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.
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.

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

Source: CVC 2018, Google Analytics
**Reader Demographics**

**Gender**
- 70% female
- 30% male

**Profession**
- 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

**Education Level**
- 80% of our readers hold a bachelor’s degree or higher

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

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

**As a Result of Reading Baltimore**
- 73% of our readers visited or bought a service
- 77% dined in a restaurant
- 77% of our readers are home owners
- 68% of our readers made a purchase based on an advertisement seen in Baltimore

**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

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

Digital Engagement

Newsletters
Display Advertising: ROS, section takeovers, feature sponsorships, programmatic
Directories
Branded Content
Videos & Podcasts
Contests & Polls
Social Media: Sponsored posts, custom giveaways
Events Spotlight
Sponsored & Targeted Emails

Source: CVC 2018.
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue</th>
<th>Events</th>
<th>Advertising Sections</th>
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</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong>&lt;br&gt;THE BEAUTY ISSUE</td>
<td>Enoch Pratt Library CEO Profile&lt;br&gt;Home Season of Suck (Sports piece)</td>
<td><strong>EVENTS:</strong> Networking Series: Breakfast Meet The…Series&lt;br&gt;Beauty &amp; Wellness</td>
<td><strong>ADVERTISING SECTIONS:</strong> Beauty &amp; Wellness Guide Cosmetic Surgery Home Super Lawyers</td>
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<td><strong>FEBRUARY</strong>&lt;br&gt;THE LOVE ISSUE</td>
<td>Best Places to Work&lt;br&gt;Boudoir Photoshoots&lt;br&gt;Travel: Staycations</td>
<td><strong>EVENTS:</strong> Baltimore Weddings: The Wedding Party Women Who Move Maryland</td>
<td><strong>ADVERTISING SECTIONS:</strong> Higher Education Summer Camp Guide Wealth Managers Taste Women Who Move Maryland</td>
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<td><strong>MARCH</strong>&lt;br&gt;BEST RESTAURANTS</td>
<td>Alex Smith&lt;br&gt;Ballet After Dark&lt;br&gt;Budding Industry (Cannabis) Spring Fashion</td>
<td><strong>EVENTS:</strong> Meet The…Series: Food</td>
<td><strong>ADVERTISING SECTIONS:</strong> Homes We Love Spring Getaways Summer Camp Guide Taste</td>
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<td><strong>APRIL</strong>&lt;br&gt;NEIGHBORHOOD STORIES</td>
<td>Home Bluegrass in Baltimore Orioles: John Angelos</td>
<td><strong>EVENTS:</strong> Meet The…Series: Home Excellence in Nursing</td>
<td><strong>ADVERTISING SECTIONS:</strong> Best Restaurant Winners Circle Home Home Experts Retirement Living</td>
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<td><strong>MAY</strong>&lt;br&gt;THE KIDS ISSUE</td>
<td>BMORE Club&lt;br&gt;Preakness Buddies&lt;br&gt;Global Warming&lt;br&gt;Top Nurses</td>
<td><strong>EVENTS:</strong></td>
<td><strong>ADVERTISING SECTIONS:</strong> Excellence in Nursing Family Fun Guide to Baltimore Pet Guide Profiles of Law Taste</td>
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<td><strong>JUNE</strong>&lt;br&gt;FACES OF PRIDE</td>
<td>Top Dentists&lt;br&gt;Capital Gazette: One Year Later&lt;br&gt;Johns Hopkins Center: Trans Health&lt;br&gt;Travel: Iceland</td>
<td><strong>EVENTS:</strong> Networking Series: Happy Hour Meet The…Series: Baltimore Weddings Vendors</td>
<td><strong>ADVERTISING SECTIONS:</strong> Dental Profiles Homes We Love Local Love: Baltimore Weddings Summer Getaways</td>
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<td><strong>JULY</strong>&lt;br&gt;CRABS A TO Z</td>
<td>Crab Crisis&lt;br&gt;Home Fluid Movement</td>
<td><strong>EVENTS:</strong></td>
<td><strong>ADVERTISING SECTIONS:</strong> Crab Ad Bank Faces of Baltimore Home Summer in Annapolis Taste</td>
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<td><strong>AUGUST</strong>&lt;br&gt;BEST OF BALTIMORE</td>
<td>Summer in the City MPT Turn 50</td>
<td><strong>EVENTS:</strong> Best of Baltimore Party</td>
<td><strong>ADVERTISING SECTIONS:</strong> Best Places to Work Beauty &amp; Wellness Guide Pet Guide Retirement Living Schools Winners Circle</td>
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<td><strong>SEPTEMBER</strong>&lt;br&gt;FIELD TRIPS</td>
<td>Fall Arts&lt;br&gt;Fall Fashion&lt;br&gt;Ravens&lt;br&gt;Private Schools Gender Revolution</td>
<td><strong>EVENTS:</strong> World Eats</td>
<td><strong>ADVERTISING SECTIONS:</strong> 2019 Winners Circle Cosmetic Dentistry Fall Arts Guide Fall Getaways Profiles of Financial Planners &amp; Wealth Managers</td>
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<td><strong>OCTOBER</strong>&lt;br&gt;GLOBAL CUISINE</td>
<td>Home The Giving Issue Travel: Portland, ME</td>
<td><strong>EVENTS:</strong></td>
<td><strong>ADVERTISING SECTIONS:</strong> Give Baltimore Home Schools: Open House Taste</td>
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<td><strong>NOVEMBER</strong>&lt;br&gt;TOP DOCTORS</td>
<td>Oysters Save the World</td>
<td><strong>EVENTS:</strong></td>
<td><strong>ADVERTISING SECTIONS:</strong> Gift Guide Holiday Entertaining Medical Profiles</td>
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<td><strong>DECEMBER</strong>&lt;br&gt;MADE IN MARYLAND</td>
<td>Holiday Travel: Winter Day Trips Gift Guide</td>
<td><strong>EVENTS:</strong> Brand Summit Meet The…Series: Holiday Cocktails</td>
<td><strong>ADVERTISING SECTIONS:</strong> Gift Guide Holidays in Annapolis The Dish Winter Getaways</td>
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*Planning Calendar Subject to Change*
INSPIRING BALTIMORE TO DISCOVER MORE, DO MORE, AND BE MORE.

FOR MORE INFORMATION, PLEASE CONTACT US AT 443.873.3951 ADINFO@BALTIMOREMAGAZINE.NET