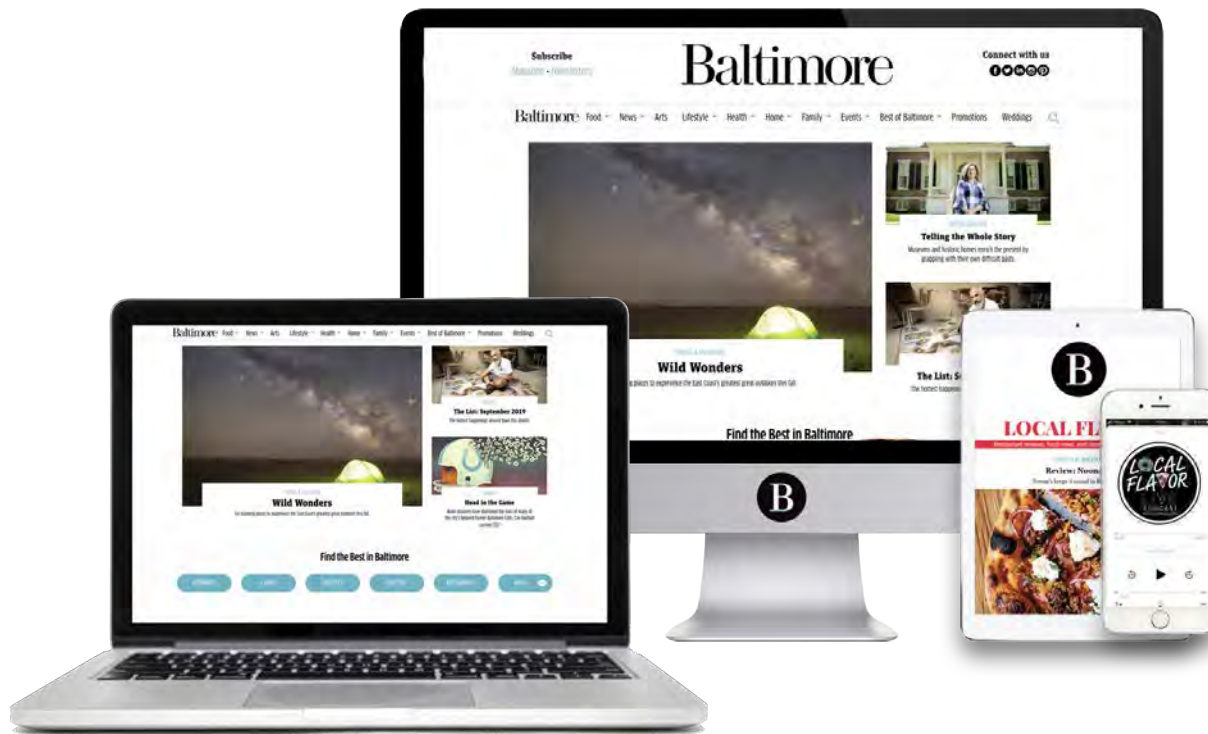


DIGITAL MEDIA KIT

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.

Digital AUDIENCE

Newsletters



Branded
Content



Sponsored &
Targeted Emails

Events
Calendar



Directories



Contests
& Polls



Display
Advertising



ROS, section takeovers, feature
sponsorships, programmatic

Social Media



Sponsored posts, custom giveaways



Videos & Podcasts

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.

59% mobile, 35% desktop, 6% tablet

195,000+ social media followers

69% between ages 25-54

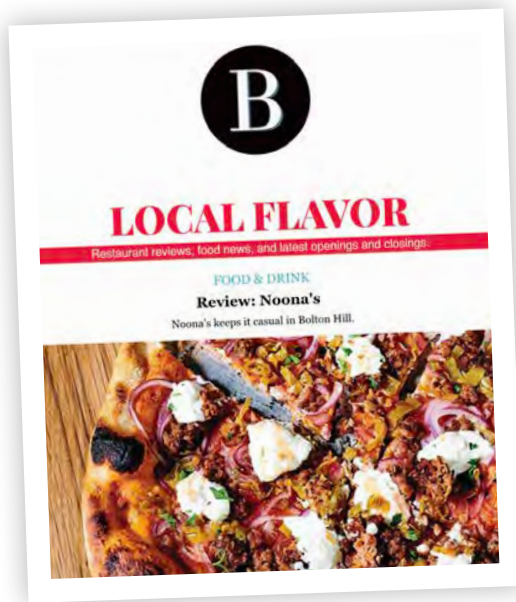
160,000 monthly unique visitors

600,000+ monthly pageviews

55% female, 45% male

Our NEWSLETTERS

POINTING YOU TO THE BEST IN FOOD, NIGHTLIFE, ARTS, CULTURE, FASHION, AND MORE.



