

What's Up? Media

Meet the President and Publisher

Veronica Tovey is President and Publisher of What's Up? Media, the largest magazine publishing company in Anne Arundel County. Tovey was recognized for starting *What's Up? Annapolis* magazine in 1997. It is now the largest magazine publishing company in Anne Arundel County with three monthly magazines (*What's Up? Annapolis*, *What's Up Eastern Shore*, *What's Up? West County*), a semi-annual Wedding guide, the Navy Guide to Annapolis, Senior Services Directory, and award-winning blogs and newsletters. The company also produces a host of events each year. In addition, What's Up? Tix was established in 2017 as the local ticket-selling source for the Chesapeake region. Tovey began her career as an account executive with Wallston Company, a stock brokerage firm in Hawaii, and later worked for President Carter's Administration at the White House as special assistant to Hugh Carter, who was special assistant to the president. Following her tenure at the White House, she served as president for VTP, Inc., New Manhattan Corporation, and the Corridor Real Estate Journal, Inc. A recognized community leader in Annapolis and Anne Arundel County, Tovey is actively engaged in volunteer leadership and charitable efforts.

More About Other Publications

What's Up? Media publishes **What's Up? Weddings**, 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.

The 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.

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.

Special Events for Readers

What's Up? Media holds five events per year for our readers.

Wedding 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+.

The Look: This event is the perfect ladies' night out, a perfect way to unwind from the long work week, and a perfect start to achieving your desired "look" for the fall season. Enjoy three solid hours of being pampered with spa treatments, getting your hair, makeup, and nails done right on the spot, listening to professional speakers, engaging in conversation with the experts, and shopping your heart out with our retail vendors. Estimated Attendance: 400+.

Best of Party: Awarding the area'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+.

Whiskey and Spirits: A high-end event that features unlimited tastings from a generous selection of premium crafted liquors and signature cocktails, live music and entertainment all night, delicious cuisine and dessert provided by local restaurants, and more. Estimated Attendance: 200+.

Nutcracker Tea: Become a kid again! Ballet and tea time for children including an array of delectable treats and visits with Santa. Estimated Attendance: 850+.

More About What's Up Media

What's Up? Media, Inc. is a multi-media publishing company headquartered in Maryland's state capital, Annapolis. The company produces three flagship lifestyle magazines—*What's Up? Annapolis*, *What's Up? Eastern Shore*, and *What's Up? West County*—in addition to several ancillary publications, including *What's Up? Weddings*. Each publication is a glossy-print magazine distributed by direct mail to households throughout six counties within the state: Anne Arundel, Queen Anne's, Caroline, Talbot, Kent, and Dorchester. The editorial online presence is anchored by WhatsUpMag.com, as well as social media channels, which direct traffic to our web site. The company also maintains photography and videography production ventures, covering the social scene throughout the region and providing clients with additional marketing options. Their mission includes fostering and building relationships that strengthen their awareness of the vibrant and diverse communities they call home, through compelling story-telling and informational content. Altogether, the company produces editorial and advertising that connects readers and users with the people, places, and culture of the Chesapeake Bay region.

What's Up? Annapolis

Address: 201 Defense Hwy, Ste 203

Annapolis, Maryland 21401

Phone: [\(410\) 266-6287](tel:4102666287)

Email: araymond@whatsupmag.com

Website: <http://www.whatsupmag.com>

Media Kits:

[Download Annapolis Media Kit](https://citymag.org/mediakits/WUAnnapolis.pdf) (https://citymag.org/mediakits/WUAnnapolis.pdf)

[Download What's Up? Media - Media Kit \(pdf\)](https://citymag.org/mediakits/WhatsUp_MediaKit.pdf) (https://citymag.org/mediakits/WhatsUp_MediaKit.pdf)

Parent Company: What's Up? Media

Frequency: 12x Year

Audit: Quarterly

Ads-Local-Color:

Ads-National-Color:

FOUR COLOR	12x	6x	3x	open
Full	\$2,785	\$2,948	\$3,217	\$3,664
2/3 Page	\$2,266	\$2,451	\$2,670	\$2,825
1/2 Page	\$1,960	\$2,120	\$2,282	\$2,487
1/3 Square / Vertical	\$1,344	\$1,457	\$1,588	\$1,841
1/4 Vertical	\$1,134	\$1,238	\$1,318	\$1,391
1/6 Vertical	\$934	\$1,024	\$1,107	\$1,120

Premium Pages

(1-12)

	\$3,044	\$3,237	\$3,551	\$3,691
Inside Back / Front	\$3,242	\$3,346	\$3,622	\$3,792

Back Cover

(with annual contract)

