

A high-angle photograph of a white plate featuring three golden-brown crab cakes, a side of white rice, and several stalks of grilled asparagus. A small metal cup contains a white sauce, and lemon wedges are scattered around the plate. A purple flower garnish is placed on the rice. A glass of red beverage is partially visible on the right. The background is a wooden table.

2014 MEDIA KIT

Baltimore
BALTIMOREMAGAZINE.NET

PRINT. WEB. EVENTS. SOCIAL.

FROM THE EDITORIAL TEAM

Welcome to *Baltimore* magazine!

It's no wonder that our readers are loyal. We have been building relationships with them for more than 100 years through our award-winning editorial. Each month through print, in-person at our signature events, online on *baltimoremagazine.net*, and through social media, our readers rely on us to deliver the high-caliber product they have grown to love. After all, we are a lifestyle brand with a soul that is deep-rooted in our name—*Baltimore*—providing the Best of Baltimore since 1907.

Today we remain the #1 lifestyle brand in the Baltimore metropolitan area, providing notable results for our advertisers and content that is alluring to our readers. We welcome you to the *Baltimore* magazine family.

EDITORIAL LINEUP

Features

Food, fashion, shopping, travel, arts, top doctors, best of Baltimore, entertainment, real estate, business

UpFront

Events, news, personalities, and movie, book, and music reviews

Charmed Life

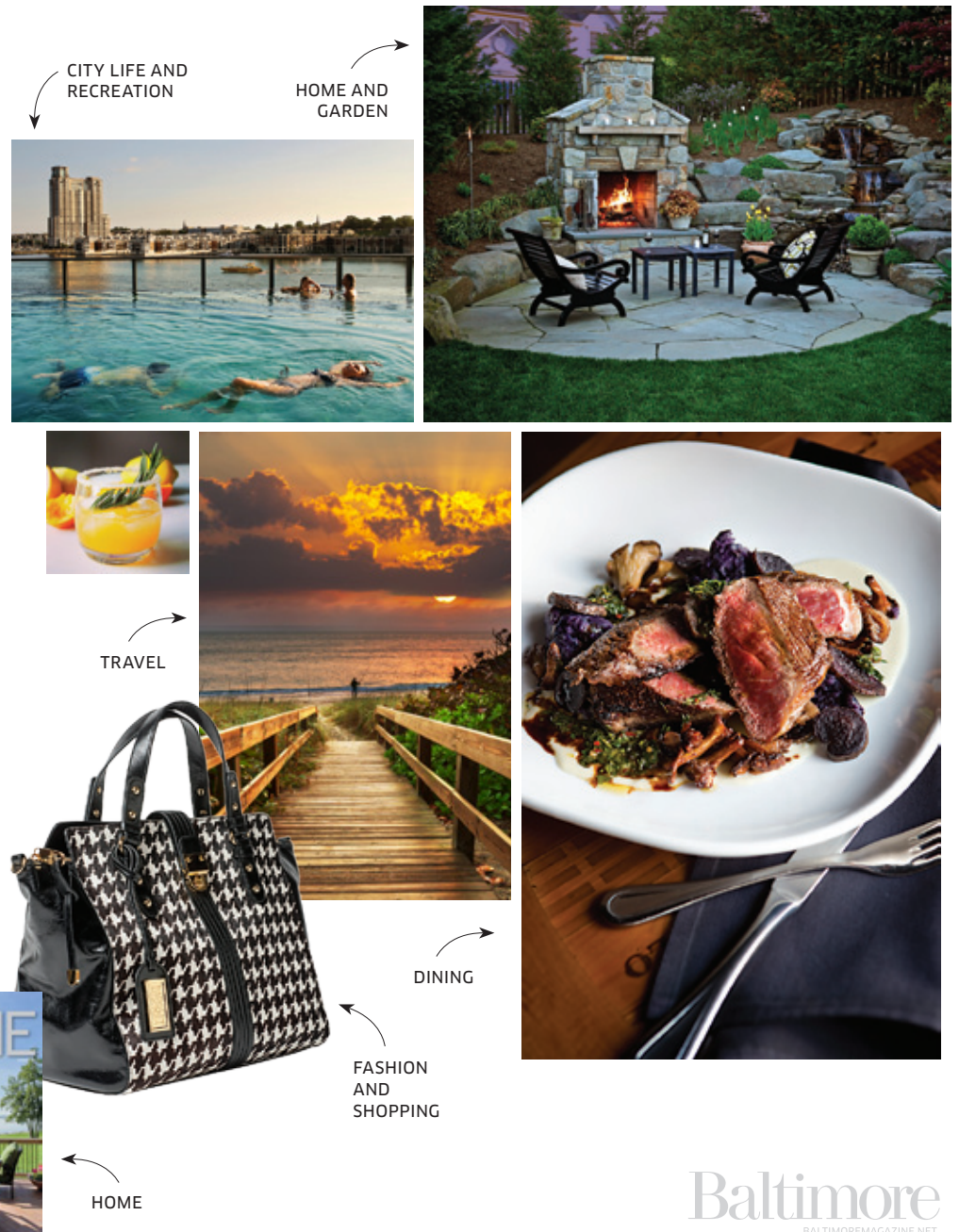
Shopping, lifestyle, trends, ask the expert

