



Scott Suchman

# MEDIA KIT

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2016

**B**

PRINT. DIGITAL. EVENTS.



**Baltimore**  
BALTIMOREMAGAZINE.NET





# EDITORIAL

## FOCUS

Engaging readers with award winning editorial and alluring content in print and on the web.



### Features

Food, fashion, shopping, travel, arts, Top Doctors, Best of Baltimore, entertainment, real estate, business

**Local Flavor**  
Dining reviews, cocktails, hot spots, tidbits, restaurant listings, recipes, wine

★  
**THE #1 LIFESTYLE BRAND IN BALTIMORE**



**HOME (quarterly)**  
Décor, design, gardening, patio, personalities



**Charmed Life**  
Shopping, lifestyle, trends, ask the expert



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

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443-873-3900 / baltimoremagazine.net



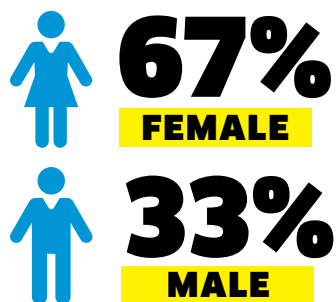
**Baltimore**  
BALTIMOREMAGAZINE.NET



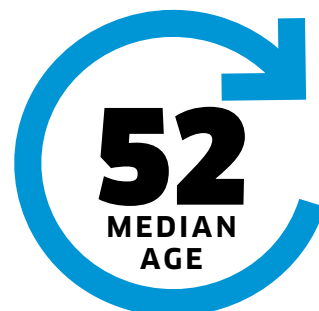


*The power of print.*

Baltimore readers are affluent consumers  
and business decision makers.



**\$230,000**  
AVERAGE HOUSEHOLD INCOME



**BALTIMORE MAGAZINE  
DELIVERS:**



**AFFLUENCE:**

\$1,275,000 as the average net worth  
\$501,600 average home value  
79% own a home  
25% own other real estate



**PASSIONATE READERS:**

92% spend at least 30 minutes with the issue  
74% save one or more issues



**EDUCATED:**

78% have graduated from college  
27% have a post graduate degree



**INFLUENCE:**

88% dined in a restaurant  
64% discussed something read  
with another person  
63% recommended a  
restaurant/product/service/store  
50% attended an event  
43% clipped and saved an item of interest

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# DIGITAL AUDIENCE

*web traffic increased 25%  
from 2014 to 2015*

*Baltimoremagazine.net* readers are  
engaged, tech savvy online consumers.

**227,000+**

**AVERAGE MONTHLY UNIQUES**

**33%**

**REPEAT VISITORS**

**31**

**AVERAGE AGE  
ONLINE READER**

**74%**

**COLLEGE GRADS**

**385,000+**

**AVERAGE MONTHLY PAGE VIEWS**



**1.7 million**

**SOCIAL IMPRESSIONS PER MONTH**



Over **90,000+** social followers  
interacting and sharing

GOOGLE ANALYTICS, 10/31/2015

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# 📍 CIRCULATION

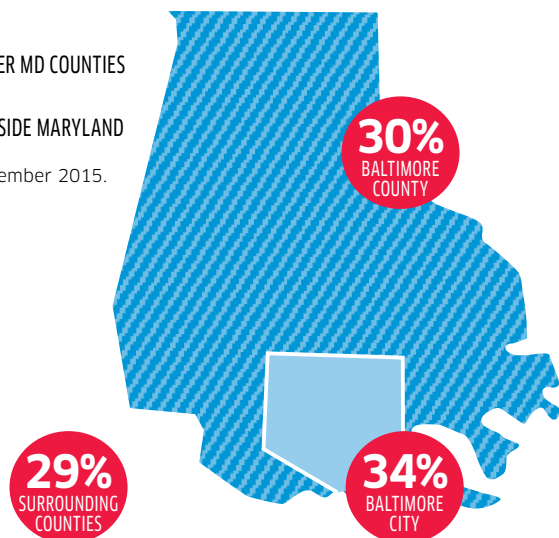
*In addition to our subscribers and newsstand readers, we reach visitors through strategic partnerships with upscale hotels in the city and county.*

## DISTRIBUTION MARKET AREA

**1%** OTHER MD COUNTIES

**5%** OUTSIDE MARYLAND

As of November 2015.