	—	—	\$3,838	\$4,162
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B/W

	12x	6x	3x	open
Full	\$2,146	\$2,274	\$2,537	\$2,643
2/3 Page	\$1,669	\$1,766	\$1,865	\$1,961
1/2 Page	\$1,364	\$1,436	\$1,507	\$1,583
1/3 Square / Vertical	\$987	\$1,032	\$1,102	\$1,190
1/4 Vertical	\$734	\$787	\$864	\$941
1/6 Vertical	\$508	\$570	\$607	\$665

SMALL BUSINESS 12x

1/4 \$330

1/8 \$280

Median Age: 55+

Average Household Income: \$100-\$200k

Subscription Price: 1 Year: \$24, 2 Years: \$39, 3 Years: \$53

Circulation: 50,706

Cover Price: \$4.95

Other Publications: What's Up? Eastern Shore, What's Up? West County

What's Up? Eastern Shore

Address: 201 Defense Hwy, Ste 203

Annapolis, Maryland 21401

Phone: [\(401\) 266-6287](tel:4012666287)

Email: araymond@whatsupmag.com

Website: <http://www.whatsupmag.com>

Media Kits:

Parent Company: What's Up? Media

Frequency: 10x Year

Audit: Quarterly

Ads-Local-Color:

Ads-National-Color:

FOUR COLOR	12x	6x	3x	open
Full	\$1,877	\$1,978	\$2,081	\$2,348
2/3 Page	\$1,721	\$1,759	\$1,953	\$2,092
1/2 Page	\$1,451	\$1,538	\$1,626	\$1,879
1/3 Square / Vertical	\$876	\$972	\$1,044	\$1,308
1/4 Vertical	\$718	\$738	\$830	\$922
1/6 Vertical	\$592	\$603	\$680	\$755
Premium Pages (1-12, IFC, IBC)				
	\$1,979	\$2,081	\$2,250	\$2,392
Back Cover (with annual contract)	—	—	\$2,231	\$2,624
B/W	12x	6x	3x	open
Full	\$1,594	\$1,721	\$1,760	\$1,951
2/3 Page	\$1,234	\$1,394	\$1,495	\$1,598
1/2 Page	\$900	\$988	\$1,116	\$1,172
1/3 Square / Vertical	\$695	\$725	\$809	\$916
1/4 Vertical	\$554	\$611	\$691	\$793
1/6 Vertical	\$374	\$440	\$503	\$716
SMALL BUSINESS	12x			
1/4	\$299			
1/8	\$249			

Median Age:55+

Average Household Income: \$100-\$200k

Subscription Price: 1 Year: \$24.00, 2 Years: \$39.00, 3 Years: \$53.00

Circulation: 23,888

Cover Price: \$4.95

Other Publications: What's Up? Annapolis, What's Up? West County

What's Up? West County

Address: 201 Defense Hwy, Ste 203
Annapolis, Maryland 21401

Phone: [\(410\) 266-6287](tel:4102666287)

Email: araymond@whatsupmag.com

Website: <http://www.whatsupmag.com/>

Media Kits: [Download West Coast Media Kit](https://citymag.org/mediakits/WUWC.pdf) (https://citymag.org/mediakits/WUWC.pdf)

[Download What's Up? Media - Media Kit \(pdf\)](https://citymag.org/mediakits/WhatsUp_MediaKit.pdf) (https://citymag.org/mediakits/WhatsUp_MediaKit.pdf)

Parent Company: What's Up? Media

Frequency: 10x Year

Audit: Quarterly

Ads-Local-Color:

Ads-National-Color:

FOUR COLOR	7x	3x	open
Full	\$1,863	\$2,073	\$2,143
2/3 Page	\$1,587	\$1,799	\$1,973
1/2 Page	\$1,369	\$1,585	\$1,762
1/3 Square / Vertical	\$893	\$1,065	\$1,335
1/4 Vertical	\$732	\$845	\$939
1/6 Vertical	\$598	\$697	\$771
Premium Pages (1-12, IFC, IBC)			
	\$1,981	\$2,295	\$2,440
Back Cover	\$2,100	\$2,276	\$2,676

B/W	7x	3x	open
Full	\$1,656	\$1,791	\$1,990
2/3 Page	\$1,222	\$1,498	\$1,641
1/2 Page	\$837	\$986	\$1,103
1/3 Square / Vertical	\$709	\$825	\$934
1/4 Vertical	\$565	\$705	\$809
1/6 Vertical	\$381	\$510	\$730

SMALL BUSINESS	7x
1/4	\$299
1/8	\$249

Median Age:55+

Average Household Income: \$100-\$200k

Subscription Price: 1 Year: \$24.00, 2 Years: \$39.00, 3 Years: \$53.00

Circulation: 21,000

Cover Price: \$4.95

Other Publications: What's Up? Annapolis, What's Up? Eastern Shore

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