Local Flavor

Dining reviews, cocktails, hot spots, tidbits, restaurant listings, recipes, wine

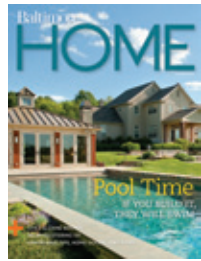
HOME (quarterly)

Décor, design, gardening, patio, personalities



CLOCKWISE FROM BOTTOM LEFT: DAVID COLWELL, SHUTTERSTOCK.COM; CHARM CITY COOK; JONATHAN HANSON, CORY DOROVAN, RYAN LAVINE

THE MAGAZINE AT A GLANCE



BALTIMORE HOME



BALTIMORE MAGAZINE
304,000+
TOTAL MONTHLY READERSHIP

PRINT



BALTIMORE BRIDE
25,000
DISTRIBUTION



CUSTOM PUBLISHING

PARTNERSHIPS

RADIO

NONPROFITS

ASSOCIATIONS

CUSTOM



BALTIMOREMAGAZINE.NET
188,000
MONTHLY PAGEVIEWS

DIGITAL



MOBILE

CUSTOM
DIGITAL
PROGRAMS



SOCIAL MEDIA
36,000+
FOLLOWERS



E-NEWSLETTERS
7,000+
SUBSCRIBERS

PARTNERED
EVENTS

EVENTS

CUSTOM
CLIENT
EVENTS

EXPERIMENTAL

SIGNATURE
EVENTS



CVC AUDIT REPORT (JULY 1, 2011-JUNE 30, 2012)



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

OUR AUDIENCE



63%
FEMALE

37%
MALE

THEY ARE FINANCIALLY SECURE

\$233,450

AVERAGE HOUSEHOLD INCOME

\$1,275,000

AVERAGE NET WORTH

AGE

<24	2%
25-34	13%
35-44	20%
45-54	28%
55-64	28%
65+	9%

52.8
MEDIAN
AGE

THEY OWN THEIR OWN HOMES

Own home	79%
Value of residence	\$501,600
Own "other" real estate	25%

THEY ARE EDUCATED

Graduated college or more	78%
Post-graduate study/degree	27%

THEY ARE LOYAL

Read 4 out of 4 issues	90%
Spend at least 30 minutes with each issue	92%

THEY TAKE ACTION AFTER READING *BALTIMORE*

Dined in a restaurant	88%
Saved one or more issues	73%
Discussed something read with another person	64%
Recommended a restaurant/product/service/store	63%
Passed magazine onto someone else	57%
Visited a website	57%
Attended an event	50%
Clipped and saved an item of interest	43%

