

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:

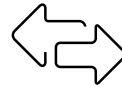
ATTRACT a high-value audience.

CONNECT them to our advertisers.

BUILD AND SUPPORT our advertisers' businesses.

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



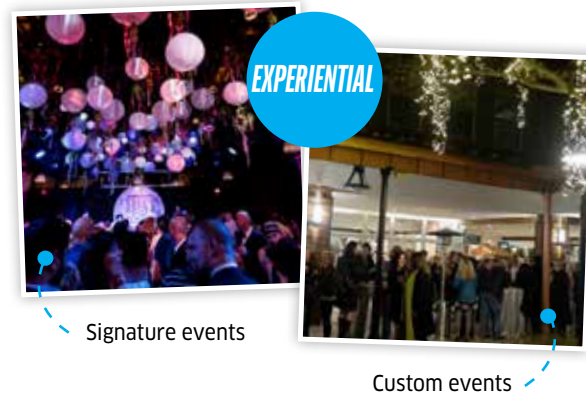
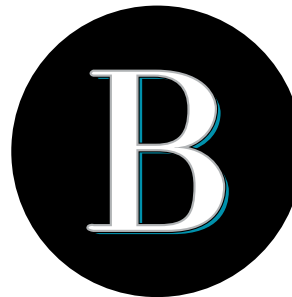


OUR REACH

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





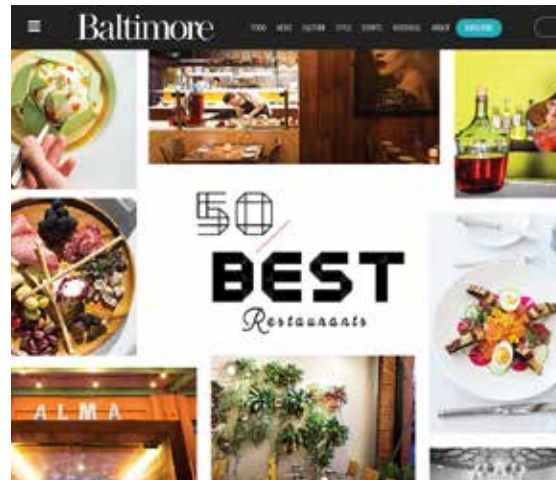
REACH THE RIGHT
AUDIENCE

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

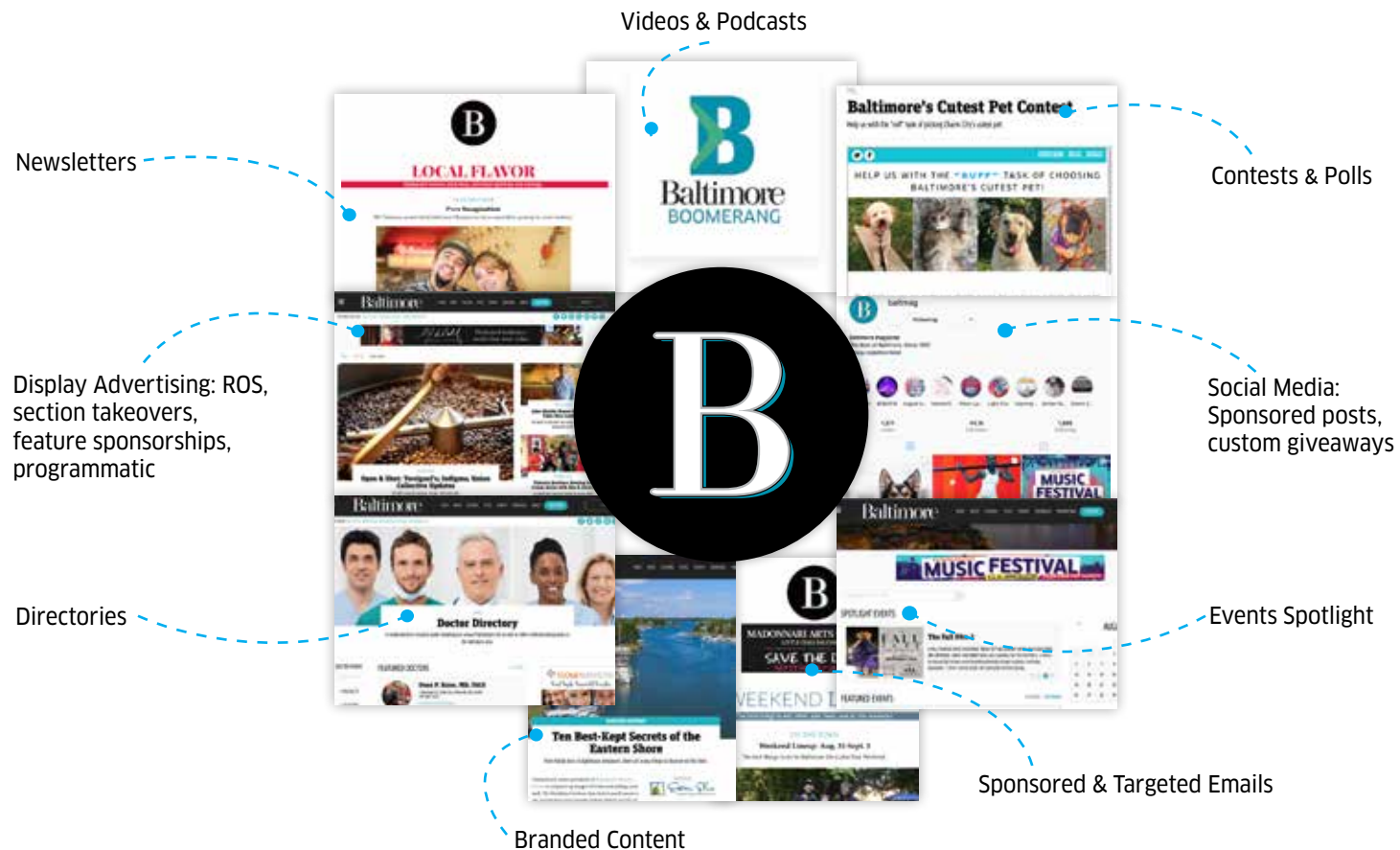
As an extension of our print magazine, *baltimoremagazine.com* is enhanced with daily updates by our award-winning editorial team. Amplify your brand messaging and achieve measurable goals with digital advertising campaigns that can be hyper-targeted and fully customized to your needs.

 **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
Taste

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
Profiles of Law
Taste

EVENTS:

Family Fun DaySpace 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
Pet 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
Profiles of Financial Planners
& Wealth Managers

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

**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