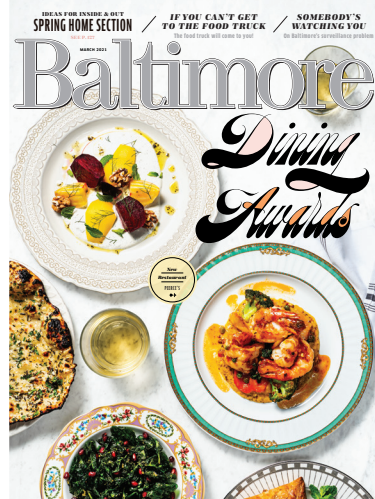


Baltimore

MAGAZINE

2022 MEDIA KIT



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.

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



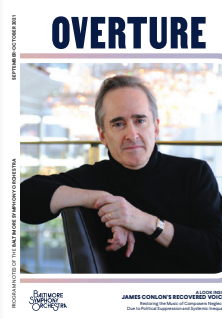
Baltimore Weddings



Baltimore GameChangers



Baltimore magazine



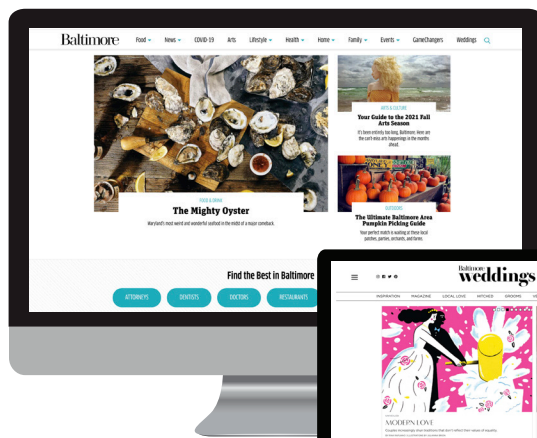
BSO Overture, produced by Baltimore Creative Studio



Baltimore Home

DIGITAL

WEBSITE

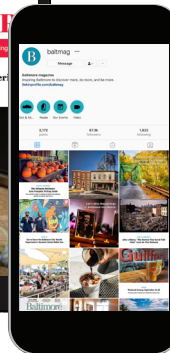


baltimoremagazine.com

NEWSLETTERS



SOCIAL MEDIA



baltimoreweds.com



EXPERIENTIAL EVENTS



BEST OF BALTIMORE PARTY

OVERALL MONTHLY READERSHIP: 210,000+



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.

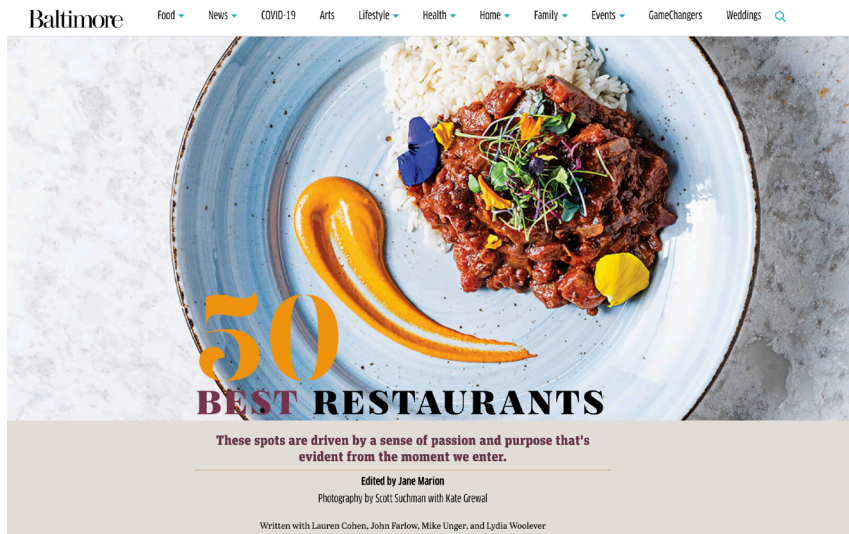
And in addition to our **loyal paid subscribers** receiving copies monthly in their mailboxes, *Baltimore* magazine can be found in major grocery stores, specialty markets, bookstores, BWI airport, local hotels, and in office waiting rooms throughout the Baltimore metro area.

