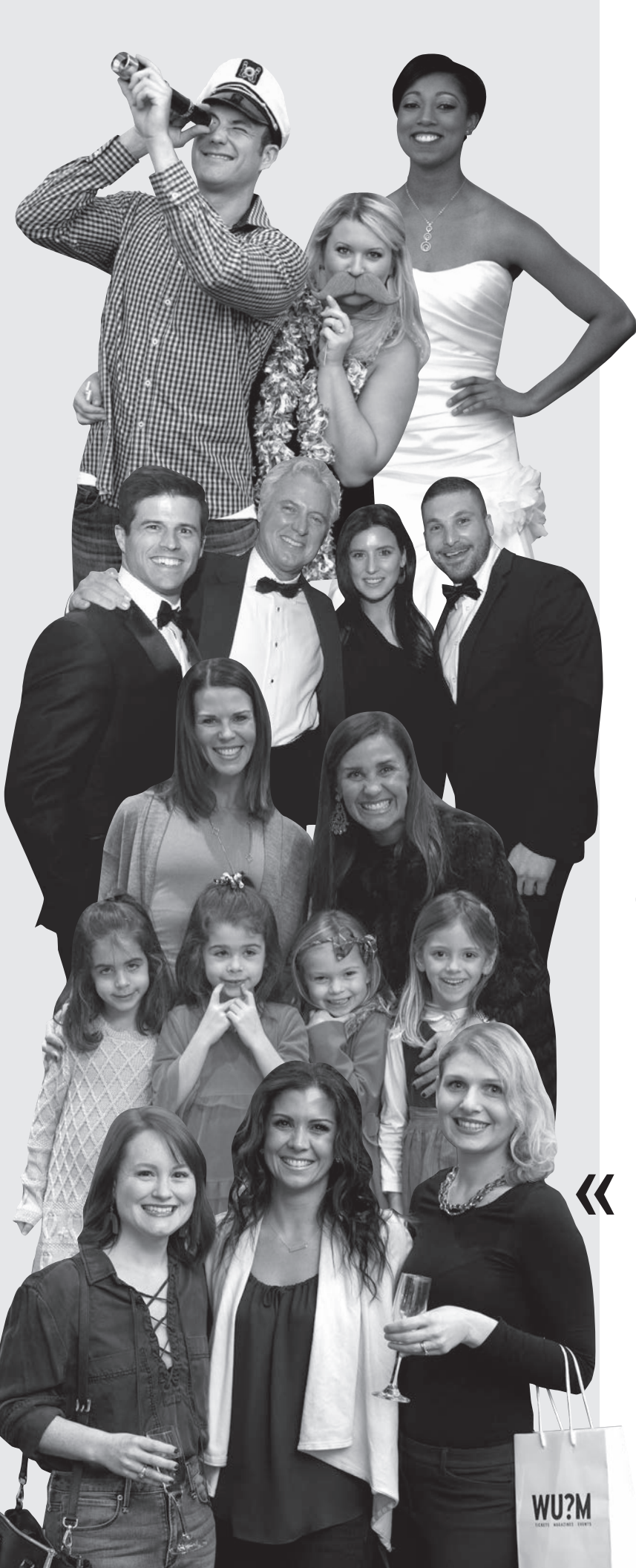
850+

### Honorable mentions:

The all-pampering ladies' night out, The Look. Tasting a generous selection of premium liquors at our Whiskey and Spirits Festival. Honoring industry leaders at our Top Docs, Top Densits, and Leading Lawyers happy hours.

## « Out on the Towne

The only thing What's Up? loves more than covering local events is contributing to them. Throughout the year, we host a variety of events, celebrating the readers and businesses that make our community thrive. Party with us and continue to leverage your brand through our different sponsorship opportunities.



WU?M  
WHAT'S UP? MEDIA



## JANUARY

(AN, ES, CM)

Annual Private School Guide (w/ Summer Camp Information)

Does Critical Race Theory Have a Role in Our Education System?

