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.
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, 37% desktop, 6% tablet
- 180,000+ social media followers
- 70% between ages 25-54
- 150,000 monthly unique visitors
- 600,000+ monthly pageviews
- 57% female, 43% male

Display Advertising: ROS, section takeovers, feature sponsorships, programmatic

Videos & Podcasts

Newsletters

Contests & Polls

Social Media: Sponsored posts, custom giveaways

Events Spotlight

Directories

Sponsored & Targeted Emails

Branded Content

Source: CVC 2018.
OUR NEWSLETTERS
POINTING YOU TO THE BEST IN FOOD, NIGHTLIFE, ARTS, CULTURE, FASHION, AND MORE.

<table>
<thead>
<tr>
<th>NEWSLETTER HIGHLIGHTS</th>
<th>DEPLOYED</th>
<th>DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datebook</td>
<td>Every other Monday</td>
<td>17,000+</td>
</tr>
<tr>
<td>Arts District</td>
<td>Every other Wednesday</td>
<td>8,700+</td>
</tr>
<tr>
<td>Local Flavor</td>
<td>Every Thursday</td>
<td>11,000+</td>
</tr>
<tr>
<td>Charmed Life</td>
<td>Last Tuesday of the month</td>
<td>14,000+</td>
</tr>
<tr>
<td>Home &amp; Living</td>
<td>Quarterly</td>
<td>9,500+</td>
</tr>
<tr>
<td>Outside World</td>
<td>Quarterly</td>
<td>3,200+</td>
</tr>
<tr>
<td>Weekend Lineup</td>
<td>Every Friday</td>
<td>15,000+</td>
</tr>
<tr>
<td>Weekender</td>
<td>Every Saturday</td>
<td>13,000+</td>
</tr>
</tbody>
</table>

SPONSORED EMAIL
Limited to one per week.

Targeted Email: Our third party database provides access to larger email lists of desired geographic, demographic, and behavioral targeted categories. Newsletter traffic changes daily.

Please contact your account executive to get up-to-the-minute statistics.

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

LOCAL FLAVOR
Restaurant reviews, food news, and latest openings and closures.

FOOD & DRINK
Taking Flight
There are plenty of places around town to enjoy those sipping samplers.

Scalawags Pit Meat Brings Barrel-Smoked Barbecue to Local Pop-Ups
Classic general manager Sam White launches a pig food project.
Baltimore magazine’s monthly podcast, Baltimore Boomerang, is produced and hosted by magazine staff and revisits some of the most intriguing and award-winning feature stories from the magazine’s archives.

The 45-minute segments feature in-depth interviews and the most up-to-date anecdotes and news. Listeners tune in via iTunes, SoundCloud, and baltimoremagazine.com—and the podcast audience is growing rapidly. The first episode garnered more than 3,600 listens and nearly 17,000 page views within the first week.

Baltimore magazine’s weekly podcast, Local Flavor Live, is produced and hosted by our food editors who dish on the local food scene, covering the latest restaurant news, openings and closings, behind-the-scenes reporting, chef interviews and the best bites they’ve had each week.

Your message lives on long after the episode’s first airing as our growing audience discovers the library of thought-provoking podcasts that are being produced.

PODCAST PROGRAM:

- Pre-roll and mid-roll ads during the podcast (sponsor to provide copy for 30-second to 1 minute spots)
- Podcast section sponsorship display ads
- Display ads in dedicated podcast e-newsletter
BRANDED CONTENT PROMOTION

In addition to the many ways that Baltimore magazine promotes your branded content, it is recommended that you use the following methods to further enhance viewership and engagement.

SOCIAL MEDIA
A few engaging posts on your company’s social media channels that are evenly spaced out throughout the campaign are recommended. Posting on Facebook, Instagram, Twitter and/or LinkedIn will call attention to the fact that you’ve been published on Baltimore magazine and will drive more visitors to your content.

EMAIL
If you publish a regular email newsletter, consider writing a brief summary of the content with a link to read more. For a more focused promotion, you can create and deliver an email that is 100% focused on the branded content topic and entices recipients to learn more by checking out your article on Baltimore magazine.

WEBSITE
Create call-outs on your website that drive visitors to the branded content article. The call-out can contain text and/or images. We recommend that links open up a new web browser so that your website is still displayed after the visitor reads your article.

ONLINE DISPLAY ADS
Ask your Baltimore magazine rep about using online display advertising to precision target your desired audience and drive them to your branded content even when they are not on the Baltimore magazine website.

COPY AND DESIGN ASSISTANCE
The marketing team at Baltimore magazine is available to collaborate with you on the wording and design associated with each of the promotional ideas listed above.