CVC SUBSCRIBER SURVEY, 2013; CVC SUBSCRIBER SURVEY, 2012; MENDELSON SUBSCRIBER SURVEY, 2010



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

CIRCULATION

TOTAL CIRCULATION

52,249

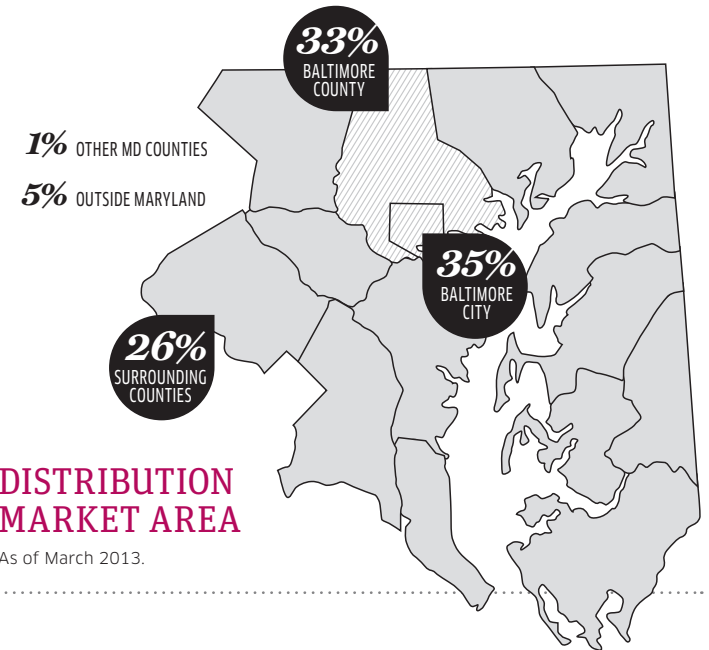
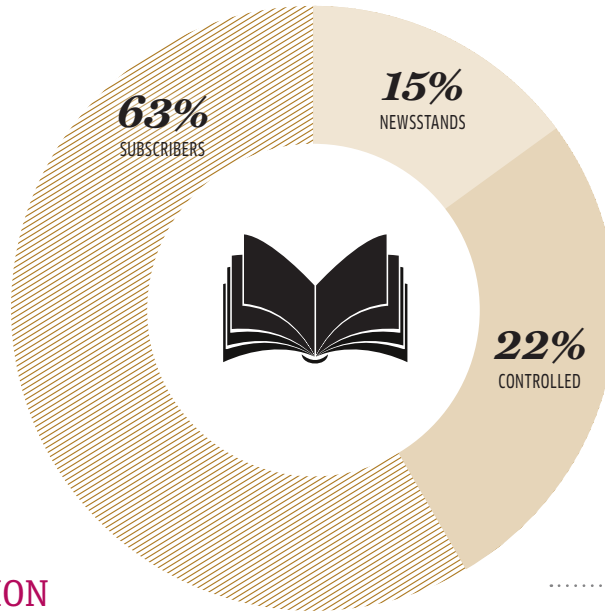
MONTHLY

TOTAL READERSHIP

304,793

MONTHLY

READERS PER COPY 5.83



DISTRIBUTION MARKET AREA

As of March 2013.

NEWSSTAND DISTRIBUTION

Baltimore magazine is prominently displayed in more than 700 area retail stores, including:

GROCERY

- Eddie's
- Food Lion
- Fresh & Greens
- Fresh Market
- Giant
- Graul's
- Harris Teeter
- Mars
- Mom's Organic Market
- Roots Market
- Safeway
- Shoppers Food Warehouse
- Shoprite
- Wegman's
- Weis
- Whole Foods

BOOKSTORES

- Books A Million
- Barnes & Nobles
- BWI-Hudson News
- Greetings & Readings

DRUGSTORES

- CVS
- RiteAid
- Walgreens

NATIONAL DISCOUNT

RETAILERS

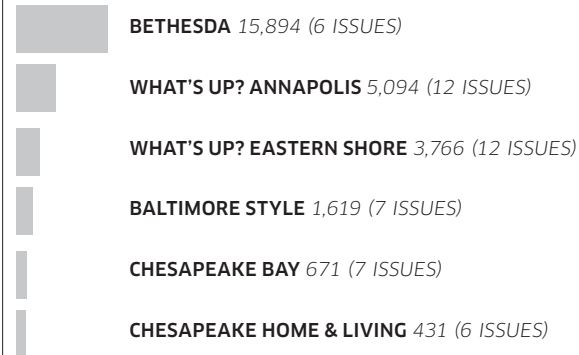
- BJ's
- Costco
- Target
- Walmart

GIFT SHOP/ CONVENIENCE

- 7-11
- Marriott Travel
- News Centers
- Penn Station
- Royal Farms

PROUD TO BE #1 IN REGIONAL MARKET COVERAGE (ANNUAL NEWSSTAND SALES, 2013)

BALTIMORE MAGAZINE {92,232}



CVC AUDIT REPORT, 2013; CVC SUBSCRIBER STUDY, 2013; HARRISBURG NEWS, 2013; SOURCE INTERLINK, 2013; ONE SOURCE, 2013; MRI MARKET SOLUTIONS; THE NEW SINGLE COPY, 2008; CIRCULATION MANAGEMENT, 2005.



