



# MEDIA KIT

2020

Baltimore  
MAGAZINE

# BALTIMORE

*It's where locals  
become insiders*



*We know everything about this town.  
And soon you will, too.*

## **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 valued partners. 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 & Support*

our advertisers' businesses.



# Our REACH

Print



Baltimore magazine



Baltimore Weddings magazine



Baltimore HOME



BSO Overture, produced  
by Baltimore Creative Studio



Baltimore GameChangers

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

baltimoreweds.com



Digital

Podcast  
and videos

Newsletters

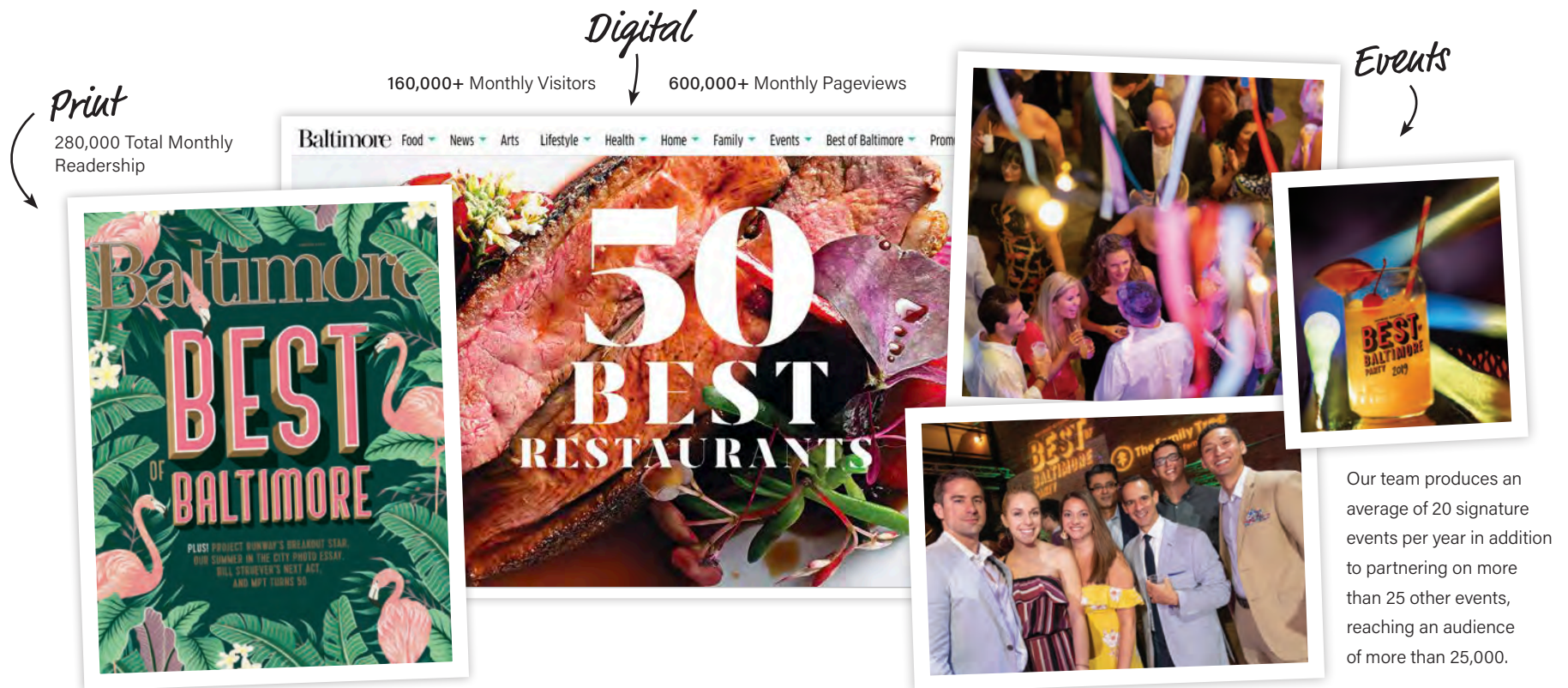
baltimoremagazine.com



Experiential  
events

# 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.



# 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



**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



**77%** of our readers  
are home owners



# Digital ENGAGEMENT

Newsletters



Branded  
Content



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.



**57% mobile, 35% desktop, 6% tablet**



**195,000+** 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

Display  
Advertising



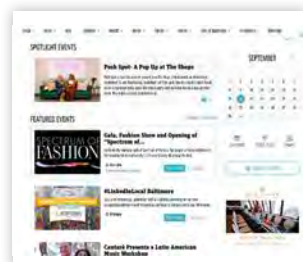
ROS, section takeovers, feature sponsorships, programmatic

