



# Baltimore GameChangers

CELEBRATING LEADERS OF POSITIVE CHANGE

Baltimore  
MAGAZINE





This past year has been filled with challenges. Now more than ever, we need to shine a light on the people who are working to make Baltimore a better city. To hear the stories of these people and their vision for our city is to feel inspired, energized, and hopeful for our future.

That's what **Baltimore GameChangers** is all about.

Through the engaging features and world-class design that define *Baltimore* magazine, we will share positive stories of these dedicated change makers who devote their energy, time, and talent to make Baltimore a better place.

In doing so, we will continue to change the perception of Baltimore and inspire others to act in ways that benefit our community.

## IT'S ABOUT PEOPLE MAKING A DIFFERENCE

- Business leaders
- Non-profit leaders
- Government leaders
- Philanthropists
- Unsung heroes



## PRINT

- Polybagged with September 2021 issue of *Baltimore* magazine.
- Controlled circulation to leaders and influencers.
- Direct delivery to participating advertisers and organizations covered editorially.
- Total estimated print circulation: **40,000**
- Estimated pass-along readership: **120,000**

## DIGITAL

- To be published on *baltimoremagazine.com* (**200,000+** monthly visitors).
- Promotion via *Baltimore* magazine e-newsletters.
- Promotion on *Baltimore* magazine social media networks.
  - **48,000+** Facebook followers
  - **62,000+** Instagram followers
  - **88,000+** Twitter followers
  - **5,100+** LinkedIn followers





## EVENT CELEBRATING BALTIMORE AND ITS GAMECHANGERS

- This event (physical or virtual) will bring together local gamechangers to talk about their ideas, successes, and the future of our city.
- We'll invite several individuals to take part in a TED-style talk, along with a panel discussion moderated by a *Baltimore* magazine editor.
- Expected attendance: **200+**



## TIMING

- Print publication will be mailed with *Baltimore* magazine's September issue.
- Digital edition to go online in September 2021.
- Multi-media promotion (PR, social media, email, [baltimoremagazine.com](http://baltimoremagazine.com)) to begin in late August 2021.
- Event to take place in September 2021.



## SPONSORSHIP PACKAGE

Included in your sponsorship:

- Recognition on all promotional materials:
  - Print advertisements,
  - Website/landing page,
  - E-blasts,
  - Social Media,
  - Event Signage.
- Logo recognition within publication.
- Full-page advertorial written in collaboration with a *Baltimore* magazine editor.
- Full-page advertisement—can be used or donated to the cause of your choice.
- Recognition at event.
- Association with an important cause that will have a positive impact on Baltimore.

## CALL FOR PRICING DETAILS



## WHY *BALTIMORE* MAGAZINE?

IT FITS WITH OUR MISSION OF:

**Inspiring Baltimore to discover more,  
do more, and be more.**

As the longest-standing city magazine in the country, 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.