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

EDITORIAL CALENDAR

JANUARY

EDITORIAL FEATURES

101 Reasons to Love
Baltimore Right Now

SPECIAL SECTIONS

Cosmetic Surgery
Salon & Spa Guide

SPACE CLOSE 12/2/13

PRINT READY 12/2/13

ON SALE 12/27/13

FEBRUARY

EDITORIAL FEATURES

Sweets
Top Singles
Travel
Arts: Hippodrome Turns Ten

SPECIAL SECTION

Dining Guide

SPACE CLOSE 1/3/14

PRINT READY 1/6/14

ON SALE 1/31/14

MARCH

EDITORIAL FEATURES

Best Restaurants
Lacrosse Preview
Spring Fashion
HOME

SPECIAL SECTIONS

HOME
Camp Guide
Shop Local

SPACE CLOSE 1/31/14

PRINT READY 2/3/14

ON SALE 2/28/14

APRIL

EDITORIAL FEATURES

Real Estate Guide
Spring Cleaning
Travel
Orioles Profile

SPECIAL SECTIONS

Retirement
Travel Planner

SPACE CLOSE 2/28/14

PRINT READY 3/3/14

ON SALE 3/28/14

MAY

EDITORIAL FEATURES

Baltimore: Then and Now
Powerful Women:
A Roundtable

SPECIAL SECTIONS

Women in Business
Dining Guide

SPACE CLOSE 3/28/14

PRINT READY 3/31/14

ON SALE 4/25/14

JUNE

EDITORIAL FEATURES

Eastern Shore
Top Dentists

SPECIAL SECTIONS

Dental Profiles
Salon & Spa Guide

SPACE CLOSE 4/25/14

PRINT READY 4/28/14

ON SALE 5/23/14

JULY

EDITORIAL FEATURES

The Crab Issue
Crab Feast
Travel

SPECIAL SECTIONS

HOME
Dining Guide
Travel Planner

SPACE CLOSE 5/23/14

PRINT READY 5/27/14

ON SALE 6/20/14

AUGUST

EDITORIAL FEATURES

Best of Baltimore
BBQ Bonanza

SPECIAL SECTIONS

Retirement
Salon & Spa Guide

SPACE CLOSE 6/27/14

PRINT READY 6/30/14

ON SALE 7/25/14

SEPTEMBER

EDITORIAL FEATURES

Fall Travel
1814 Anniversary
Ravens Profile
Fall Fashion

SPECIAL SECTIONS

Travel Planner
Cosmetic Dentistry
College Guide
Shop Local

SPACE CLOSE 8/1/14

PRINT READY 8/4/14

ON SALE 8/29/14



OCTOBER

EDITORIAL FEATURES

Neighborhood Eats
Fall Arts: 100th Anniversary
of the BMA
HOME
Travel

SPECIAL SECTIONS

HOME
Schools Open House
Dining Guide

SPACE CLOSE 8/29/14

PRINT READY 9/2/14

ON SALE 9/26/14

NOVEMBER

EDITORIAL FEATURES

Top Docs
Holiday Entertaining

SPECIAL SECTIONS

Medical Profiles
Holiday Entertaining

SPACE CLOSE 10/3/14

PRINT READY 10/6/14

ON SALE 10/31/14



L TO R: COURTESY OF H&M, RYAN LAWINE

DECEMBER

EDITORIAL FEATURES

Winter Hot List
Gift Guide
HOME
Travel

SPECIAL SECTIONS

Holiday Gift Guide
HOME
Travel Planner
Dine Out

SPACE CLOSE 10/31/14

PRINT READY 11/3/14

ON SALE 11/28/14

Editorial calendar is
subject to change.
Contact your Account
Executive for updates.