# 5.89

**READERS PER COPY**

*Baltimore* magazine provides a premium audience for our advertisers.

# 32,000

**SUBSCRIBERS**

# 16,000

**NEWSSTAND**

# 11,000

**HOTELS**

# + 1,000

**WAITING ROOMS**

# = 60,000

**TOTAL DISTRIBUTION**

CVC AUDIT REPORT, 2015; CVC SUBSCRIBER STUDY, 2015.

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**2016** EDITORIAL  
CALENDAR

**JANUARY**  
**EDITORIAL FEATURES**

*Top Salons*  
*Photo Essay: Geolocation*

**SPECIAL SECTIONS**

*Cosmetic Surgery*  
*Beauty & Wellness Guide*

SPACE CLOSE 11/20/15

PRINT READY 11/23/15

ON SALE 12/28/15

**FEBRUARY**  
**EDITORIAL FEATURES**

*The Future: Big Ideas*  
*Shaping Baltimore*  
*Top Singles*

**SPECIAL SECTIONS**

*Women in Business*  
*Dining Guide*

SPACE CLOSE 12/23/15

PRINT READY 12/28/15

ON SALE 1/29/16

**MARCH**  
**EDITORIAL FEATURES**

*Best Restaurants*  
*Spring Fashion*  
*HOME*

**SPECIAL SECTIONS**

*Camp Guide*  
*HOME*

SPACE CLOSE 1/22/16

PRINT READY 1/25/16

ON SALE 2/26/16

**APRIL**  
**EDITORIAL FEATURES**

*Real Estate: Hidden Gems*  
*Freddie Gray's Last Day*  
*Orioles*  
*Travel: Tours of the Chesapeake*

**SPECIAL SECTIONS**

*Retirement*  
*Travel Planner*

SPACE CLOSE 2/19/16

PRINT READY 2/22/16

ON SALE 3/25/16

**MAY**  
**EDITORIAL FEATURES**

*Outdoor Issue*  
*Top Nurses*

**SPECIAL SECTIONS**

*Excellence in Nursing*  
*Dining Guide*

SPACE CLOSE 3/25/16

PRINT READY 3/28/16

ON SALE 4/29/16

**JUNE**  
**EDITORIAL FEATURES**

*Route 50 Travel*  
*Top Dentists*  
*Urban Farming*

**SPECIAL SECTIONS**

*Dental Profiles*  
*Travel Planner*  
*Local Love: Bride Insert*

SPACE CLOSE 4/22/16

PRINT READY 4/25/16

ON SALE 5/27/16

**JULY**  
**EDITORIAL FEATURES**

*Crab Houses*  
*Women of the Chesapeake Bay*  
*Baltimore's Bicentennial*  
*HOME*

**SPECIAL SECTIONS**

*Dining Guide*  
*HOME*

SPACE CLOSE 5/20/16

PRINT READY 5/23/16

ON SALE 6/24/16

**AUGUST**  
**EDITORIAL FEATURES**

*Best of Baltimore*  
*Barbara Mikulski*  
*Photo Essay: Domino Sugar*

**SPECIAL SECTIONS**

*Retirement*  
*Beauty & Wellness Guide*  
*Winner's Circle*

SPACE CLOSE 6/24/16

PRINT READY 6/27/16

ON SALE 7/29/16

**SEPTEMBER**  
**EDITORIAL FEATURES**

*Education Issue: Local Universities*  
*Fall Fashion/Best Dressed*  
*Ravens*  
*Fall Travel*