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

Total Annual Readership:
2,520,000+



DIGITAL

Annual Website Visitors: **2,900,000+**
Annual Page Views: **7,000,000+**



EVENTS

Our team produces some of the area's most talked about events including Best of Baltimore.



GENDER

67% female
32% male
1% non-binary



AS A RESULT OF READING **BALTIMORE**

90% have made purchases
or selections based on an
advertisement



PROFESSIONAL STATUS

26% c-suite executives
30% retired



MARITAL STATUS

61% married or partnered
39% single/divorced/other



16% 25-34
13% 35-54
17% 45-54
24% 55-64
30% 65+



EDUCATION LEVEL

83% of our readers hold a
bachelor's degree or higher



AVERAGE HOUSEHOLD INCOME

72% have an annual
household income of
more than \$100,000/year



AVERAGE HOME VALUE

\$501,600



IN THE NEXT 12 MONTHS

73% are planning to go on vacation
28% are planning a home renovation
27% are planning to invest in stocks
17% are planning to buy or lease a car
16% are planning to buy or sell a home



Best of Baltimore Party



**Baltimore Weddings:
The Wedding Party**



Baltimore GameChangers

There's nothing like the power of face-to-face marketing.

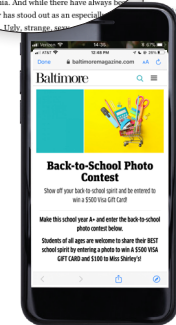
Our professional team produces high-end, diverse **events** and brand experiences that deliver results. From large-scale affairs and smaller panel discussions to virtual networking events and awards ceremonies, *Baltimore* magazine creates the right atmosphere along with an impressive line-up of local cuisine, craft beer, cocktails, fine wine, and live entertainment. On top of that, our multimedia firepower delivers the right audience.

Bring your **brand** to life as an event sponsor, showcase your venue as an event host, or allow *Baltimore* to put together a custom event to help meet your specific goals.