Work Up material deadline is the same date as space close. | Special advertising space close is one week prior to display space close. | Profile space close is two weeks prior to display space close. | Editorial calendar is subject to change. | UPDATED 12/17/13



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

BALTIMOREMAGAZINE.NET

Baltimoremagazine.net is the leading lifestyle website in the Baltimore region, featuring the same kind of authoritative editorial content that can be found in each printed issue of *Baltimore* magazine. It enhances and enriches the experiences of residents and tourists alike through its editorial coverage, online exclusives, daily blogs, events calendar, video library, photo galleries, searchable dining guide, archive, and more.

SPONSORSHIP OPPORTUNITIES

Throughout 2014, we'll be offering exclusive sponsorship opportunities on our website, social media outlets, and mobile apps. Our prominent, high-impact sponsorship packages will place your message in front of our growing and engaged online audience. Sponsorship packages begin at \$500.

ONGOING OPPORTUNITIES

Verticals

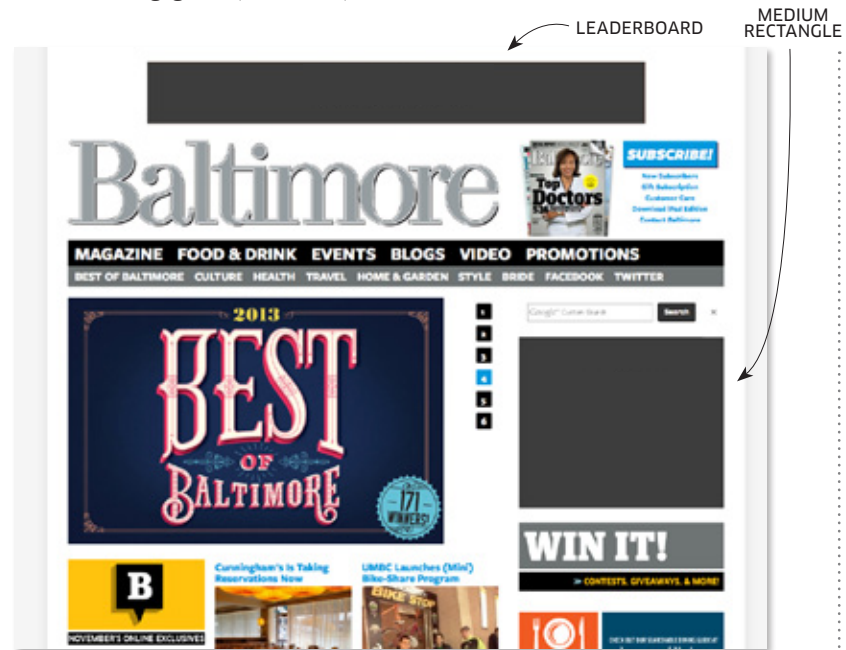
Food and dining, travel, health, style and shopping, home and garden, work and business, arts and culture

Blogs

In Good Taste (Food and Dining), On The Town (Nightlife), The Chatter (Current Events, Local News), Talk Shop (Fashion and Shopping), Bike Shorts (Bicycling and Sustainability), MaxSpace (Movie Reviews and Pop Culture), All The Pieces Matter (Music, Arts & Culture)

CUSTOM CAMPAIGNS

Beyond our display advertising and sponsorship packages, we're excited to work with clients on custom online campaigns, including branded and sponsored content, microsites, lead generation, contests, social media, email, and more.



WEB BANNER ADVERTISEMENTS

Ad Type	Dimensions	CPM Rate*
Leaderboard	728x90	\$12
Medium Rectangle	300x250	\$12
Super Leaderboard	970x90	\$15

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

File Formats GIF, JPEG, and Flash Compatible SWF file.

File Size Maximum 50kb.

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 Ad Specifications 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.

File Delivery/Testing Provide five business days for processing and placement. Any ads not conforming to these guidelines will not be posted until the problem has been resolved. Please send all web ads to: webads@baltimoremagazine.net.

MONTHLY AVERAGES

GOOGLE ANALYTICS 1/2013 - 10/2013

113,000

VISITS

PAGEVIEWS

188,000

86,000

ABSOLUTE UNIQUE VISITORS

TIME SPENT ON SITE

1:41

40%

VISITORS ON MOBILE DEVICES



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

DIGITAL CALENDAR

◆ Indicates a one-year campaign.