NEWSLETTER	HIGHLIGHTS	DEPLOYED	DISTRIBUTION
Datebook	Best events to fill your calendar this month	Every other Monday	17,000+
Arts District	The latest in local art, music, movies, and theater	Every other Wednesday	7,800+
Local Flavor	Food news and restaurant reviews	Every Thursday	14,000+
Charmed Life	Trends in shopping, lifestyle, beauty, and wellness	Last Tuesday of the month	12,000+
Home & Living	A closer look at the most beautiful homes in Baltimore	Quarterly	9,500+
Outside World	Travel tips and ideas	Quarterly	2,800+
Weddings	Stories to inspire, inform, and elevate your big day	Quarterly	1,800+
Weekend Lineup	Best things to eat, drink, see, hear, and do this weekend	Every Friday	15,200+
Weekender	Your weekly roundup of Baltimore's top news stories	Every Saturday	13,000+
Fit Club	The latest tips, trends, and local events in the fitness and wellness world	Monthly	900+

*FOR FIT CLUB, CONTACT YOUR ACCOUNT REPRESENTATIVE FOR PRICING.

TARGETED EMAIL: Our third party database provides access to larger email lists of desired geographic, demographic, and behaviorally targeted categories. Newsletter traffic changes daily. Please contact your account executive to get up-to-the-minute statistics.

LOCAL FLAVOR LIVE

Podcast



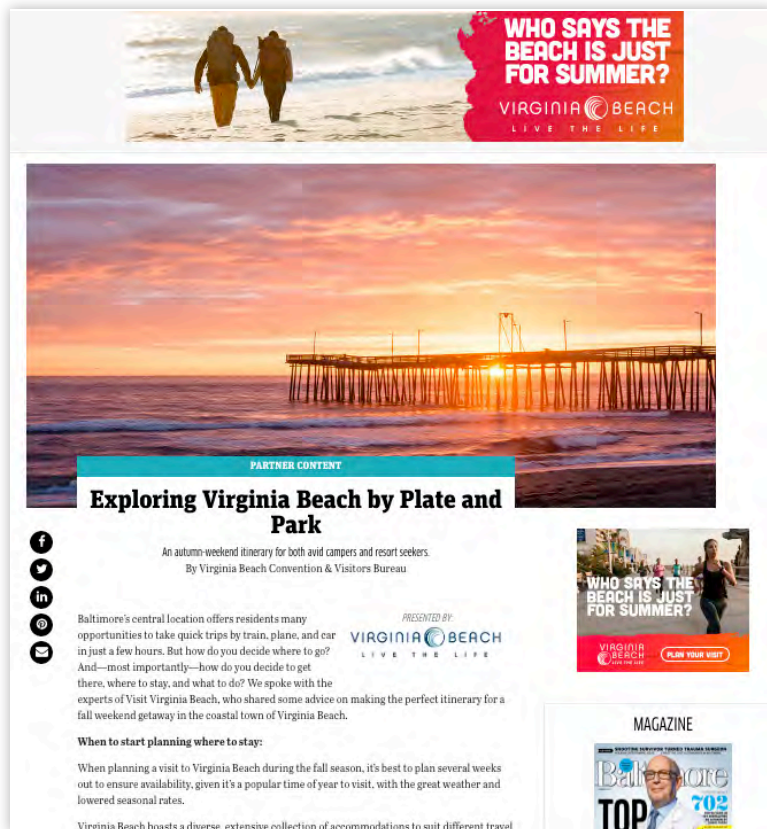
Baltimore magazine's weekly podcast, Local Flavor Live, is produced and hosted by our dining editors and covers all of the latest happenings in the local food scene. The 30-minute segments feature a rundown of weekly food news, behind-the-scenes reporting, commentary on food trends, and frequent in-studio interviews with chefs and restaurateurs. Listeners tune in via iTunes, Spotify, Soundcloud, Stitcher, and baltimoremagazine.com—and the podcast audience is growing rapidly.

LOCAL FLAVOR LIVE 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 Local Flavor e-newsletter

BRANDED CONTENT

Let us tell your story



WHO SAYS THE BEACH IS JUST FOR SUMMER?
VIRGINIA BEACH
LIVE THE LIFE

Exploring Virginia Beach by Plate and Park

An autumn-weekend itinerary for both avid campers and resort seekers.
By Virginia Beach Convention & Visitors Bureau

Baltimore's central location offers residents many opportunities to take quick trips by train, plane, and car in just a few hours. But how do you decide where to go? And—most importantly—how do you decide where to get there, where to stay, and what to do? We spoke with the experts of Visit Virginia Beach, who shared some advice on making the perfect itinerary for a fall weekend getaway in the coastal town of Virginia Beach.