Meet our online readers

Sponsored & Targeted Emails

Newsletters



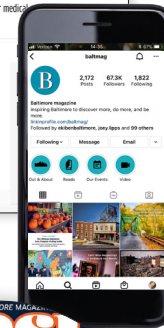
Custom Promotions



Branded Content

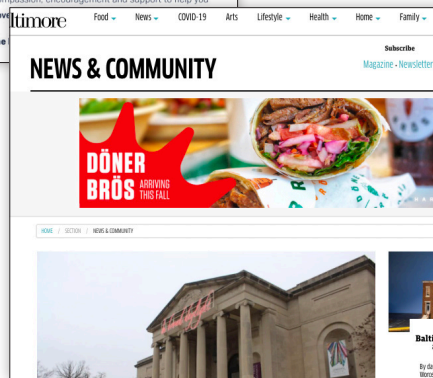


Directories



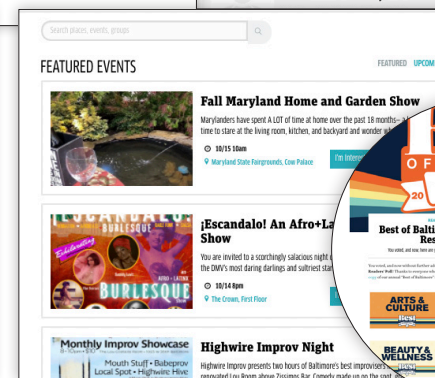
Social Media

Sponsored posts, custom giveaways

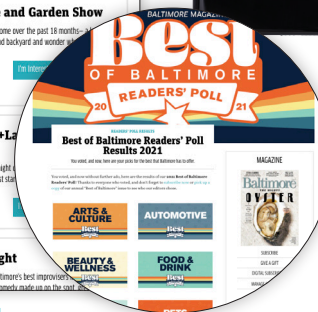


Display Advertising

ROS, section takeovers, feature sponsorships, programmatic



Events Calendar



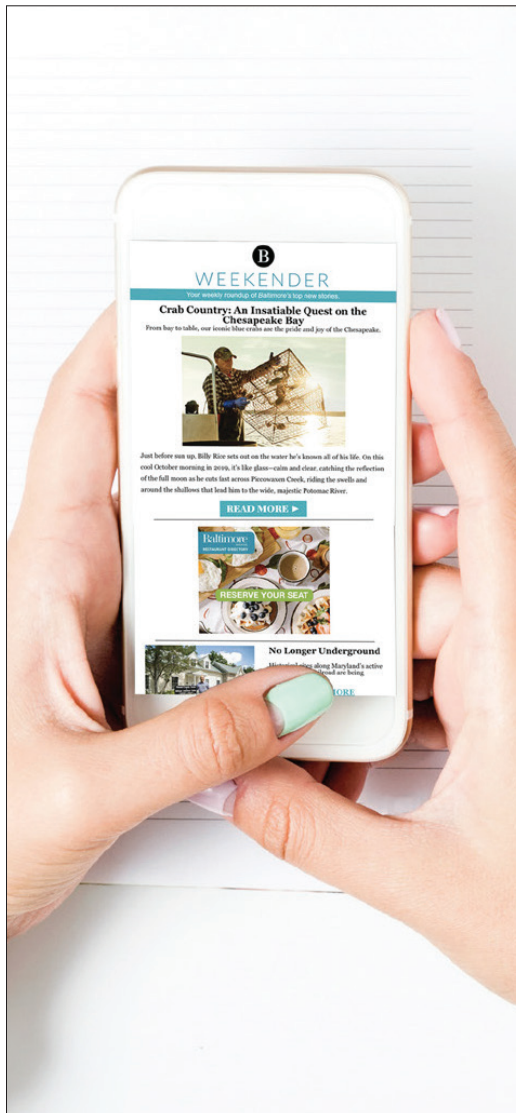
Contests & Polls

61% mobile 35% desktop 4% tablet 76% ages 25-64 58% female 42% male

213,000+ social media followers 244,000+ average monthly unique visitors 584,000+ average monthly pageviews

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.

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



NEWSLETTER	HIGHLIGHTS	DEPLOYS	DISTRIBUTION
Local Flavor	Food news and restaurant reviews	Every Thursday	25,500+
Datebook	Best events to fill your calendar this month	Monthly (first Monday)	23,000+
Weekend Lineup	Best things to eat, drink, see, hear, and do this weekend	Every Friday	22,000+
Weekender	A weekly roundup of <i>Baltimore's</i> top news stories	Every Saturday	9,000+
Charmed Life	Trends in shopping, lifestyle, beauty, and wellness	Last Tuesday of the month	8,500+
Home & Living	A closer look at the most beautiful homes in Baltimore	Quarterly	8,000+
Arts District	The latest in local art, music, movies, and theater	Second & Fourth Wednesday	5,500+
Weddings	Stories to inspire, inform, and elevate your big day	Monthly	1,800+
Outside World	Travel tips and ideas	Every Thursday	1,700+

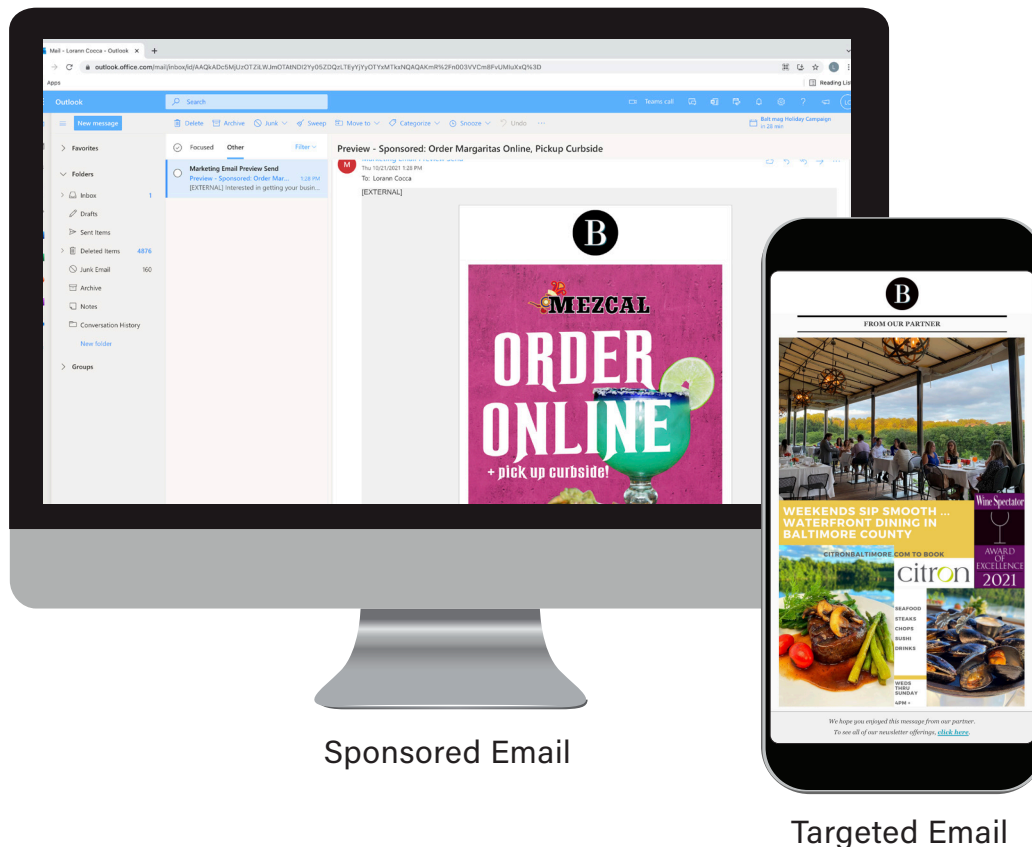
NEWSLETTER SPECS:

- Static files only
- 600 x 500px (placed in a 300 x 250px spot)
- 1200 x 300px (placed in a 600 x 150px spot)
- URL link

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.

DISTRIBUTION: 37,000+



Sponsored Email

Targeted Email

SPONSORED EMAIL

Baltimore magazine delivers to a highly educated, affluent, and engaged audience.

Reach *Baltimore*'s coveted audience of over 37,000 consumers. These people have opted-in to receive messages from the trusted local businesses they count on *Baltimore* magazine to deliver. With sponsored email, your brand is the exclusive sponsor, allowing for complete customization of your message.

TARGETED EMAIL

Want to reach beyond *Baltimore* magazine's audience?

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.

Need Creative?

After fully understanding your marketing goals, our copy and design services are available to develop the most effective email creative.

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.

Option 1

- Creation of one branded content article
- 30 days of home page promotion
- 30 days of channel promotion
- One promotional post on Facebook
- One sponsored content block
- Online ads surrounding your article
- Content lives on our site indefinitely

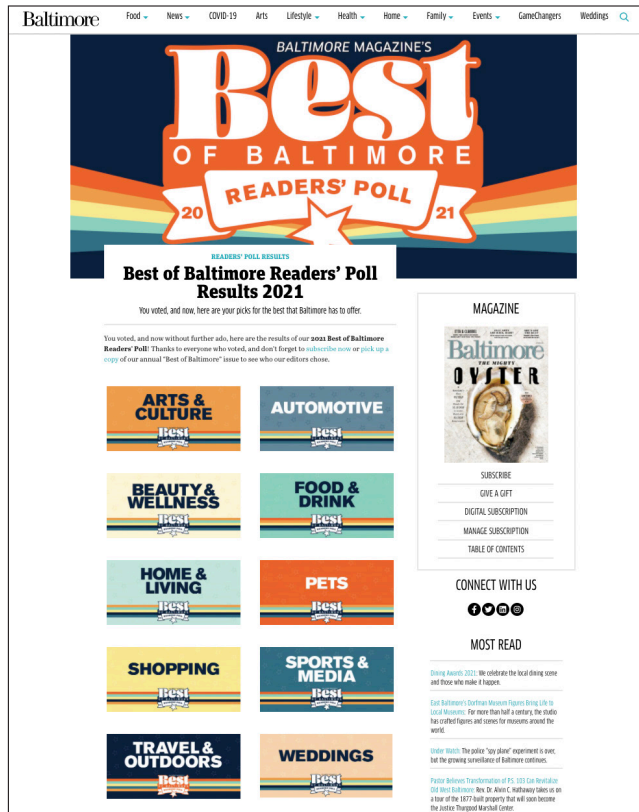
Option 2

- Creation of one branded content article
- 60 days of home page promotion
- 60 days of channel promotion
- Two promotional posts on Facebook
- Two sponsored content blocks
- Online ads surrounding your article
- Content lives on our site indefinitely