Financial Considerations (3-Part Series): Your 2022 Planning Checklist

Our Scenic & Historic Rivers (6-Part Series): Potomac River

Against All Odds: Conception/Pregnancy Barriers & How Several Couples Became Families

**ADVERTORIAL**

Leaders in Education

**CAMPAIGN:** Readers' Summer Photography Contest Opens (JAN 1)

**SALES CLOSE:** NOV 23  
**ADS DUE:** DEC 3

## FEBRUARY

(AN, ES)

Annual Summer Camp Guide

Financial Considerations (3-Part Series): Plan for the Worst & Hope for the Best (Managing Inflation & Investment)

On the Road Again (Quarterly Travel Series): Spring Break Getaways

Breaking the Silence: Exploring Eating Disorders & Survivor Stories That Offer Hope

Annapolis: An American Story

**ADVERTORIAL**

Leading Business Professionals  
**Valentine's Day Product Placement**

**CAMPAIGN:** Readers' Summer Photography Contest Closes (FEB 28)

**SALES CLOSE:** DEC 22  
**ADS DUE:** DEC 30

## MARCH

(AN, ES, CM)

Flower Power: Guide to Spring's Flower & Garden Festivals

American Institute of Architects Awards Showcase (Maryland Chapter)

Financial Considerations (3-Part Series): Your Residential & Commercial Property Investment IQ

Our Scenic & Historic Rivers (6-Part Series): Choptank River

Lacrosse: Maryland's Official Team State Sport

Mayor's Agenda: Gavin Buckley's 2nd Term Plans

Breaking the Glass Ceiling: Historic Maryland Women Who Broke Through

**ADVERTORIAL**

Leading Real Estate Professionals

**CAMPAIGN:**

Top Dentists & Excellence in Nursing Surveys Open (MAR 1)

**SALES CLOSE:** JAN 21  
**ADS DUE:** JAN 28

## APRIL

(AN, ES)

Annual Home Resource Guide

Green Hacks for the Home

Secret Gardens of the Chesapeake Region

For the Bay (5-Part Environmental Series): Alliances for a Better Bay (Corporations & Farmers Connect)

Philanthropy: Spring/Summer Charity Events Guide

Aviation Sciences: Univ. of Maryland's Stellar Program Takes Flight

Paul Pearson: How a Developer Dreamed a City into Prominence

**ADVERTORIAL**

Leading Home Professionals

**CAMPAIGN:**

Top Dentists & Excellence in Nursing Surveys Close (APR 30)

**SALES CLOSE:** FEB 23  
**ADS DUE:** MAR 2

## MAY

(AN, ES, CM)

Leading Lawyers 2022-2023

Philanthropy: Why Giving is a Pillar of Society

On the Road Again (Quarterly Travel Series): Summer's Greatest Hits

Our Scenic & Historic Rivers (6-Part Series): TBD

What's Up? Media's 25th Anniversary: Past, Present, Future

Maryland's Hall of Fame Horses

Mental Health First Aid

**ADVERTORIAL**

Leading Legal Professionals; Exemplary Charities & Community Organizations;  
**Mother's Day Product Placement**

**SALES CLOSE:** MAR 25  
**ADS DUE:** APR 1

## JUNE

(AN, ES, CM)

Best Of Issue: All Winners/ Categories Are Celebrated

Annual Summer & Waterfront Dining Guide

One Wild Summer: Exceptional Adventures, Activities & Day Trips!

For the Bay (5-Part Environmental Series): Next Generation of Environmental Advocates

2022 Gubernatorial Primary Election Preview

Race Across America: World's Most Grueling Cycling Event

**ADVERTORIAL**

Legacy & Best Of Winners  
**Dads/Grads Product Placement**

**SALES CLOSE:** APR 22  
**ADS DUE:** APR 29

## JULY

(AN, ES, CM)

Everything Crabs! How to Catch, Cook & Crack Them (Plus: Famous Crab Houses of the Bay!)

Abundant Produce: Summer Veggie Recipes!

Readers' Summer Photography Contest (Readers' and Staff Choices Revealed)

For the Bay (5-Part Environmental Series): Regenerative Agriculture & Farming Partnerships

Our Scenic & Historic Rivers (6-Part Series): TBD

Convertibles Open! Best Summer Drives of the Mid-Atlantic

**ADVERTORIAL**

Chesapeake Drives  
**Summer Product Placement**

**SALES CLOSE:** MAY 27  
**ADS DUE:** JUN 3

## AUGUST

(AN, ES)

The Money Pot: How Your Home & Real Estate Market Can Build Wealth

On the Road Again (Quarterly Travel Series): Fall in Love

For the Bay (5-Part Environmental Series): Conversations w/ Our River-keepers About How to Save the Bay