When to start planning where to stay:

When planning a visit to Virginia Beach during the fall season, it's best to plan several weeks out to ensure availability, given it's a popular time of year to visit, with the great weather and lowered seasonal rates.

Virginia Beach boasts a diverse, extensive collection of accommodations to suit different travel

PRESENTED BY
VIRGINIA BEACH
LIVE THE LIFE

MAGAZINE
Baltimore
TOP 702

YOU MAY ALSO LIKE

Ice Ice Baby
A cold-weather weekend getaway to the snow-capped mountains of the Adirondacks.

Exploring Virginia Beach by Plate and Park
An autumn-weekend itinerary for both avid campers and resort seekers.

Seven Outdoor Spots to Reclaim Your Mental Health
Get your mind off work and stress with these outdoor spots.

YOU MAY ALSO LIKE

Exploring Virginia Beach by Plate and Park
An autumn-weekend itinerary for both avid campers and resort seekers.

Port of Call
Embark on an epicurean getaway to Portland, Maine.

REACH AN ENGAGED AUDIENCE

Branded content is a powerful way to positively impact your brand perception. By sharing information that is relevant and valuable, you engage our audience, gain trust, and capture new business.

CONTENT CREATION

We work closely with you to develop content ideas that will resonate. Our editors take lead on creating content based on the intersection of your marketing goals and knowledge of how our audience engages.

CONTENT PROMOTION

What good is great content if it doesn't reach the right audience? That's why we run a multi-dimensional campaign to drive traffic to your content.

CAMPAIGN REPORTING

At the end of the promotional period, you will receive a comprehensive report that details every aspect of user interaction with your content.

STYLE & SHOPPING

John Waters is the Newest Male Face of Nike
Waters is one of three celebrities chosen to be in '90s inspired Nordstrom's Nike campaign.

Mother of Geode
Rough-cut and bright, geode jewelry are all the rage.

Exploring Virginia Beach by Plate and Park
An autumn-weekend itinerary for both avid campers and resort seekers.

MORE STYLE & SHOPPING

OPTION 1

- Creation of one branded content article
- 30 days of home page promotion
- 30 days of channel promotion
- One promotional post on Facebook
- One email newsletter sponsorship
- Online ads surrounding your article
- Content lives on our site indefinitely

OPTION 2

- Creation of one branded content article
- 60 days of home page promotion
- 60 days of channel promotion
- Two promotional posts on Facebook
- Two email newsletter sponsorships
- Online ads surrounding your article
- Content lives on our site indefinitely

OPTION 3

- Creation of one branded content article
- 60 days of home page promotion
- 60 days of channel promotion
- Two promotional posts on Facebook
- Two email newsletter sponsorships
- 100,000 targeted programmatic ads
- Online ads surrounding your article
- Content lives on our site indefinitely

ANNUAL FREQUENCY DISCOUNTS

2X	3X	4X
5%	10%	15%

Digital ENGAGEMENTS

POLLS AND ROUNDUPS

FEBRUARY

Valentine's Day Roundup
Live: Friday, January 31

MARCH

Best Restaurants Readers' Poll
Runs: January 27 – February 19
Results: February 28
St. Patrick's Day Roundup
Live: Tuesday, March 3

APRIL

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

MAY

Preakness Roundup
Live: Friday, May 1
Mother's Day Roundup
Live: Monday, April 27

JUNE

Father's Day Roundup
Live: Friday, May 29

JULY

Fourth of July Roundup
Live: Friday, June 19
Artscape Roundup
Live: Friday, July 3

AUGUST

Best of Baltimore Readers' Poll
Runs: June 1 – July 15
Results: July 26

SEPTEMBER

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

OCTOBER

Halloween Roundup
Live: Friday, October 16

NOVEMBER

Thanksgiving Roundup
Live: Thursday, Nov. 12
Light City/Book Festival
Roundup

DECEMBER

Holiday & NYE Roundup
Live: Monday, November 30

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

ASSETS:

- 970px x 250px
- 728px x 90px
- 300px x 250px
- URL link, logo (at least 300px wide)

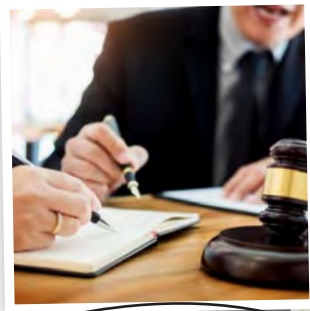
PROMOTION:

