



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

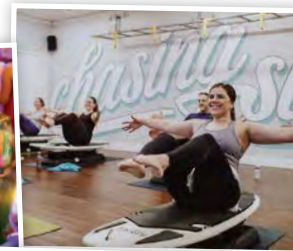


Digital

Podcast
and videos

Newsletters

baltimoremagazine.com

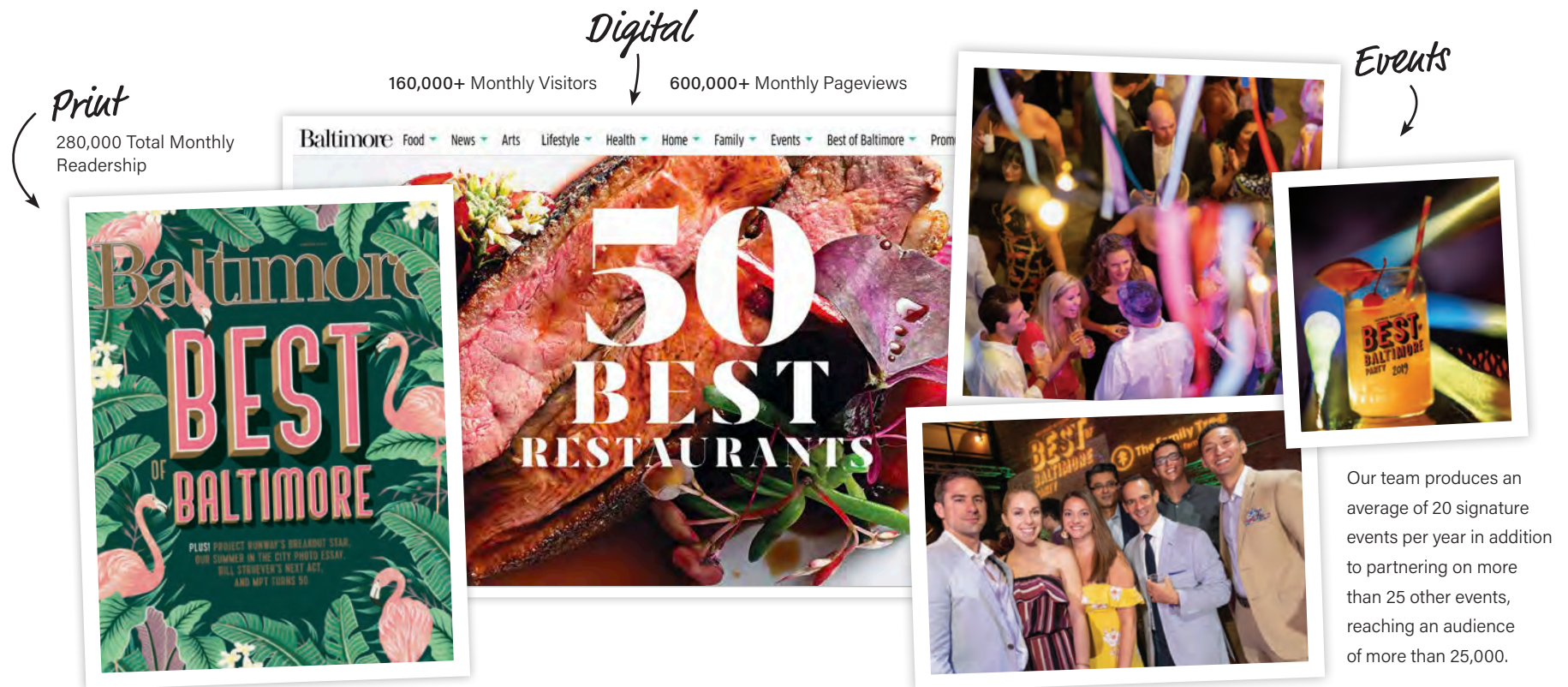


Experiential
events



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



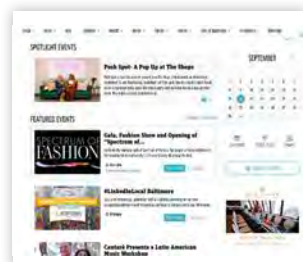
ROS, section takeovers, feature sponsorships, programmatic