Privilege vs. Right: The Class Structure of Regional Water Access

Galleries That Grew the Shore Arts Scene

**ADVERTORIAL**

Leading Real Estate Professionals  
**Advertising Potential:** Home/Garden/ Design Services; Travel; Galleries; Watersports/Boating/Charters

**SALES CLOSE:** JUN 24  
**ADS DUE:** JUL 1

## SEPTEMBER

(AN, ES, CM)

School Visitation/Tours Guide (Private Schools/Colleges/Learning Centers Open House Dates)

For the Bay (5-Part Environmental Series): Environmental Education Centers, Programs & Curriculum

Our Scenic & Historic Rivers (6-Part Series): TBD

Tour a Historic Estate: Hancock's Resolution

Chesapeake Combat: Omega Protein vs. Bay Advocates

Escape Planning: Realities of Natural Disasters, Emergencies & How to Manage the Experience

**Fall Product Placement**

**SALES CLOSE:** JUL 22  
**ADS DUE:** JUL 29

## OCTOBER

(AN, ES, CM)

Top Dentists 2022-2023 Peer Survey Results

2022 Maryland Gubernatorial Election Preview

Harvest Menu: Farmers Share Their Seasonal Fare & Recipes

Stewards of the Land: How Hunters Are Nature's Best Friend

**ADVERTORIAL**

Leading Medical Professionals

**CAMPAIGN:**

Best of 2023 voting Opens (OCT 1)

**SALES CLOSE:** AUG 26

**ADS DUE:** SEP 2

## NOVEMBER

(AN, ES, CM)

Excellence in Nursing 2022 Peer Survey Results

2022 Gubernatorial General Election Preview

Philanthropy: Holiday & Winter Charity Events Guide

Holiday Menu: Chefs Set the Table w/ Their Best Recipes

Holiday Fantasies: Regional Attractions, Performances & Sites of the Season

On the Road Again (Quarterly Travel Series): Winter Wonders

**Holiday Product Placement**

**CAMPAIGN:** Best of Voting 2023 Closes (NOV 30)

**SALES CLOSE:** SEP 23  
**ADS DUE:** SEP 30

## DECEMBER

(AN, ES)