JANUARY

How Baltimore Are You? ◆
(12/27/13)

Best Restaurants
Readers' Poll

(1/6-2/24)



FEBRUARY

Sweets Showdown
(1/22-2/14)

Valentine's Day Roundup
(1/22-2/14)



MARCH

Spring Fashion ◆
(3/24/14)

Saint Patty's Day Roundup
(3/7-3/18)

Best Restaurant
Readers' Poll ◆

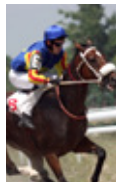
(1/6/14)



APRIL

Real Estate Heat Map ◆
(3/24/14)

Orioles Coverage
(MLB SEASON STARTING 3/24)



MAY

Historic Tour Guide ◆
(4/25/14)

Preakness
(5/2-5/19)

Mother's Day Roundup
(5/2-5/11)



JUNE

Eastern Shore ◆
(5/19/14)

Father's Day Roundup
(6/2-6/16)



JULY

Crabs ◆
(6/20/14)

Fourth of July Roundup
(6/24-7/6)

Artscape Roundup
(7/3-7/21)



AUGUST

Best of Baltimore
Readers' Poll ◆
(6/15/14)



SEPTEMBER

Ravens Watch
(NFL SEASON STARTING 8/29)

Fall Travel Planner ◆
(9/19/14)

1814 Anniversary
(8/23-9/13)

Fall Fashion ◆
(9/19/14)



OCTOBER

Neighborhood Dining ◆
(10/20/14)

Halloween Roundup
(10/18-11/1)



NOVEMBER

Top Doctors Survey and
Database ◆
(12/1/14)

Black Friday Roundup
(10/18-11/1)

Top Singles Nominations
(10/18-11/1)



DECEMBER

Winter Hot List ◆
(12/22/14)

Holiday Gift Guide ◆
(11/24/14)

Holiday Roundup (trees,
lights, and more)
(11/14/14-1/1/15)



Digital calendar is subject to change.



For advertising information, contact your *Baltimore* magazine Account Executive today at **410-752-4200**.

E-NEWSLETTERS

THE DATEBOOK

The *Datebook* highlights the latest events and hot happenings in Baltimore and the surrounding area. Advertisers can choose exclusive sponsorship and/or highlight an event within our "Featured Event" space.

The Details

- 7,000+ opt-in subscribers
- Deployed the first Friday of every month
- Above average open rate

Ad Type	Dimensions	Copy	Rate
Featured Event	160x120	75 words	\$500
Skyscraper Banner	160x600		\$400
Featured Event & Skyscraper Banner	160x600	100 words	\$800

SNEAK PEEK

Sneak Peek highlights the editorial content of our latest issue, online exclusives, events, and more. Sponsorship is exclusive.

The Details

- 7,000+ opt-in subscribers
- Deployed on newsstand day each month
- Above average open rate

Ad Type	Dimensions	Rate
Skyscraper Banner	160x600	\$500

FEATURED EVENT

BALTIMORE MAGAZINE'S SIGNATURE & PARTNERED EVENTS

the datebook

(SPECIAL PROMOTION)

featured event!

The Ultimate Ciroc Summer Cocktail Competition

Everyone loves a contest, right? So what could be more fun—and worthwhile—than a contest that involves both cocktails and a good cause? That's what we have for you this month with The Ultimate CROCO Summer Cocktail Competition, which pits 10 of Charm City's top local mixologists against each other to uncover the best way to drink CROCO. Play a visit to these CROCO champions at their restaurants and try their competition cocktails. Then, after you're done taste-testing, vote for your favorite, here: baltimoremagazine.net/croc/ Voting ends July 31st.

thursday july 5

Que Sarah Sarah

EDITOR'S PICK Sarah McLachlan plays Merriweather of Post Pavilion with The National Philharmonic. For tickets, visit merriweather.com

thursday july 12

Crabaret

EDITOR'S PICK Held in The Baltimore Museum of Art's Sculpture Garden, Crabaret gives the grubby Eastern Shore crab-feast tradition total makeover: trading out brown paper towel rolls for linen and cheap beer for locally crafted microbrew. Not only does the evening present the opportunity to enjoy first-rate food and entertainment, but it also raises money for an important cause. Presented by CareFirst BlueCross BlueShield, proceeds from Crabaret will go toward the House of Ruth Maryland, a center that aids victims of domestic violence.