**SPECIAL SECTIONS**

*Travel Planner*

SPACE CLOSE 7/22/16

PRINT READY 7/25/16

ON SALE 8/26/16

**OCTOBER**  
**EDITORIAL FEATURES**

*Where to Eat Now*  
*Falls Arts Preview*  
*HOME*

**SPECIAL SECTIONS**

*Schools Open House*  
*Dining Guide*  
*HOME*

SPACE CLOSE 8/26/16

PRINT READY 8/29/16

ON SALE 9/30/16

**NOVEMBER**  
**EDITORIAL FEATURES**

*Top Docs*  
*Baltimore Traffic Study*  
*Holiday Entertaining*

**SPECIAL SECTIONS**

*Medical Profiles*  
*Holiday Entertaining*

SPACE CLOSE 9/23/16

PRINT READY 9/26/16

ON SALE 10/28/16

**DECEMBER**  
**EDITORIAL FEATURES**

*Made in Baltimore*  
*Gift Guide*  
*HOME*

**SPECIAL SECTIONS**

*Holiday Gift Guide*  
*Travel Planner*  
*HOME*

SPACE CLOSE 10/21/16

PRINT READY 10/24/16

ON SALE 11/25/16

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 10/20/15

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Contact your Account Executive for updates.



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# BALTIMOREMAGAZINE.NET

*Delivering daily updates with the same great articles found in our print edition, plus breaking news stories, interactive content, contests and behind the scenes extras.*

## WEB ADS

*We deliver web ads of various sizes to engage baltimoremagazine.net readers with your brand. Banners are run of site (ROS) and are based on a cost per thousand (CPM) rate. A minimum commitment of 25,000 impressions is required for all ads.*

The screenshot shows the Baltimore Magazine website layout. A 'MEDIUM RECTANGLE' ad is placed in the center of the page, and a 'LEADERBOARD' ad is placed at the bottom. The website features a header with the Baltimore Magazine logo and navigation links. The main content area includes a featured article 'Say Aloha' and a 'LATEST STORIES' section. The sidebar on the right contains a 'MAGAZINE' section with links to 'MAGAZINE', 'SUBSCRIBE', 'ABOUT', 'CONTACT', and 'ADVERTISE'. The footer includes social media links and contact information.

## DEDICATED E-BLAST

*Send your message to our 20,000+ newsletter subscribers.*

The screenshot shows a dedicated e-blast email for Cunningham's restaurant. The email features a header with the Baltimore Magazine logo and navigation links. The main content area includes a featured article 'This year, leave your holiday cooking to us!' and a 'THE CUNNINGHAM'S HOLIDAY CARRYOUT MENU' section. The email also includes a 'CLICK HERE FOR OUR MENU & TO ORDER YOUR FAMILY'S FEAST TODAY!' link and a 'THE CUNNINGHAM'S WEEKDAY PRIX FIXE' section. The footer includes social media links and contact information.

The screenshot shows a dedicated e-blast email for Baltimore Magazine. The email features a header with the Baltimore Magazine logo and navigation links. The main content area includes a featured article 'This year, leave your holiday cooking to us!' and a 'THE CUNNINGHAM'S HOLIDAY CARRYOUT MENU' section. The email also includes a 'CLICK HERE FOR OUR MENU & TO ORDER YOUR FAMILY'S FEAST TODAY!' link and a 'THE CUNNINGHAM'S WEEKDAY PRIX FIXE' section. The footer includes social media links and contact information.

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# BALTIMOREMAGAZINE.NET

*Delivering daily updates with the same great articles and reviews found in our print edition, plus breaking news stories, interactive content, contests and behind the scenes extras.*



## NATIVE ADVERTISING

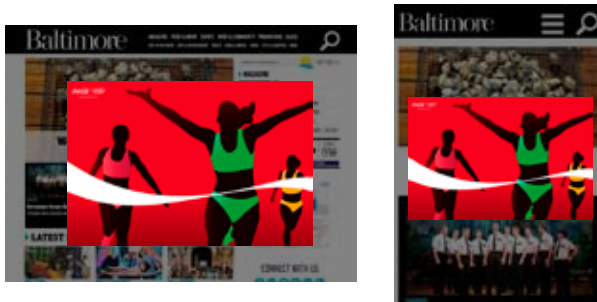
*The seamless integration between the advertiser's messaging and Baltimore magazine's content produces measurable impressions and click-thru's that exceed typical display advertising by 10-20x.*

