

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



Digital

Podcast and videos

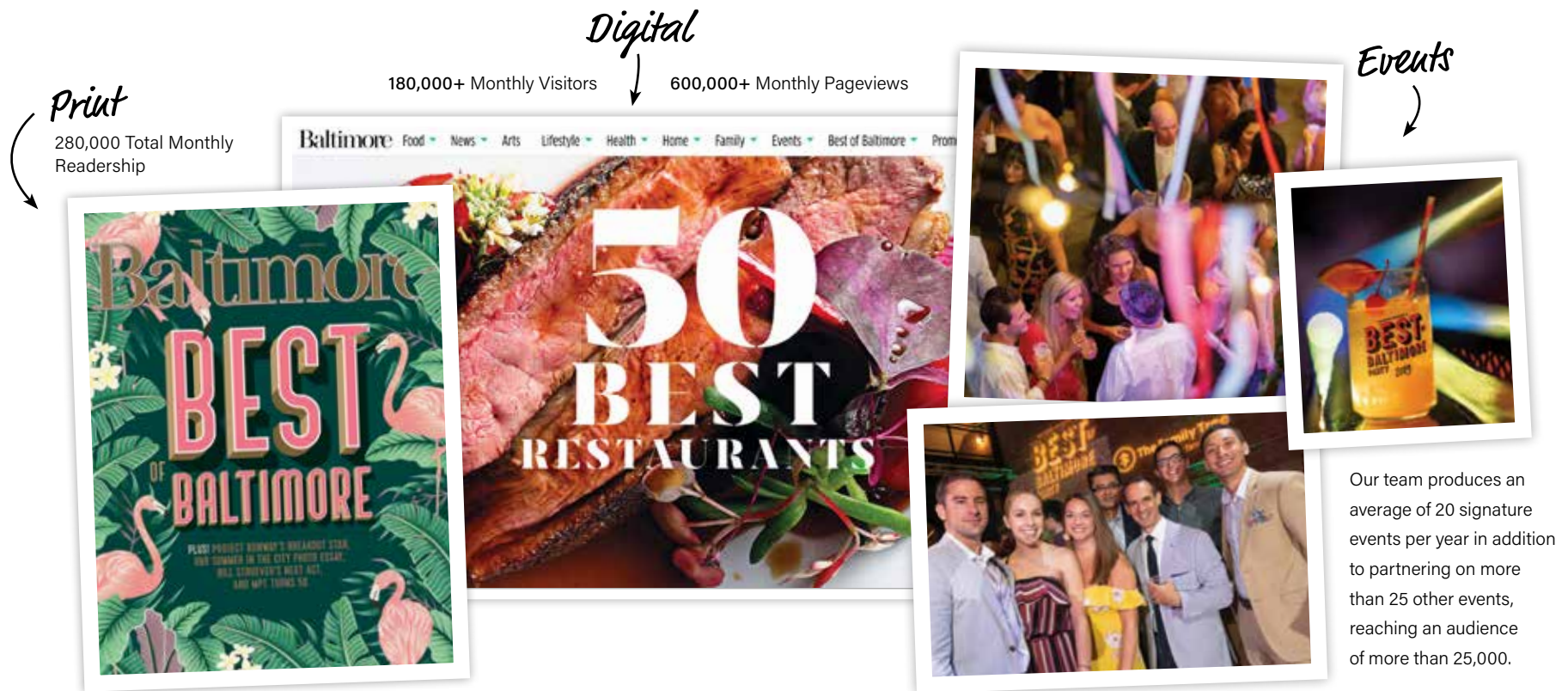
Newsletters

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



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



68% of our readers
made a purchase based
on an advertisement
seen in *Baltimore*

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



Sponsored & Targeted Emails



Videos & Podcasts

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

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

MARCH

BEST RESTAURANTS

SPARC Center - Sex Workers
Spring Fashion
Fermented Foods

ADVERTISING SECTIONS:
Taste
Shop Local
Camp Guide

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

MAY

BOLD IDEAS TO FIX BALTIMORE!

Taking Flight

ADVERTISING SECTIONS:
Leaders in Finance
You're Better Off With
A Real Estate Agent
Pet Guide
Taste

SPACE CLOSE: 11/19	SPACE CLOSE: 12/27	SPACE CLOSE: 1/24	SPACE CLOSE: 2/21	SPACE CLOSE: 3/20
MATERIALS: 11/22	MATERIALS: 12/30	MATERIALS: 1/27	MATERIALS: 2/24	MATERIALS: 3/23
NEWSSTAND: 12/27	NEWSSTAND: 1/31	NEWSSTAND: 2/28	NEWSSTAND: 3/27	NEWSSTAND: 4/24

JUNE/JULY

THE HEROES AND HELPERS OF COVID-19

Scenes from a Pandemic
Photo Essay
Where Do We Go from Here?
Zoom Mitzvah
HOME

ADVERTISING SECTIONS:
Dental Profiles
Home
Summer in Annapolis
Summer Getaways
Taste

AUGUST

WHAT IT MEANS TO BE BLACK IN BALTIMORE IN THE 21ST CENTURY

The Bay
Black Mothers and Daughters
Women's Suffrage
How to Raise an Ally

ADVERTISING SECTIONS:
Beauty & Wellness Guide
Faces of Baltimore
Pet Guide
Retirement Living

SEPTEMBER

BEST OF BALTIMORE

Faidley's
Top Nurses
Graul's
The Future of Baltimore's Colleges
Giving Birth During COVID-19

ADVERTISING SECTIONS:
Cosmetic Dentistry
Excellence in Nursing
Profiles of Law
School Guide

OCTOBER

OYSTERPALOOZA!

Fall Arts Preview
HOME

ADVERTISING SECTIONS:
Give Baltimore
Home
Schools: Open House
Taste

NOVEMBER

TOP DOCTORS

Petit Louis Turns 20
ADVERTISING SECTIONS:
Medical Profiles
Holiday Entertaining

DECEMBER

100+ REASONS TO LOVE BALTIMORE!

True Crime: Serial Killer
Gift Guide

ADVERTISING SECTIONS:
Gift Guide
Winter Getaways
Camps

SPACE CLOSE: 5/22	SPACE CLOSE: 6/26	SPACE CLOSE: 7/24	SPACE CLOSE: 8/21	SPACE CLOSE: 9/25	SPACE CLOSE: 10/23
MATERIALS: 5/29	MATERIALS: 6/29	MATERIALS: 7/27	MATERIALS: 8/24	MATERIALS: 9/28	MATERIALS: 10/26
NEWSSTAND: 6/26	NEWSSTAND: 7/31	NEWSSTAND: 8/28	NEWSSTAND: 9/25	NEWSSTAND: 10/30	NEWSSTAND: 11/27



*PLANNING CALENDAR SUBJECT TO CHANGE



Baltimore

MAGAZINE

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



AWARD-WINNING CONTENT