

# MEDIA KIT

2019



Baltimore  
MAGAZINE



# BALTIMORE

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 partners who we value. We're dedicated to providing original, award-winning content that shapes thinking, influences decision-making, and inspires action.

### OUR BUSINESS MODEL IS SIMPLE:

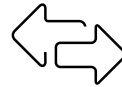
**ATTRACT** a high-value audience.

**CONNECT** them to our advertisers.

**BUILD AND SUPPORT** our advertisers' businesses.

WE KNOW **EVERYTHING** ABOUT THIS TOWN. AND SOON **YOU** WILL, TOO.



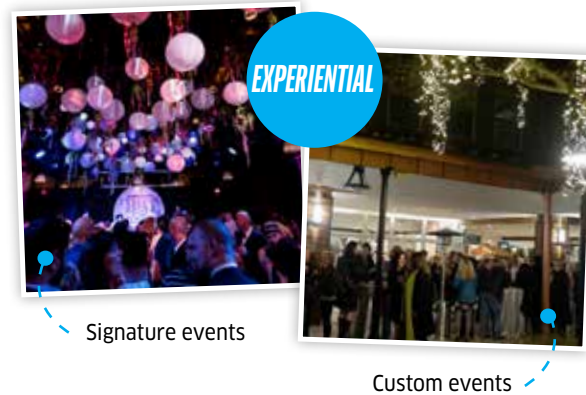
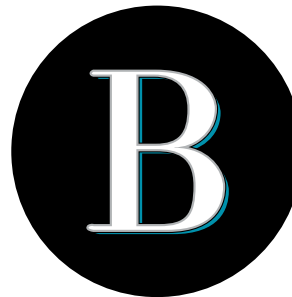


# OUR REACH

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.



Social media  
Facebook, Instagram, Twitter, LinkedIn, Pinterest





REACH THE RIGHT  
**AUDIENCE**

For more than a century, *Baltimore* has remained the single most trusted voice and widely read local publication 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**

**280,000** Total Monthly Readership



**DIGITAL**

**160,000+** Monthly Visitors  
**600,000+** Monthly Pageviews



**EVENTS**

Our team produces an average of **20** signature events per year in addition to partnering on more than **25** other events, reaching an audience of more than **25,000**.