thursday july 12

Stella Artois Happy Hour

Gather your friends and join Baltimore magazine and Stella Artois for a special happy hour event on Thursday, July 12th at Bond Street Social from 6-8 PM. Complimentary appetizers, \$4 Stella draughts, live music, a photo booth, and giveaways await you! Plus, the first 50 guests to arrive will receive their very own Challenge. To RSVP, [click here](#).

thursday july 12

Artscape

EDITOR'S PICK With the summer heat comes America's largest free

Friend on Facebook
Follow on Twitter
Forward to a Friend

subscribe now

WIN IT!

>> CONTESTS, GIVEAWAYS, & MORE!

(ADVERTISEMENT)

SKYSCRAPER

EVENTS & EVENT MARKETING

SIGNATURE EVENTS

Top Singles Party

February 6th at Langermann's

Music, drink, and eats in celebration of our February Sweets & Singles issue. A portion of the proceeds will benefit BARCS (Baltimore Animal Rescue and Care Shelter).
250+ Guests

Women in Business

May 8th at The Four Seasons Hotel Baltimore

Networking, fun, and philanthropy benefitting a local breast cancer organization. Invite only.
100 Guests

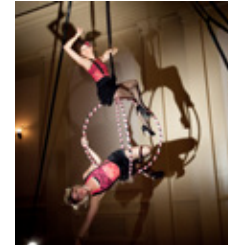
Best of Baltimore (August)

August at The Hippodrome Theatre

A sell-out celebration of our August Best of Baltimore issue, including eats from 35+ best restaurants, live entertainment, dancing, and more. The beneficiary is The Family Tree, whose mission is to prevent child abuse and neglect.
2,000 Guests

CUSTOM EVENTS

Baltimore magazine can help with the planning, marketing, and execution of your events from store openings to product launches and more.



AD SPECIFICATIONS AND REQUIREMENTS

DISPLAY SIZE

		WIDTH	DEPTH
Spread, bleed		16 1/4"	10 3/4"
Spread, trim	A	16"	10 1/2"
Full-page, bleed		8 1/4"	10 3/4"
Full-page, trim	B	8"	10 1/2"
Full-page, non-bleed		7"	9 5/8"
2/3-page	C	4 5/8"	9 5/8"
1/2-island	D	4 5/8"	7 1/4"
1/2-horizontal	E	7"	4 3/4"
1/3-vertical	F	2 1/4"	9 5/8"
1/3-square	G	4 5/8"	4 3/4"
1/6-vertical	H	2 1/4"	4 3/4"
1/6-horizontal	I	4 5/8"	2 1/4"
1/12-page	J	2 1/4"	2 1/4"
SPECIAL AD BANK SIZES			
1/2-vertical	K	3 3/8"	9 5/8"
1/4-page	L	3 3/8"	4 5/8"

MECHANICAL SPECIFICATIONS

Trim Size	8" x 10 1/2"
Live Area	7 1/2" x 10"
Binding	Perfect bound
Print Method	Web offset
Materials	Adobe PDF created with press-quality settings, Adobe InDesign packaged with fonts and links, Quark Xpress (version 9 or earlier) collected with fonts and links, Adobe Illustrator (type converted to outlines; saved as EPS), Adobe Photoshop (saved as a PDF with press-quality settings).
Fonts	No Multiple Master fonts.
Color	Convert colors to CMYK. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.
Artwork	All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. The maximum ink density for images and colors is 300%. Line art must be 1200 ppi at the size it is placed and be save as a bitmap tiff file. All graphic images must be saved as eps, tiff or psd (single layer and no alpha channels).
Email	Submit files to cameraready@baltimoremagazine.net and cc your Account Executive.
FTP Address	ftp.baltimoremagazine.net. Submit files using a FTP client such as Cyberduck (Mac), Coreftp (PC) or Fetch. Please contact your Account Executive for a FTP set-up.