*Baltimoremagazine.net engages young online readers with your brand.*



## HIGH-IMPACT ADS

*Each month, the magazine contains 2-4 featured stories. These features now include high-impact ad units that span the full width of the pages and appear much larger than traditional display ads.*



## INTERSTITIAL ADVERTISING

*Get noticed by readers on desktop and mobile view with an advertisement they see when they first visit Baltimoremagazine.net*



## BACKGROUND SKINS AND TAKEOVER

*Promote your message by turning the background or the "skin" of the Baltimore magazine homepage into your branded canvas, accompanied by a full takeover of remaining ad space.*

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2016

# DIGITAL CALENDAR



## JANUARY

Top Salons  
Best Restaurants  
Readers' Poll



## FEBRUARY

The Future: Big Ideas  
Shaping Baltimore  
Valentine's Day Roundup  
Top Singles



## MARCH

Best Restaurants  
St. Patrick's Day Roundup  
Camp Guide  
Spring Fashion  
Best Restaurant  
Readers' Poll



## APRIL

Hidden Neighborhood  
Gems  
Birds Nest



## MAY

Outdoor Issue  
Preakness Coverage  
Mother's Day Roundup



## JUNE

Route 50 Travel  
Father's Day Roundup  
Battle of the  
Burger Bracket



## JULY

Crab Houses  
Fourth of July Roundup  
Artscape Roundup  
Crab Poll



## AUGUST

Best of Baltimore  
Best of Baltimore  
Readers' Poll



## SEPTEMBER

Education Issue  
Ravens Watch  
Fall Travel  
Fall Fashion



## OCTOBER

Where to Eat Now  
Fall Arts Preview  
Schools Open Houses  
Halloween Roundup



## NOVEMBER

Top Doctors  
Holiday Entertaining  
Thanksgiving Roundup



## DECEMBER

Made In Baltimore  
Holiday Gift Guide  
Holiday Roundup  
(trees, lights, & more)



Digital calendar is subject to change.

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**ROUND UPS** Coverage of holiday related local events and traditions including shopping, promotions, restaurants and bar specials. Materials required: Leaderboard and Medium Rectangle.

	RUNTIME	MATERIAL DEADLINE
VALENTINE'S DAY	February 1 thru February 14	January 25
ST. PATRICK'S DAY	March 3 thru March 17	February 25
MOTHER'S DAY	April 25 thru May 8	April 18
PREAKNESS COVERAGE	May 9 thru May 22	May 2
FATHER'S DAY	June 16 thru June 19	May 31
FOURTH OF JULY	June 20 thru July 4	June 27
ARTSCAPE	July 5 thru July 17	June 28
HALLOWEEN	October 17 - October 31	October 10
THANKSGIVING	November 7 thru November 27	October 31

**POLLS, NOMINATIONS, & BRACKETS** Materials required: Leaderboard & Medium Rectangle.

	RUNTIME	MATERIAL DEADLINE
BEST RESTAURANTS POLL	January 4 thru February 1	December 21
BEST OF BALTIMORE POLL	May 9 thru June 17	May 2
BATTLE OF THE BURGER BRACKET	May 18 thru June 15	May 11
CRAB POLL	July 1 - July 22	June 24
TOP SINGLES NOMINATIONS	October 3 thru November 25	September 26

**SPORTS** On going coverage of Baltimore's big sports teams and sporting events. Materials required: Leaderboard, Medium Rectangle & Super leaderboard.

	RUNTIME	MATERIAL DEADLINE
BIRD'S NEST (ORIOLES)	March 31 - End of season	March 14
RAVENS WATCH	TBD - End of season	August 1

**ADVERTORIALS** Materials required: Leaderboard and Medium Rectangle.

	RUNTIME	MATERIAL DEADLINE
CAMP GUIDE	One year starting March 1	February 23
SCHOOLS OPEN HOUSE	One year starting October 3	September 26

**FEATURES** High impact units that span the full width of the page within a feature article & appear much larger than traditional display ads. Materials required: Leaderboard, Medium Rectangle & High Impact.