Social Media



Sponsored posts, custom giveaways

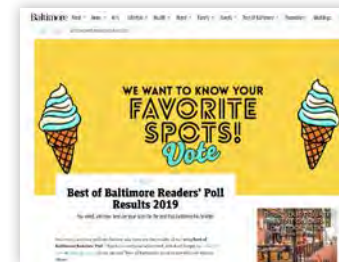
Events  
Calendar



Directories



Contests  
& Polls



Videos & Podcasts



Sponsored &  
Targeted Emails

# EXPERIENTIAL

*Best of  
Baltimore  
Party* ↘



## 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.



↗ *Baltimore Weddings:  
The Wedding Party*



↗ *In Good Company:  
Networking Series*

# Planning CALENDAR 2020

## JANUARY

### BALTIMORE THE BEAUTIFUL

AVAM Turns 25  
Holocaust Survivors  
HOME

**ADVERTISING SECTIONS:**  
Beauty & Wellness Guide  
Cosmetic Surgery  
Home

**EVENTS:**  
Fit Club  
The Wedding Party

**SPACE CLOSE: 11/20**  
**MATERIALS: 11/26**  
**NEWSSTAND: 12/28**

## FEBRUARY

### THE GREAT MIGRATION

Portraits of Baltimore  
Female Police Chief  
Greektown

**ADVERTISING SECTIONS:**  
Women Who Move Maryland  
Higher Education  
Camp Guide  
Taste  
Valentines Day Gift Guide

**ANCILIARY PUBLICATION:**  
*Baltimore GameChangers*

**EVENTS:**  
GameChangers  
Women Who Move Maryland

**SPACE CLOSE: 12/17**  
**MATERIALS: 12/21**  
**NEWSSTAND: 1/25**

## MARCH

### BEST RESTAURANTS

SPARC Center - Sex Workers  
Spring Fashion  
Fermented Foods

**ADVERTISING SECTIONS:**  
Taste  
Shop Local  
Camp Guide

**EVENTS:**  
In Good Company

**SPACE CLOSE: 1/18**  
**MATERIALS: 1/21**  
**NEWSSTAND: 2/22**

## APRIL

### REAL ESTATE: HOMEOWNER'S SURVIVAL GUIDE

Guinness Brewing  
Bird Brain (Orioles)  
Travel: Richmond  
HOME

**ADVERTISING SECTIONS:**  
Profiles in Real Estate  
Best Restaurant Winners Circle  
Home  
Retirement Living  
Spring Getaways

**EVENTS:**  
Fit Club

**SPACE CLOSE: 2/22**  
**MATERIALS: 2/25**  
**NEWSSTAND: 3/29**

## MAY

### BOLD IDEAS TO FIX BALTIMORE!

Camping  
Top Nurses

**ADVERTISING SECTIONS:**  
Leaders in Finance  
Excellence in Nursing  
Pet Guide  
Taste  
Mother's Day Gift Guide

**EVENTS:**  
Excellence in Nursing  
In Good Company

**SPACE CLOSE: 3/22**  
**MATERIALS: 3/25**  
**NEWSSTAND: 4/26**

## JUNE

### BAY WATCH

Top Dentists  
Faidley's: The Last Fishmonger  
Graul's Turns 100

**ADVERTISING SECTIONS:**  
Dental Profiles  
Local Love: *Baltimore Weddings*  
Summer Getaways

**EVENTS:**  
Fit Club

**SPACE CLOSE: 4/19**  
**MATERIALS: 4/22**  
**NEWSSTAND: 5/24**

## JULY

### CRAB COUNTRY

Iron Pipeline  
Female Fire Chief  
HOME

**ADVERTISING SECTIONS:**  
Faces of Baltimore  
Crabs  
Home  
Taste

**EVENTS:**  
The Wedding Party

**SPACE CLOSE: 5/17**  
**MATERIALS: 5/20**  
**NEWSSTAND: 6/21**

## AUGUST

### BEST OF BALTIMORE

Woman's Suffrage in Baltimore  
Lunch Trucks

**ADVERTISING SECTIONS:**  
Beauty & Wellness Guide  
Retirement Living  
School Guide  
Winners Circle  
Pet Guide

**EVENTS:**  
Best of Baltimore Party

**SPACE CLOSE: 6/21**  
**MATERIALS: 6/24**  
**NEWSSTAND: 7/26**

## SEPTEMBER

### FOOD ISSUE: NEW FACES OF BALTIMORE DINING

Fall Arts  
Fall Fashion  
College Admissions  
China Town

**ADVERTISING SECTIONS:**  
Profiles of Law  
2020 Winners Circle  
Cosmetic Dentistry  
Fall Getaways

**EVENTS:**  
Fit Club

**SPACE CLOSE: 7/26**  
**MATERIALS: 7/29**  
**NEWSSTAND: 8/30**

## OCTOBER

### OYSTERPALOOZA!

Modern Hunters  
Travel: Day Trips  
HOME

**ADVERTISING SECTIONS:**  
Give Baltimore  
Home  
Schools: Open House  
Taste

**EVENTS:**  
In Good Company

**SPACE CLOSE: 8/23**  
**MATERIALS: 8/26**  
**NEWSSTAND: 9/27**

## NOVEMBER

### TOP DOCTORS

Holiday Entertaining  
Coffee Revolution  
Ransomware Revisited

**ADVERTISING SECTIONS:**  
Medical Profiles  
Holiday Entertaining

**EVENTS:**  
Top Medical Professionals

**SPACE CLOSE: 9/20**  
**MATERIALS: 9/23**  
**NEWSSTAND: 10/25**

## DECEMBER

### SECRETS OF THE CITY/HIDDEN BALTIMORE

True Crime: Serial Killer  
Gift Guide  
Winter in the City Photo Essay  
Travel: Philly

**ADVERTISING SECTIONS:**  
Award Winning Profiles  
Gift Guide  
Holidays in Annapolis  
Winter Getaways

**ANCILIARY PUBLICATION:**  
*Baltimore Weddings 2021*

**EVENTS:**  
In Good Company  
Fit Club

**SPACE CLOSE: 10/18**  
**MATERIALS: 10/21**  
**NEWSSTAND: 11/22**





# Baltimore

MAGAZINE

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



AWARD-WINNING CONTENT