Option 3

- Creation of one branded content article
- 60 days of home page promotion
- 60 days of channel promotion
- Two promotional posts on Facebook
- Two sponsored content blocks
- Targeted email sent to 100,000 opt-in subscribers
- Online ads surrounding your article
- Content lives on our site indefinitely

Polls and Roundups



FEBRUARY

Valentine's Day Roundup

LIVE: FRIDAY, JANUARY 24

MARCH

Best Restaurants Readers' Poll

RUNS: JANUARY 31 – FEBRUARY 21

RESULTS: MARCH 4

St. Patrick's Day Roundup

LIVE: TUESDAY, MARCH 28

APRIL

Bird's Nest Section

Sponsorship

RUNS: OPENING DAY-END OF SEASON

MAY

Mother's Day Roundup

LIVE: MONDAY, APRIL 18

JUNE

Father's Day Roundup

LIVE: MONDAY, JUNE 6

JULY

Fourth of July Roundup

LIVE: FRIDAY, JUNE 22

AUGUST

Ravens Watch Section Sponsorship

RUNS: BEGINNING OF SEPT.

THROUGH END OF SEASON

Best of Baltimore Readers' Poll

RUNS: JUNE 20 - JULY 22

RESULTS: AUGUST 26

OCTOBER

Halloween Roundup

LIVE: FRIDAY, OCTOBER 17

NOVEMBER

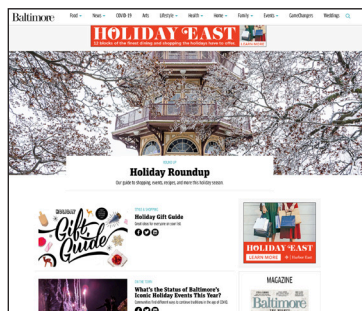
Thanksgiving Roundup

LIVE: THURSDAY, NOVEMBER 7

DECEMBER

Holiday & NYE Roundup

LIVE: MONDAY, NOVEMBER 28



ROUNDUPS

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

POLLS

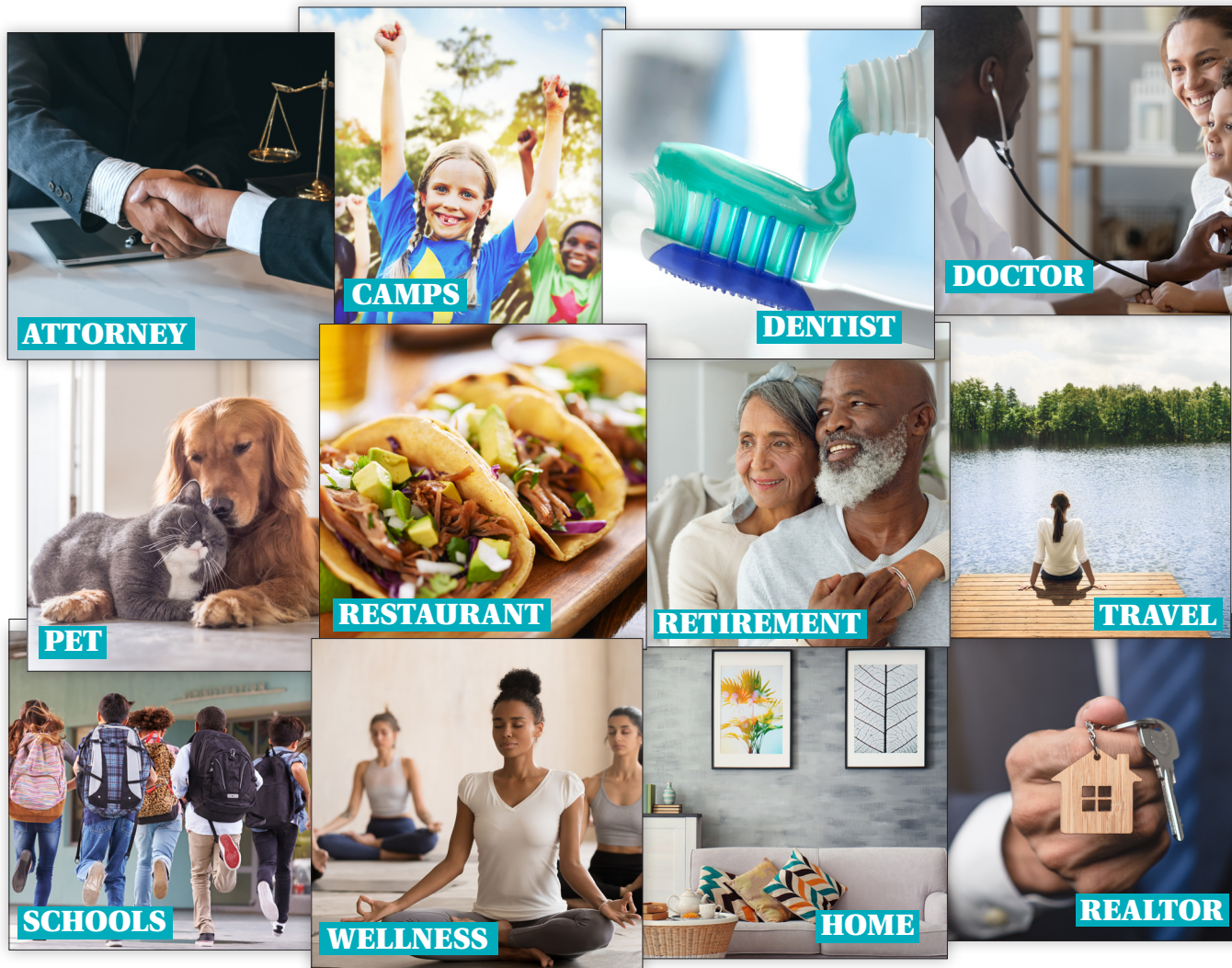
ASSETS:

- 970px x 250px
- 300px x 250px
- URL link, logo (at least 300px wide)

PROMOTION:

- Company tagged in social media posts promoting the poll
- Logo inclusion on promotional emails to *Baltimore's* subscribers
- Opportunity to provide a gift certificate to one of the poll entrants, promoted on poll-entry page
- Banner ads on voting pages and results page

Enhanced listings provide an easier way for readers to find your business online all year long.
Directories are promoted through *Baltimore magazine* media properties.



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

CONTENT CHANNEL	AVERAGE MONTHLY IMPRESSIONS
Food & Drink	342,000
Arts & Culture	137,000
Homepage	96,000
News & Community	79,000
Events	72,000
History & Politics	72,000
Travel & Outdoors	46,000
Home & Living	41,000
COVID-19	39,000
Business & Development	38,000
Health & Wellness	29,000
Sports	18,000
Education & Family	18,000
Style & Shopping	14,000
Science & Technology	4,500

SIZES:
BILLBOARD
 970px x 250px

LEADERBOARD
 728px x 90px

**MEDIUM
RECTANGLE**
 300px x 250px

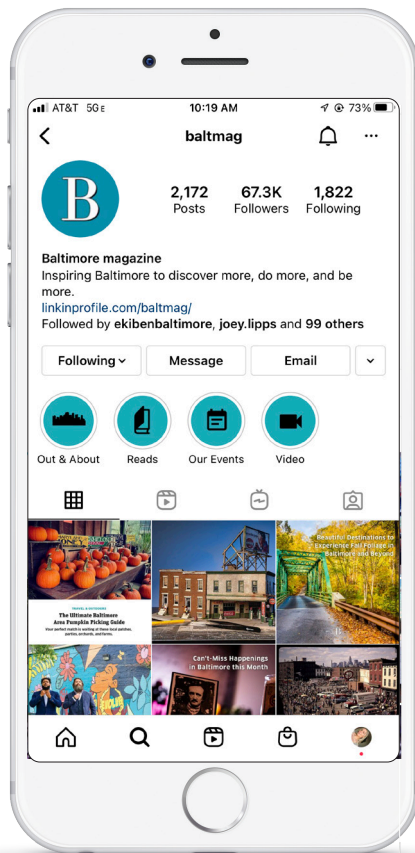
**SUPER
LEADERBOARD**
 970px x 90px

HALF PAGE
 300px x 600px

Instagram Giveaways and Sponsored Posts

@baltmag audience & facts:

- 67,000+ followers
- 68% female, 32% male
- 37% ages 25-34
- 35% ages 35-44



Instagram Giveaway: Grow your Instagram following:

Baltimore's Instagram following is a rapidly growing audience of 67,000+ 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.