WHY YOU SHOULD PROMOTE YOUR BRANDED CONTENT ARTICLE
If your organization received favorable editorial coverage from a highly respected media property like Baltimore magazine, you would likely want to promote it. The same holds true for branded content. While we clearly identify the content as branded, most visitors don’t pay much attention to that. As long as the content is interesting, informative, and relevant, readers will pay attention to the content, and not the fact that it is being sponsored.
DIGITAL ENGAGEMENTS
POLLS, CONTESTS, ROUNDUPS, AND MORE

ASSETS & PROMOTION

ROUNDUPS
ASSETS:
- 970px x 250px
- 728px x 90px
- 300px x 250px
- 600px x 500px
- URL link, logo (at least 300px wide)

PROMOTION:
- Promoted via social media and on home page
- Promotion within e-newsletters linking to roundup

POLLS & BRACKETS
ASSETS:
- 970px x 250px
- 728px x 90px
- 300px x 250px
- URL link, logo (at least 300px wide)

PROMOTION:
- Company tagged in weekly social media posts promoting the poll and the results
- Logo inclusion on promotional emails to Baltimore’s subscribers
- Opportunity to provide a gift certificate to one of the poll entrants, promoted on poll entry page
- Banner ads on voting pages and results page

CONTESTS:
TBD based on specific program

JANUARY
Baltimore’s Beauty Marks
Hashtag Contest
Runs: Dec. 21 – Jan. 18

FEBRUARY
Love Stories Essay Contest
Runs: Jan. 18 – Feb. 15

MARCH
Best Restaurants
Recipe Contest
Runs: Feb. 15 – March 22

APRIL
Bird’s Nest Section
Sponsorship
Runs: Opening day through end of season

MAY
Kids We Love Contest
Runs: April 19 – May 17

JUNE
Father’s Day Roundup
Live: Friday, May 31

JULY
“How old are you Old Bay?"
Hashtag Contest
Runs: June 14 – July 19

AUGUST
Best of Baltimore
Readers’ Poll
Runs: June 3 – July 12; results July 26

SEPTEMBER
Ravens Watch
Runs: beginning of Sept. through end of Season

OCTOBER
Why I Give Video Contest
Runs: Sept. 20 – Oct. 18

NOVEMBER
Thanksgiving Roundup
Live: Thursday, Nov. 14

DECEMBER
Made in Maryland
Trivia Contest
Runs: Nov. 15 – Dec. 20

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

ENHANCED LISTINGS PROVIDE AN EASIER WAY FOR READERS TO FIND YOUR BUSINESS ONLINE ALL YEAR LONG.

Directories are promoted through Baltimore magazine media properties.

Contact your Account Executive for pricing and details.
# CONTENT CHANNELS

Each channel offers alignment with a clear identity, strong viewability, high impact ad units, and 100% share of voice.

<table>
<thead>
<tr>
<th>CONTENT CHANNEL</th>
<th>AVERAGE MONTHLY IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Drink</td>
<td>880,000</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>330,000</td>
</tr>
<tr>
<td>News &amp; Community</td>
<td>264,000</td>
</tr>
<tr>
<td>Outside World</td>
<td>242,000</td>
</tr>
<tr>
<td>Events</td>
<td>154,000</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>132,000</td>
</tr>
<tr>
<td>Homepage</td>
<td>100,000</td>
</tr>
<tr>
<td>Style &amp; Shopping</td>
<td>88,000</td>
</tr>
<tr>
<td>Home &amp; Living</td>
<td>44,000</td>
</tr>
<tr>
<td>Business &amp; Development</td>
<td>44,000</td>
</tr>
<tr>
<td>Education &amp; Family</td>
<td>40,000</td>
</tr>
<tr>
<td>Run of Site</td>
<td></td>
</tr>
</tbody>
</table>

**SIZES**
- 970px x 250px Billboard
- 728px x 90px Leaderboard
- 600px x 500px Medium Rectangle
- 970px x 90px Super Leaderboard (optional)
- 300px x 600px Half Page (optional)
- 320px x 50px Mobile Leaderboard
ONLINE SPECS

MECHANICAL SPECIFICATIONS

File Formats
- GIF, JPEG, PNG and Flash Compatible SWF file (video).

File Size
- Maximum 300kb.

Video/Animated Ad Specifications
- Animated ads are limited to a maximum animation time of 15 seconds (applies to Flash ads and GIFs). No autoplay audio is allowed. User must initiate audio via button or other clickable method. Flash ads must be accompanied by a backup GIF or JPG image.

Links
- Specify the exact URL to which the ad should link. If sending a Flash ad, standard clickTag should be used.

File Delivery/Testing
- Provide three business days for processing and placement. Any ads not conforming to these guidelines will not be posted until the problem has been resolved. Please send all online ads and URL link to: onlineads@baltimoremagazine.net.

Questions? Contact our advertising coordinator at 443-873-3951 or by email at onlineads@baltimoremagazine.net.

DISPLAY AD SIZES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>A 970 px</td>
<td>90 px</td>
</tr>
<tr>
<td>Half Page</td>
<td>B 300 px</td>
<td>600 px</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>C 728 px</td>
<td>90 px</td>
</tr>
<tr>
<td>Billboard</td>
<td>D 970 px</td>
<td>250 px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>E 300 px</td>
<td>250 px</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-Impact</td>
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</table>

EMAIL AD SIZES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 px</td>
<td>250 px</td>
</tr>
<tr>
<td>Dedicated</td>
<td>600 px</td>
<td>1000 px (max)</td>
</tr>
</tbody>
</table>

A minimum commitment of 25,000 impressions is required for all web ads. Ads that require a work-up are subject to a $200 fee.
INSPIRING BALTIMORE TO DISCOVER MORE, DO MORE, AND BE MORE.

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