# READER DEMOGRAPHICS



## GENDER

70% female

30% male



## PROFESSIONAL STATUS

36% c-suite executives

20% retired

43% managerial level/professional



25% 25 - 34

31% 35 - 54

44% 55 +



## MARITAL STATUS

68% married or partnered

32% single/divorced/other



## AVERAGE HOME VALUE

\$501,600



## EDUCATION LEVEL

80% of our readers hold a bachelor's degree or higher



## AS A RESULT OF READING *BALTIMORE*

73% of our readers visited or bought a service

77% dined in a restaurant



## AVERAGE HOUSEHOLD INCOME

\$227,000



## IN THE NEXT 12 MONTHS

86% are planning to go on a vacation

29% plan to renovate their home

40% will invest in stocks and hire a financial planner

23% will buy, sell, or refinance a home

23% will buy or lease a car



77% of our readers are home owners




68% of our readers made a purchase based on an advertisement seen in *Baltimore*



# DIGITAL ENGAGEMENT

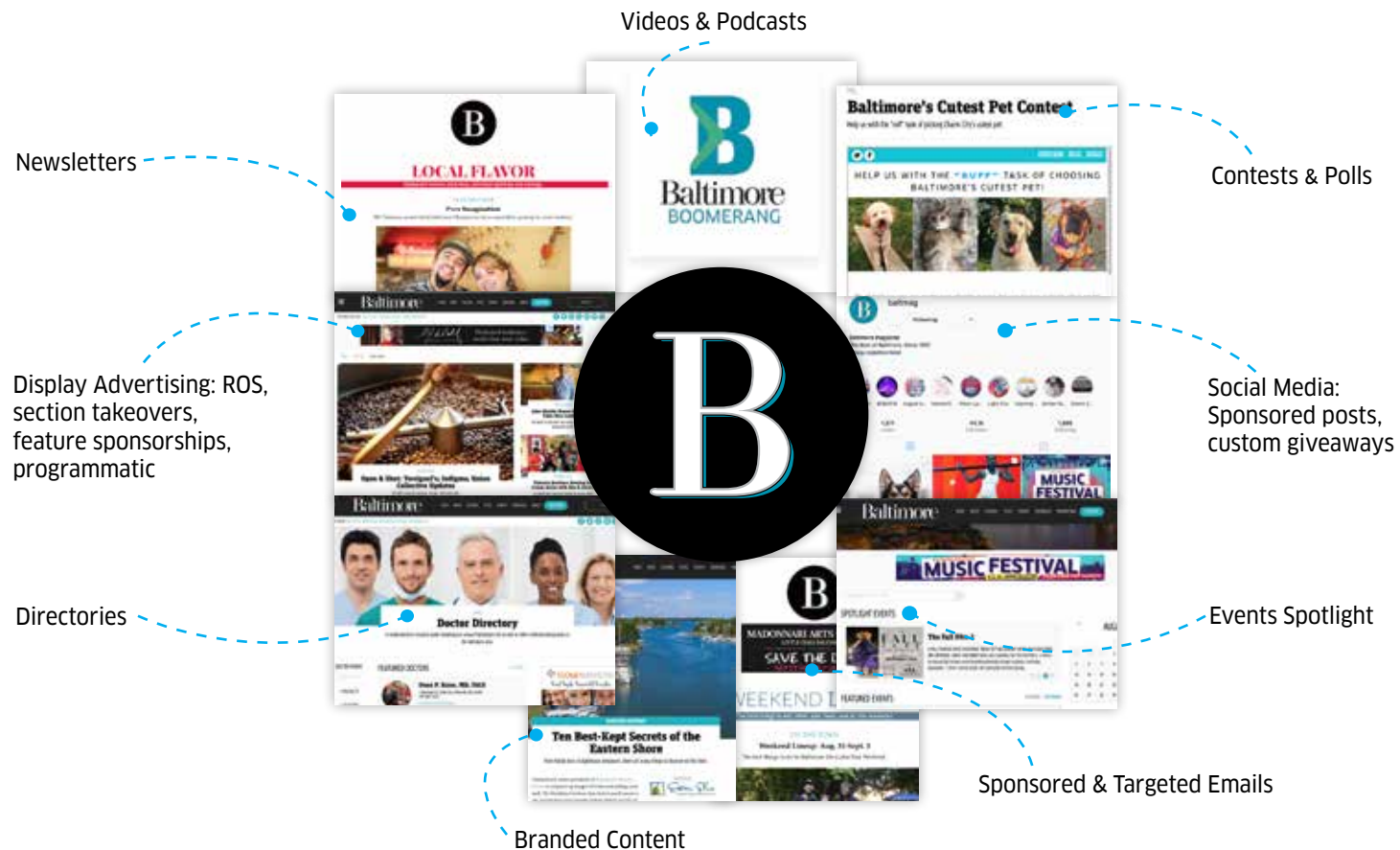
As an extension of our print magazine, *baltimoremagazine.com* is enhanced with daily updates by our award-winning editorial team. Amplify your brand messaging and achieve measurable goals with digital advertising campaigns that can be hyper-targeted and fully customized to your needs.

 **60%** mobile, **34%** desktop, **6%** tablet

 **180,000+** social media followers

 **38%** of our digital audience visit *baltimoremagazine.com* more than once a week

 **79%** of our digital audience visit *baltimoremagazine.com* once a month or more





# EXPERIENTIAL

THERE'S NOTHING LIKE THE POWER OF FACE-TO-FACE MARKETING.

BALTIMORE WEDDINGS  
LAUNCH PARTY



Our professional team produces high-end, diverse **EVENTS** and brand experiences that deliver results. From large-scale affairs to smaller panel discussions, networking events, and workshops, *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.

BEST OF BALTIMORE PARTY

THE DINNER PARTY



# PLANNING CALENDAR

## JANUARY

### THE BEAUTY ISSUE

Enoch Pratt Library CEO Profile  
Home  
Season of Suck (Sports piece)

#### ADVERTISING SECTIONS:

Beauty & Wellness Guide  
Cosmetic Surgery  
Home  
Super Lawyers

#### EVENTS:

Networking Series: Breakfast  
Meet The...Series:  
Beauty & Wellness

Space Close: 11/20  
Materials: 11/26  
Newsstand: 12/28

## FEBRUARY

### THE LOVE ISSUE

Best Places to Work  
Boudoir Photoshoots  
Travel: Staycations

#### ADVERTISING SECTIONS:

Higher Education  
Summer Camp Guide  
Wealth Managers  
Taste  
Women Who Move Maryland

#### EVENTS:

*Baltimore Weddings:*  
The Wedding Party  
Women Who Move Maryland:  
Candy & Rosé Soirée