Social Media



Sponsored posts, custom giveaways

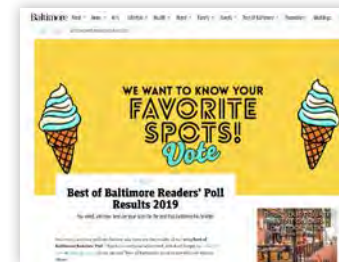
Events
Calendar



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:

Award Winning Profiles
Beauty & Wellness Guide
Cosmetic Surgery
Home

EVENTS:

Fit Club
The Wedding Party

SPACE CLOSE: 11/19

MATERIALS: 11/22

NEWSSTAND: 12/27

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: 12/27

MATERIALS: 12/30

NEWSSTAND: 1/31

MARCH

BEST RESTAURANTS

SPARC Center - Sex Workers
Spring Fashion
Fermented Foods

ADVERTISING SECTIONS:

Taste
Shop Local
Camp Guide

EVENTS:

In Good Company

SPACE CLOSE: 1/24

MATERIALS: 1/27

NEWSSTAND: 2/28

APRIL

REAL ESTATE: HOMEOWNER'S SURVIVAL GUIDE

Guinness Brewing
Bird Brain (Orioles)
Travel: Richmond
HOME

ADVERTISING SECTIONS:

Best Restaurant Winners Circle
Home
Retirement Living
Spring Getaways

EVENTS:

Fit Club

SPACE CLOSE: 2/21

MATERIALS: 2/24

NEWSSTAND: 3/27

MAY

BOLD IDEAS TO FIX BALTIMORE!

Taking Flight
Top Nurses

ADVERTISING SECTIONS:

Leaders in Finance
You're Better Off With
A Real Estate Agent
Excellence in Nursing
Pet Guide
Taste

EVENTS:

Excellence in Nursing
In Good Company

SPACE CLOSE: 3/20

MATERIALS: 3/23

NEWSSTAND: 4/24

JUNE

BAY WATCH

Top Dentists
Faidley's: The Last Fishmonger
Petit Louis Turns 25

ADVERTISING SECTIONS:

Dental Profiles
Local Love: *Baltimore Weddings*
Summer Getaways

EVENTS:

Fit Club

SPACE CLOSE: 4/24

MATERIALS: 4/27

NEWSSTAND: 5/29

JULY

CRAB COUNTRY

Iron Pipeline
Female Fire Chief
HOME

ADVERTISING SECTIONS:

Faces of Baltimore
Crabs
Home
Taste

EVENTS:

The Wedding Party

SPACE CLOSE: 5/22

MATERIALS: 5/25

NEWSSTAND: 6/26

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: 6/26

MATERIALS: 6/29

NEWSSTAND: 7/31

SEPTEMBER

FOOD ISSUE: NEW FACES OF BALTIMORE DINING

Fall Arts
Fall Fashion
College Admissions
China Town
Graul's Turns 100

ADVERTISING SECTIONS:

Profiles of Law
Best of Baltimore
Winners Circle
Cosmetic Dentistry
Fall Getaways

EVENTS:

Fit Club

SPACE CLOSE: 7/24

MATERIALS: 7/27

NEWSSTAND: 8/28

OCTOBER

OYSTERPALOOZA!

Modern Hunters
Travel: Day Trips
HOME

ADVERTISING SECTIONS:

Give Baltimore
Home
Schools: Open House
Taste

EVENTS:

In Good Company

SPACE CLOSE: 8/21

MATERIALS: 8/24

NEWSSTAND: 9/25

NOVEMBER

TOP DOCTORS

Holiday Entertaining
Coffee Revolution
Ransomware Revisited

ADVERTISING SECTIONS:

Medical Profiles
Holiday Entertaining

EVENTS:

Top Medical Professionals

SPACE CLOSE: 9/25

MATERIALS: 9/28

NEWSSTAND: 10/30

DECEMBER

SECRETS OF THE CITY/HIDDEN BALTIMORE

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

ADVERTISING SECTIONS:

Gift Guide
Holidays in Annapolis
Winter Getaways

ANCILIARY PUBLICATION:

Baltimore Weddings 2021

EVENTS:

In Good Company
Fit Club

SPACE CLOSE: 10/23

MATERIALS: 10/26

NEWSSTAND: 11/27



AWARD-WINNING CONTENT

Baltimore

MAGAZINE

*PLANNING CALENDAR SUBJECT TO CHANGE



Baltimore

MAGAZINE

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



AWARD-WINNING CONTENT