- Company tagged in social media posts promoting the poll
- 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

DIGITAL DIRECTORIES

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

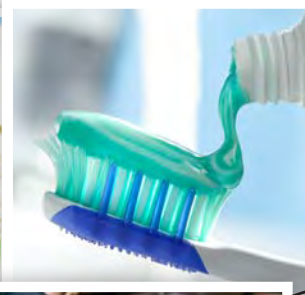
Attorney



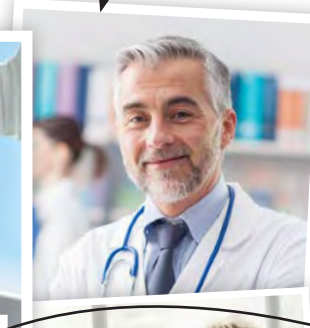
Camps



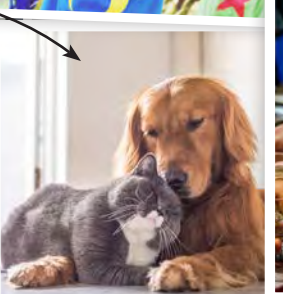
Dentist



Doctor



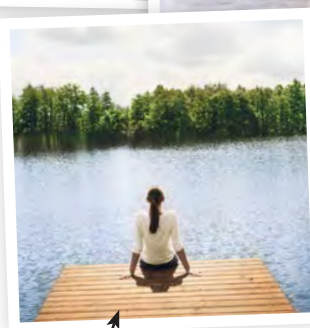
Pet



Restaurant



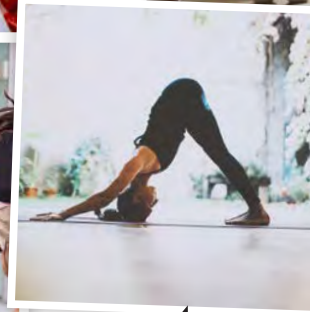
Home



Travel



Schools



Wellness

Retirement

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.



CONTENT CHANNEL	AVERAGE MONTHLY IMPRESSIONS
Food & Drink	600,000
Arts & Culture	240,000
News & Community	210,000
Travel & Outdoors	200,000
Health & Wellness	130,000
Events	105,000
Homepage	100,000
Style & Shopping	50,000
Business & Development	40,000
Home & Living	40,000
Sports	40,000
Education & Family	36,000
History & Politics	20,000
Science & Technology	20,000

Sizes

BILLBOARD
970px x 250px

LEADERBOARD
728px x 90px

**MEDIUM
RECTANGLE**
600px x 500px

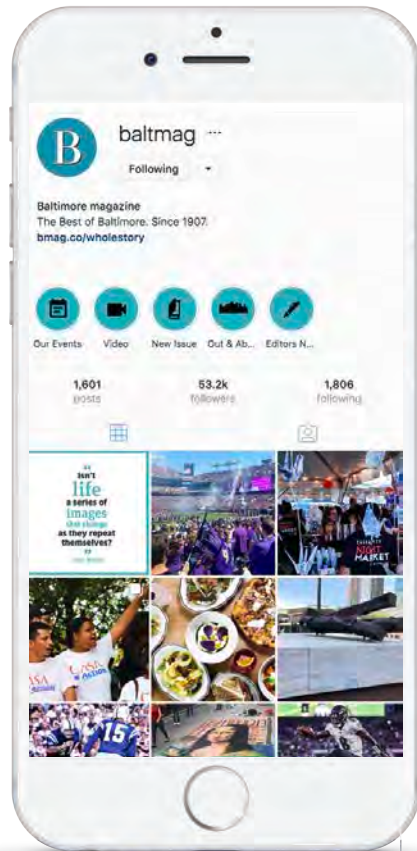
**SUPER
LEADERBOARD**
(optional)
970px x 90px

HALF PAGE
(optional)
300px x 600px

**MOBILE
LEADERBOARD**
320px x 50px

SOCIAL MEDIA

Instagram Giveaway



@BALTMAG AUDIENCE & FACTS:

- 55,000+ followers
- 66% female, 34% male
- 44% ages 25-34
- 30% ages 35-44
- 50% live in the Baltimore metropolitan area

GROW YOUR INSTAGRAM FOLLOWING:

Baltimore's Instagram following is a rapidly growing audience of 55,000+ engaged food, drink, fashion, and event lovers who are active in the community and scanning social media for the latest and greatest news and trends in Baltimore. Grow your Instagram following and entice visitors to your business by partnering with Baltimore on an Instagram giveaway campaign.

