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.
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.
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.

**REACH THE RIGHT AUDIENCE**

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

**Age**
- 25% 25-34
- 31% 35-54
- 44% 55+

**Marital Status**
- 68% married or partnered
- 32% single/divorced/other

**Average Home Value**
- $501,600

**Average Household Income**
- $227,000

**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

**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**

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.

- **Digital Engagement**
  - **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.*

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.
# 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

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**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 Soiree

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

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**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

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**April**
- **Neighborhood Stories**
- Bluegrass in Baltimore
- Orioles: John Angelos

**Advertising Sections:**
- Best Restaurant Winners Circle
- Home Experts
- Retirement Living

**Events:**
- Meet The...Series: Home Excellence in Nursing

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

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**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

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**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

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**July**
- **Crabs A to Z**
- Summer in the City
- MPT Turns 50

**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**
- Fall Arts
- Fall Fashion
- Ravens
- Private Schools Gender Revolution

**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

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**September**
- **Field Trips**
- Fall Arts
- Fall Fashion
- Fall Arts Guide
- Fall Getaways

**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

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**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

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**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

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**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

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*Planning Calendar Subject To Change*
INSPIRING BALTIMORE TO DISCOVER MORE, DO MORE, AND BE MORE.