NAME	RUNS FOR A YEAR STARTING	MATERIAL DEADLINE
TOP SALONS	January 26	January 18
THE FUTURE ISSUE	February 22	February 15
BEST RESTAURANTS	March 21	March 14
SPRING FASHION	March 7	February 29
ORIOLES FEATURE	April 4	March 28
HIDDEN NEIGHBORHOOD GEMS	April 25	April 18
OUTDOOR ISSUE	May 23	May 16
TOP DENTISTS	June 6	May 30
URBAN FARMING	June 13	June 6
ROUTE 50 TRAVEL	June 20	June 13
WOMEN OF THE CHESAPEAKE	July 11	July 5
CRAB HOUSES	July 25	July 18
BEST OF BALTIMORE	August 22	August 15
FALL TRAVEL	September 2	September 6
FALL FASHION	September 14	September 17
RAVENS FEATURE	September 19	September 12
EDUCATION ISSUE	September 26	September 19
FALL ARTS PREVIEW	October 10	October 3
WHERE TO EAT NOW	October 24	October 17
HOLIDAY ENTERTAINING	November 7	October 31
TOP DOCS	November 21	November 14
HOLIDAY GIFT GUIDE	December 12	December 5
YEAR IN REVIEW	December 19	December 12
MADE IN BALTIMORE	December 26	December 19



# E-NEWSLETTER

Deliver your brand directly to the inboxes of our 20,000+ email subscribers. Your digital ads are perfectly positioned next to the latest baltimoremagazine.net content.



NEWSLETTER	HIGHLIGHTS	DEPLOYED	BANNER	BANNER AD SIZE
DATEBOOK	Latest events and hot happenings	2x/month (1st/3rd wk)	Skyscraper Featured Event Leaderboard Event & Leaderboard All three	160 x 600 360 x 270 600 x 80 Event & Leaderboard
MONTHLY DISH	Food & Drink plus dining reviews	2nd wk/month	Skyscraper Leaderboard	160 x 600 600 x 80
TRAVEL	Destinations far and near	Apr, June, Sept, Dec	Skyscraper Leaderboard	160 x 600 600 x 80
HOME	Trends in home and gardening	Mar, Jul, Oct, Dec	Skyscraper Leaderboard	160 x 600 600 x 80
CHARMED LIFE	Editorial content of our latest issue	1x/month	Skyscraper Leaderboard	160 x 600 600 x 80
UNDER REVIEW	Editorial content of our latest issue	1x/month	Skyscraper Leaderboard	160 x 600 600 x 80
SNEAK PEEK	Editorial content of our latest issue	Day before Newsstand	Skyscraper Leaderboard	160 x 600 600 x 80
WEEKENDER	The Top Stories of the week	Every Weekend	Skyscraper Leaderboard	160 x 600 600 x 80
DEDICATED	Branded email			600 x 1000 (max)



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# EVENTS

Baltimore magazine comes to life with our signature events.

Most of our events are cross-promoted with a beneficiary and can mean double the exposure for your brand. Get in front of your audience with a presence at an event plus all the print and digital collateral that accompanies it.



## CREATE A UNIQUE AND ENGAGING EVENT FOR YOUR BRAND

Baltimore magazine can help with the planning, marketing, and execution of your event.

Event management can include everything from invitation design, mailing, managing RSVP list, catering, photography, and permits.

### SIGNATURE EVENTS



#### **BEST OF BALTIMORE PARTY** *August*

A sell-out celebration of our August Best of Baltimore issue, including eats from best restaurants, live entertainment, dancing, and more. Benefiting The Family Tree.  
*2,000 Guests*



#### **TOP SINGLES PARTY** *February*

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



#### **WOMEN IN BUSINESS** *February*

Networking, fun, and philanthropy benefitting American Heart Association's Go Red Campaign. Invite only.  
*100 Guests*