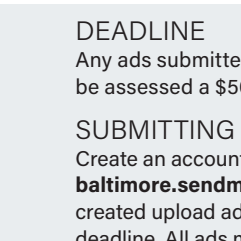
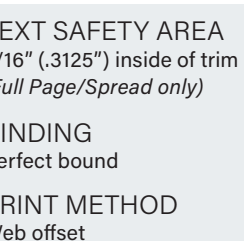
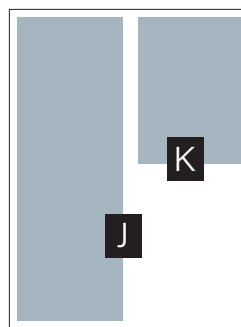
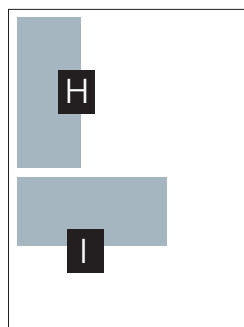
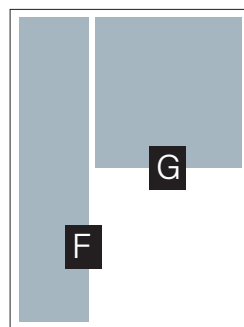
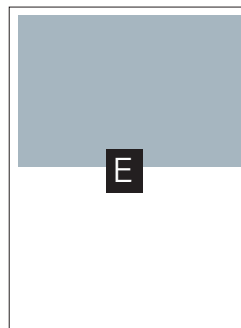
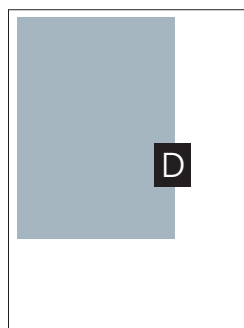
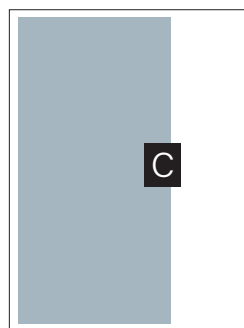
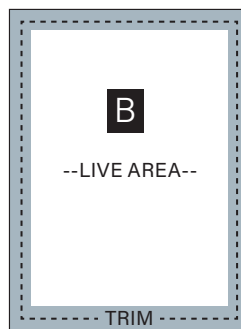
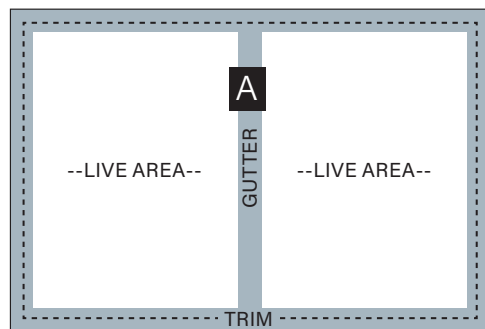
We'll track and provide:

- 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:

Three Instagram opportunities available per month. Client must provide three clean 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).

All Instagram posts are subject to approval and at the discretion of the publisher. Must be booked two+ weeks in advance of proposed live date.



	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"
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

J	1/2 vertical	3 3/8"	9 5/8"
K	1/4 page	3 3/8"	4 5/8"

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

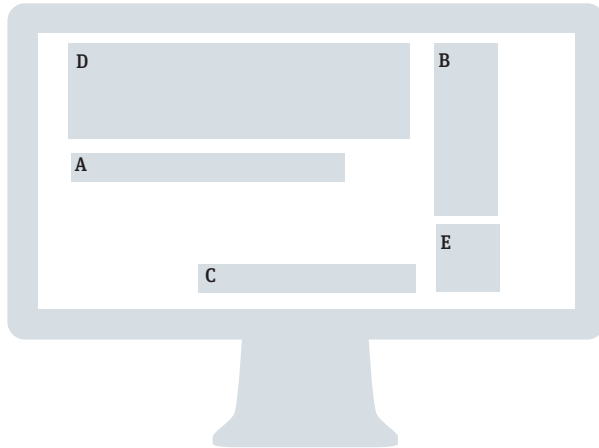
Any ads submitted past deadline will be assessed a \$50 late material fee.