Space Close: 12/17  
Materials: 12/21  
Newsstand: 1/25

## MARCH

### BEST RESTAURANTS

Alex Smith  
Ballet After Dark  
Budding Industry (Cannabis)  
Spring Fashion

#### ADVERTISING SECTIONS:

Homes We Love  
Spring Getaways  
Summer Camp Guide

#### EVENTS:

Meet The...Series: Food

Space Close: 1/18  
Materials: 1/21  
Newsstand: 2/22

## APRIL

### NEIGHBORHOOD STORIES

Home  
Bluegrass in Baltimore  
Orioles: John Angelos

#### ADVERTISING SECTIONS:

Best Restaurant Winners Circle  
Home  
Home Experts  
Retirement Living

#### EVENTS:

Meet The...Series: Home  
Excellence in Nursing

Space Close: 2/22  
Materials: 2/25  
Newsstand: 3/29

## MAY

### THE KIDS ISSUE

BMORE Club  
Preakness Buddies  
Global Warming  
Top Nurses

#### ADVERTISING SECTIONS:

Excellence in Nursing  
Family Fun Guide to Baltimore  
Pet Guide  
Taste

#### EVENTS:

Family Fun Day

Space Close: 3/22  
Materials: 3/25  
Newsstand: 4/26

## JUNE

### FACES OF PRIDE

Top Dentists  
Capital Gazette: One Year Later  
Johns Hopkins Center: Trans Health  
Travel: Iceland

#### ADVERTISING SECTIONS:

Dental Profiles  
Homes We Love  
Local Love: *Baltimore Weddings*  
Summer Getaways

#### EVENTS:

Networking Series: Happy Hour  
Meet The...Series:  
*Baltimore Weddings* Vendors

Space Close: 4/19  
Materials: 4/22  
Newsstand: 5/24

## JULY

### CRABS A TO Z

Crab Crisis  
Home  
Fluid Movement

#### ADVERTISING SECTIONS:

Crab Ad Bank  
Faces of Baltimore  
Home  
Summer in Annapolis  
Taste

Space Close: 5/17  
Materials: 5/20  
Newsstand: 6/21

## AUGUST

### BEST OF BALTIMORE

Summer in the City  
MPT Turns 50

#### ADVERTISING SECTIONS:

Beauty & Wellness Guide  
Retirement Living  
Schools  
Winners Circle

#### EVENTS:

Best of Baltimore Party

Space Close: 6/21  
Materials: 6/24  
Newsstand: 7/26

## SEPTEMBER

### FIELD TRIPS

Fall Arts  
Fall Fashion  
Ravens  
Private Schools Gender Revolution

#### ADVERTISING SECTIONS:

2019 Winners Circle  
Cosmetic Dentistry  
Fall Arts Guide  
Fall Getaways

#### EVENTS:

Music Festival  
Meet The...Series: Fashion

Space Close: 7/26  
Materials: 7/29  
Newsstand: 8/30

## OCTOBER

### GLOBAL CUISINE

Home  
The Giving Issue  
Travel: Portland, ME

#### ADVERTISING SECTIONS:

Give Baltimore  
Home  
Schools: Open House  
Taste

#### EVENTS:

World Eats

Space Close: 8/23  
Materials: 8/26  
Newsstand: 9/27

## NOVEMBER

### TOP DOCTORS

Oysters Save the World

#### ADVERTISING SECTIONS:

Gift Guide  
Holiday Entertaining  
Medical Profiles

#### EVENTS:

Top Medical Professionals  
Cocktail Reception  
Networking Series: Happy Hour  
*Baltimore Weddings*: Registry Event

Space Close: 9/20  
Materials: 9/23  
Newsstand: 10/25

## DECEMBER

### MADE IN MARYLAND

Holiday Travel: Winter Day Trips  
Gift Guide

#### ADVERTISING SECTIONS:

Gift Guide  
Holidays in Annapolis  
The Dish  
Winter Getaways

#### EVENTS:

Brand Summit  
Meet The...Series: Holiday Cocktails

Space Close: 10/18  
Materials: 10/21  
Newsstand: 11/22

\*PLANNING CALENDAR SUBJECT TO CHANGE



AWARD-WINNING CONTENT



**INSPIRING BALTIMORE  
TO DISCOVER MORE,  
DO MORE, AND  
BE MORE.**



**Baltimore**  
MAGAZINE

// FOR MORE INFORMATION, PLEASE CONTACT US AT ☎ [443.873.3951](tel:443.873.3951) ✉ [ADINFO@BALTIMOREMAGAZINE.NET](mailto:ADINFO@BALTIMOREMAGAZINE.NET)