#### **EXCELLENCE IN NURSING** *April*

Awards dinner celebrating top nurses in different categories.  
*300 Guests*

### CUSTOM EVENTS



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# PRINT AD

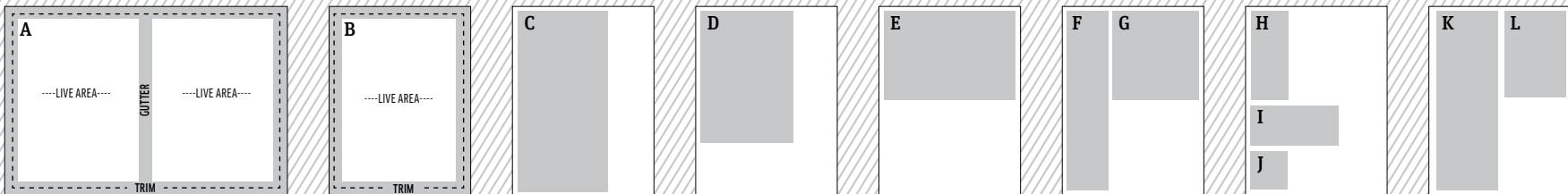
## SPECIFICATIONS & REQUIREMENTS

### 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"
<b>SPECIAL AD BANK SIZES</b>			
1/2-vertical	K	3 3/8"	9 5/8"
1/4-page	L	3 3/8"	4 5/8"

### MECHANICAL SPECIFICATIONS

<b>Trim Size</b>	8" x 10 1/2" (8" x 10.5")
<b>Live Area</b>	7 3/8" x 9 7/8" (7.375" x 9.875")
<b>Text Safety Area</b>	5/16" (.3125") inside of trim (Full Page/Spread only)
<b>Binding</b>	Perfect bound
<b>Print Method</b>	Web offset
<b>Materials</b>	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).
<b>Fonts</b>	No Multiple Master fonts.
<b>Color</b>	Convert colors to CMYK. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.
<b>Artwork</b>	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).
<b>Email</b>	Submit files to <a href="mailto:cameraready@baltimoremagazine.net">cameraready@baltimoremagazine.net</a> and cc your Account Executive.
<b>FTP Address</b>	<a href="ftp.baltimoremagazine.net">ftp.baltimoremagazine.net</a> . Submit files using a FTP client such as Cyberduck (Mac), Coreftp (PC) or Fetch. Please contact your Account Executive for a FTP set-up.
<b>Deadline</b>	Any ads submitted past deadline will be assessed a \$50 late charge.



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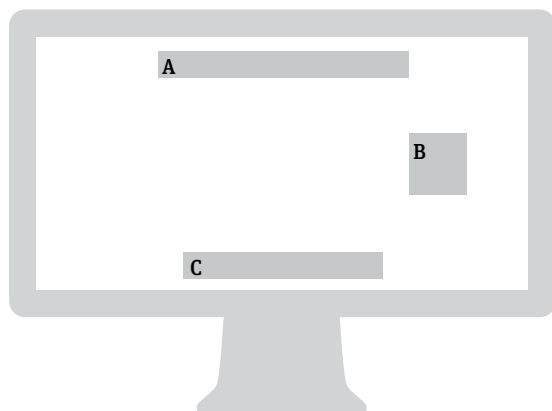


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# DIGITAL AD

## SPECIFICATIONS & REQUIREMENTS



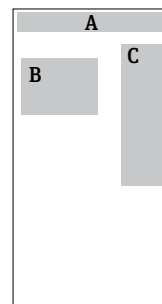
### WEB AD SIZES

		WIDTH	DEPTH	CPM RATE
Super Leaderboard	A	970 px	90 px	\$15
Medium Rectangle	B	300 px	250 px	\$12
Leaderboard	C	728 px	90 px	\$12
High-Impact		1600 px	800 px	N/A
Skins		300 px	900 px	N/A

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.

### POP UP SIZES

	WIDTH (MAX)	DEPTH (MAX)	FILE SIZE (MAX)
Desktop	600 px	500 px	300kb
Mobile	300 px	400 px	150kb



### EMAIL BANNER SIZES

		WIDTH	DEPTH
Leaderboard	A	600 px	80 px
Featured Event	B	360 px	270 px
Skyscraper	C	160 px	600 px
Dedicated		600 px	1000 px(max)

### MECHANICAL SPECIFICATIONS

**File Formats** GIF, JPEG, and Flash Compatible SWF file (video).

**File Size** Maximum 300kb.

**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.

**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](mailto:webads@baltimoremagazine.net).

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