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 AD SIZES

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

EMAIL AD SIZES

	WIDTH	DEPTH
Rectangle	600 px	500 px
Sponsored	600 px	1000 px (max)
	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.

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.

	EDITORIAL	SPECIAL SECTIONS	EVENTS	ADDITIONAL PUBLICATIONS	SPACE CLOSE	MATERIALS	NEWSSTANDS
JAN	LITERARY BALTIMORE A celebration of Baltimore's—and some of America's—greatest writers, by Charm City's current crop of literary stars.	Cosmetic Surgery, Beauty & Wellness		<i>Baltimore Weddings Overture</i>	NOV 24	NOV 29	DEC 31
FEB	ROYAL THEATER TURNS 100 This Pennsylvania Avenue theater was once one of the most popular music venues in the country. Plus: Cal Ripken Jr., Snail Mail.	Women Who Move Maryland, College Guide, Inclusive Resources, Camps, Taste	Women Who Move Maryland		DEC 22	DEC 27	JAN 28
MAR	BEST RESTAURANTS Our annual list of the area's best restaurants and eateries. Plus: Treatment for Traumatic Brain Injury, Victor Brick and the Mind/Body Connection, The Rising Popularity of Eating at a Bar.	Early Education, Camp Guide, HOME	The Wedding Party	<i>Overture</i>	JAN 21	JAN 24	FEB 25
APR	REAL ESTATE WATERFRONT Hot properties on the water. Plus: 120th Anniversary of Domino Sugar, Robbie's First Base Sports Store.	Vibrant Living (Guide), Early Education, Spring Getaways, Cannabis, Best Restaurants Readers Poll Winners			FEB 18	FEB 21	MAR 25
MAY	CLASSIC BALTIMORE DISHES Baltimore's famous recipes and their history. Plus: Excellence in Nursing, HOME.	Leaders in Finance, Family Guide, Mother's Day Gift Guide, Taste, HOME	Excellence in Nursing	<i>Overture</i>	MAR 25	MAR 28	APR 29
JUN	THE WIRE 20TH ANNIVERSARY Celebrating the iconic show's 20th anniversary. Plus: Top Dentists, Baltimore's Culinary Reputation.	Dental Profiles, Pregnancy Guide, Summer Getaways, Visit Annapolis			APR 22	APR 25	MAY 27
JUL	CRABS Our annual crab guide. Plus: The History of the Bay Bridge, UFO's in Baltimore.	Faces of Baltimore, Healthy Vision, Crabs, Taste			MAY 20	MAY 23	JUN 24
AUG	BEST OF BALTIMORE Our annual celebration of the people and places that make Charm City great. Plus: The BMA's Director Chris Bedford, Baltimore's Ice Cream Shops.	Top Agents, Top Agents, Vibrant Living, Beauty & Wellness Guide, Schools, Early Education	Best of Baltimore Party		JUN 24	JUN 27	JUL 29
SEP	FALL TRAVEL: FIELD TRIPS Trips that combine history and leisure. Plus: Fall Arts Preview, Baltimore Ravens, HOME.	Profiles of Law, Cosmetic Dentistry, Fall Getaways, Fall Arts, BOB Readers Poll Winners, HOME		<i>Baltimore GameChangers Overture</i>	JUL 22	JUL 25	AUG 26
OCT	CHEAP EATS: SANDWICHES Baltimore's best sandwiches. Plus: Allegany Travel.	Give Baltimore, School - Open Houses, Taste			AUG 19	AUG 22	SEP 23
NOV	TOP DOCTORS Our annual list of the region's top doctors. Plus: Hersch's Italian Restaurant, Pittsburgh Travel.	Medical Profiles, Holiday Entertaining, HOME	Top Docs	<i>Overture</i>	SEP 23	SEP 26	OCT 28
DEC	CORNER BARS A roundup of the city's corner bars. Plus: Nancy Pelosi, Holiday Gift Guide, Winter Travel.	Cannabis, Gift Guide, Year End Giving, Winter Getaways, Camps			OCT 21	OCT 24	NOV 25



Baltimore

MAGAZINE

Inspiring Baltimore to discover more, do more, and be more.

CRMA **FOLIO:
EDDIE
AND OZZIE
WINNER**
AWARD-WINNING CONTENT