BENEFITS:

- Capitalize on Baltimore's brand and position your property as recommended by an expert
- Grow your Instagram following and engage with your target clientele
- Bring your property to life by allowing followers to picture themselves there

YOUR POST WILL INCLUDE:

- Geo-tagged location
- Tagged account in the photos
- Tagged account in the copy
- #BmagGiveaway in the copy
- Required follow of client account in order to win

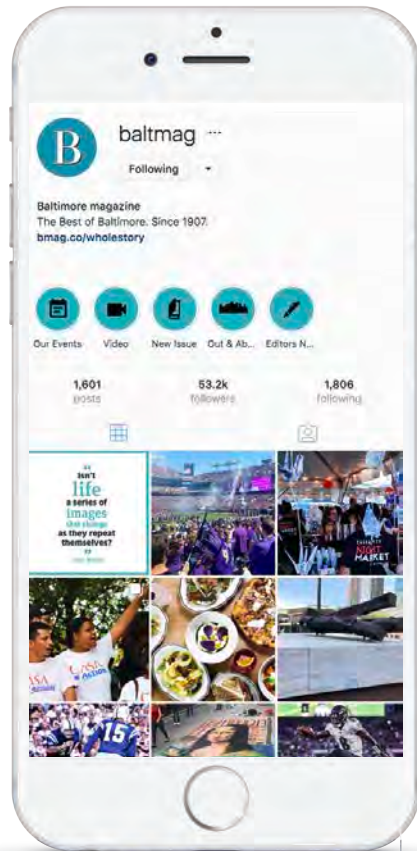
REQUIREMENTS:

One Instagram giveaway available per month. Client must provide three clean photos (must own rights otherwise need to be non-professional photos) for Baltimore to select from and a prize valued at \$250 or more.

All Instagram giveaways are subject to approval and at the discretion of the publisher. Must be booked two+ weeks in advance of proposed post week.

SOCIAL MEDIA

Instagram Sponsored Post



@BALTMAG AUDIENCE & FACTS:

- 55,000+ followers
- 66% female, 34% male
- 44% ages 25-34
- 30% ages 35-44
- 50% live in the Baltimore metropolitan area

MAKE A SPLASH ON THE SCENE TO BALTIMORE'S STATUS-CONSCIOUS SOCIALITES

We offer businesses in select industries the opportunities to show off their brand's best look with sponsored posts. And we can track the impressions and engagement of each post thereafter, gathering valuable insights for your business.

WE'LL TRACK AND PROVIDE:

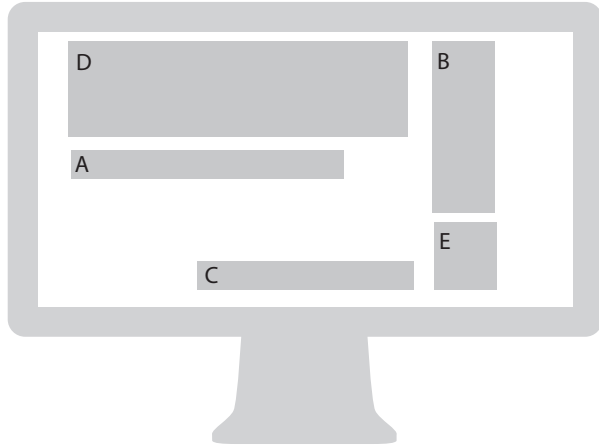
- Impressions (Number of times your post was seen)
- Reach (Number of unique individuals that viewed your post)
- Engagement (Number of comments/likes)

REQUIREMENTS:

One Instagram sponsored post available per month. Client must provide three clean photos (must own rights otherwise need to be non-professional photos) for Baltimore to select from as well as draft copy or bulleted details.

All Instagram sponsored posts are subject to approval and at the discretion of the publisher. Must be booked two+ weeks in advance of proposed post week.

ONLINE SPECS



Display
Ad Sizes

		WIDTH	DEPTH
Super Leaderboard	A	970 px	90 px
Half Page	B	300 px	600 px
Leaderboard	C	728 px	90 px
Billboard	D	970 px	250 px
Medium Rectangle	E	300 px	250px
Mobile Leaderboard		320 px	50px
High-Impact		1600 px	800 px

Email
Ad Sizes

	WIDTH	DEPTH
Medium Rectangle	300 px	250 px
Dedicated	600 px	1000 px(max)

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.

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 to onlineads@baltimoremagazine.net

Questions?

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



Baltimore

MAGAZINE

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



AWARD-WINNING CONTENT