



Scott Suchman

B DIGITAL **MEDIA KIT** 2016

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Baltimore
BALTIMOREMAGAZINE.NET



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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443-873-3900 / baltimoremagazine.net



Baltimore
BALTIMOREMAGAZINE.NET

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. At the top is the navigation bar with links like MAGAZINE, FOOD & DRINK, EVENTS, etc. Below the header, there are several article thumbnails. A 'MEDIUM RECTANGLE' ad is placed in the middle of the page, and a 'LEADERBOARD' ad is placed at the bottom. The website also features sections for 'LATEST STORIES', 'TRENDING NOW', and 'SPOTLIGHT'.

DEDICATED E-BLAST

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

This is an example of a dedicated e-blast email. The header includes the Baltimore Magazine logo and navigation links. The main content features a promotional message for Cunningham's restaurant, highlighting their holiday carryout menu and weekday prix fixe. The email includes a call to action to click for the menu and order. The footer contains contact information for Baltimore Magazine.

This is another example of a dedicated e-blast email. It features a solid blue background with the text 'DEDICATED E-BLAST' in white. The header includes the Baltimore Magazine logo and navigation links. The footer contains contact information for Baltimore Magazine.

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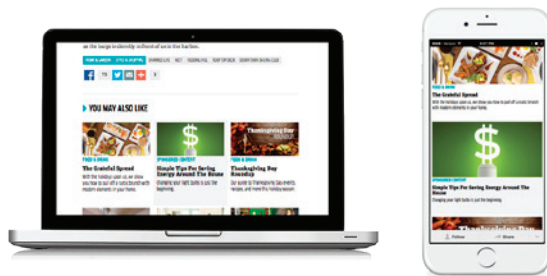
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NATIVE ADVERTISING

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

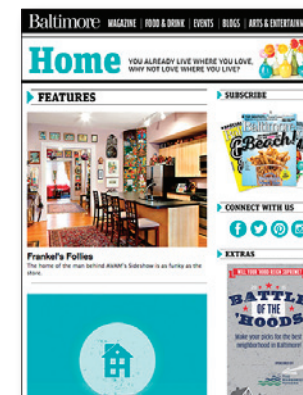
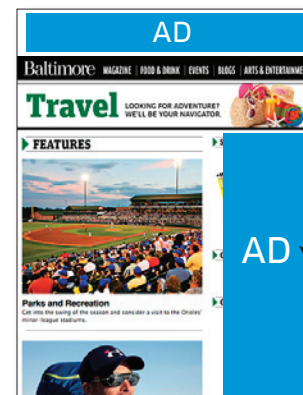
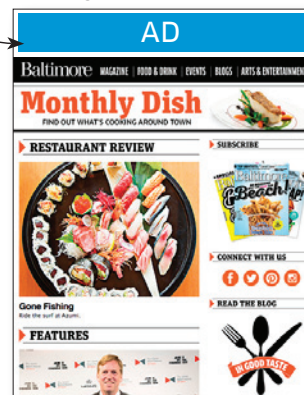
FEATURES High impact units that span the full width of the page within a feature article & appear much larger than traditional display ads. Materials required: Leaderboard, Medium Rectangle & High Impact.

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.

LEADERBOARD



SKYSCRAPER

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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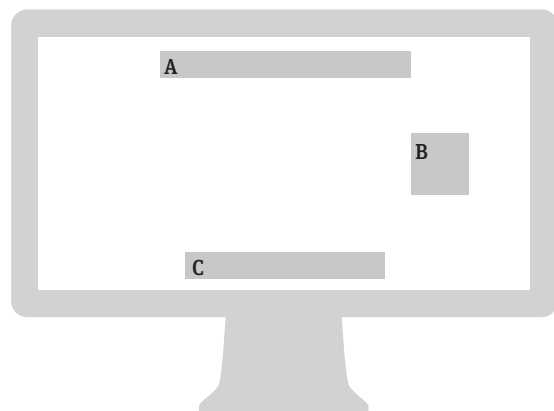
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DIGITAL AD

SPECIFICATIONS & REQUIREMENTS



WEB AD SIZES

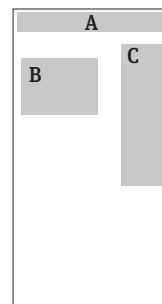
		WIDTH	DEPTH	CPM RATE
Super Leaderboard	A	970 px	90 px	\$15
Medium Rectangle	B	300 px	250 px	\$12
Leaderboard	C	728 px	90 px	\$12
High-Impact		1600 px	800 px	N/A
Skins		300 px	900 px	N/A

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.

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