Last Christmas in the Governor's House: Larry Hogan's Exit Interview

Holiday Hurray! How to Throw a Party/ Celebrate New Year's

Secrets of Success: Local Leaders Share Experiences & Advice

Our Scenic & Historic Rivers (6-Part Series): TBD

**ADVERTORIAL**

Faces of the Chesapeake  
**Holiday Product Placement**

**SALES CLOSE:** OCT 21  
**ADS DUE:** OCT 28

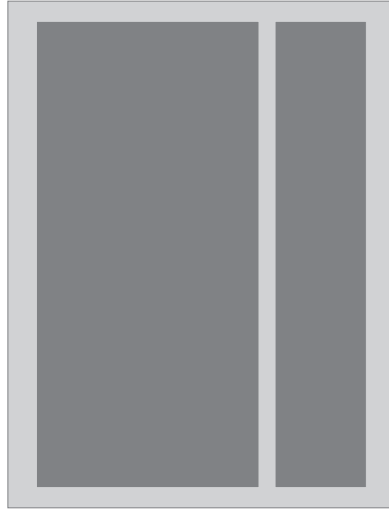


FULL PAGE



2/3

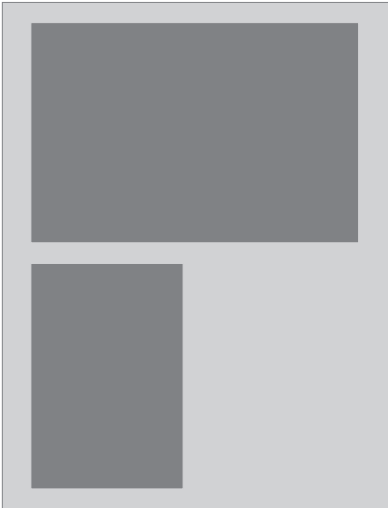
1/3



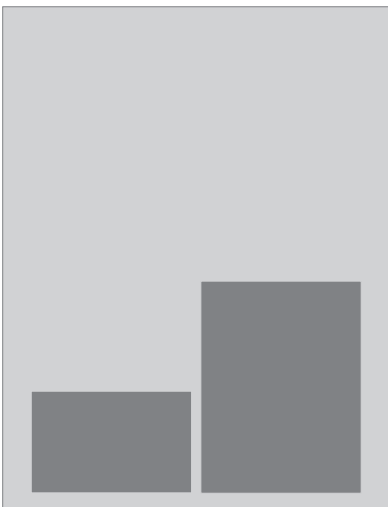
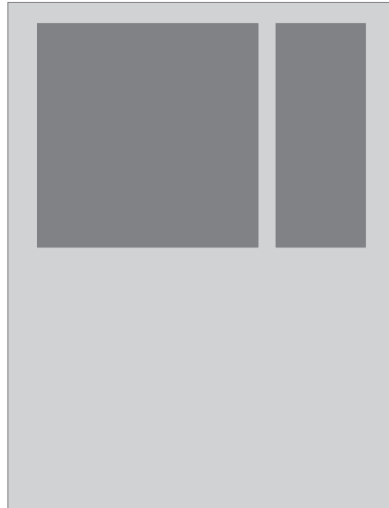
1/2

1/3 SQUARE

1/6



1/4



SB1

SB2

# Guidelines

What's Up? Media is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads. All images must be 300 dpi CMYK. Logos must be vector files. All camera-ready advertisements must be submitted as flattened image files, preferably as optimized PDFs. Files may be submitted via e-mail to the Production Manager at [productionmanager@whatsupmag.com](mailto:productionmanager@whatsupmag.com). What's Up? Media is not responsible for errors if a proof does not accompany all digitally submitted ads.

## Ad Specifications

### Full Page

8.375 x 10.875

Please incorporate 0.125" bleed for camera-ready artwork (8.625 x 11.125)

### Small Business 1

3.5 x 2.25

### Small Business 2

3.5 x 4.625

We do not allow the duplication or redistribution of advertisements that are created in-house at What's Up? Media. Please contact us if you have any additional questions about artwork specifications.

### 2/3

4.625 x 10

### 1/3

2.25 x 10

### 1/2

7.125 x 4.875

### 1/4

3.375 x 4.875

### 1/3 Square

4.625 x 4.875

### 1/6

2.25 x 4.875

# Instagram

Captivate What's Up? Media's audience with your Instagrammable moments and inspire our **3800+ followers**.

Through sponsored Instagram posts, you can leverage our social presence and get in front of highly desired followers. Partner with our account through a single post or tap into our Instagram stories for even more creative content and distribution opportunities.

*Instagram is available 1x per week on Tuesdays or Thursdays.*

## IG POST

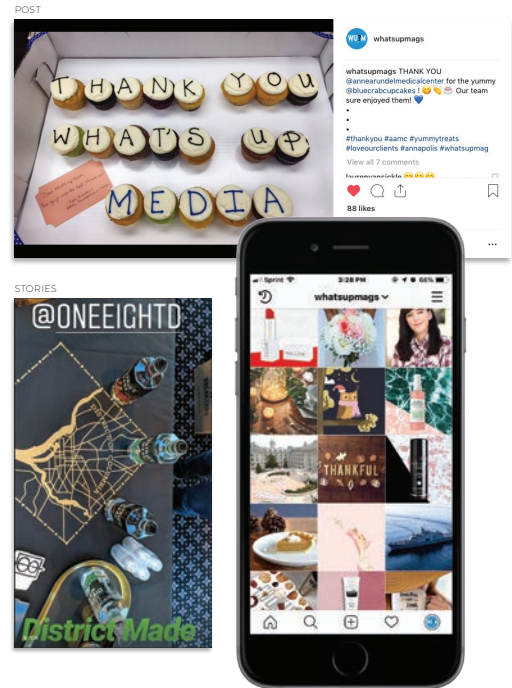
Includes one (1) photo or up to 4 for an Instagram slideshow.

\$25

## IG POST + STORIES

Includes photo post, plus 5 to 7 photos for an Instagram story.

\$35



# Facebook

Captivate What's Up? Media's audience with Facebook moments and inspire our **11.8k+ followers**. Through sponsored Facebook posts, you can leverage our social presence and get in front of highly desired followers. Partner with our account through a single post that will be pinned at the top of our page.

*Instagram is available 1x per week on Mondays or Wednesdays.*

## FB POST

Includes one (1) photo or up to 5 with a writeup. Pinned at the top of our page for one week. One boost\* post is included.

\$45

\*Additional boosting is available upon request.

