Baltimore style MEDIA KIT 2023

baltimorestyle.com

REACH AFFLUENT READERS IN THE GREATER BALTIMORE METRO AREA

Print | Digital |

p 410.902.2300, ext. 2 | advertising@baltimorestyle.com | baltimorestyle.com
9200 Rumsey Road, Suite 215 | Columbia, MD 21045 | Please submit ad materials to ads@baltimorestyle.com

Baltimore style

2023 EDITORIAL CALENDAR

PLUS IN EVERY ISSUE: *Discover new trends in arts and culture, food and dining, health/wellness, home and garden, profiles on local newsmakers, shopping and travel.*

	ADVERTISING SECTIONS	RESERVATION & ART DUE	CAMERA READY
FEBRUARY/MARCH Home, Real Estate, Heart Health, Self-Improvement, Weddings	Camps, Private Schools, Weddings, Health, Realtors/Movers	Jan. 18	Jan. 20
APRIL/MAY Home Improvement, Retirement, Mental Health	Builders/Architects/Interior Designers, Seniors, Small Business, Mental Health Professionals, Camps, Private Schools, Mother's Day	Mar. 15	Mar. 17
JUNE/JULY Outdoor Living, Travel/Summer Fun, Men's Health	Lawn & Garden, Outdoor Dining, Men's Health & Wellness, Last Chance Camps, Private Schools, Experts on Aging, Dental, Father's Day	May 17	May 19
AUGUST/SEPTEMBER Education, Pets, Dental Health, Seniors, Summer Entertaining	Schools/Colleges, Automotive, Vets, Weddings, Plastic Surgeons, Dining, Luxury Apartments	July 13	July 15
OCTOBER/NOVEMBER Women's Health/Breast, Cancer, Small Business/ Shop Local, Fall Arts, Women of Strength	Shop Small, Oncology (Breast Cancer), Women in Business, Performing Arts/Music Venues, Beauty, Readers' Choice Finalists, Medical Cannabis, Orthopedics, 55+ Communities, Private Schools	Sept. 13	Sept. 15
DECEMBER/JANUARY Readers' Choice Winners, Holiday Entertaining, Charitable Giving, Gift Guide, New Year/New You	Readers' Choice Winners, Gift Guide, Private Schools, Arts, Home Builders, Focus on Baltimore County Restaurants, Spas, Nonprofit Organizations, Gyms/Personal Trainers, Financial, Legal, Accounting	Nov. 15	Nov. 17

All stories subject to change.

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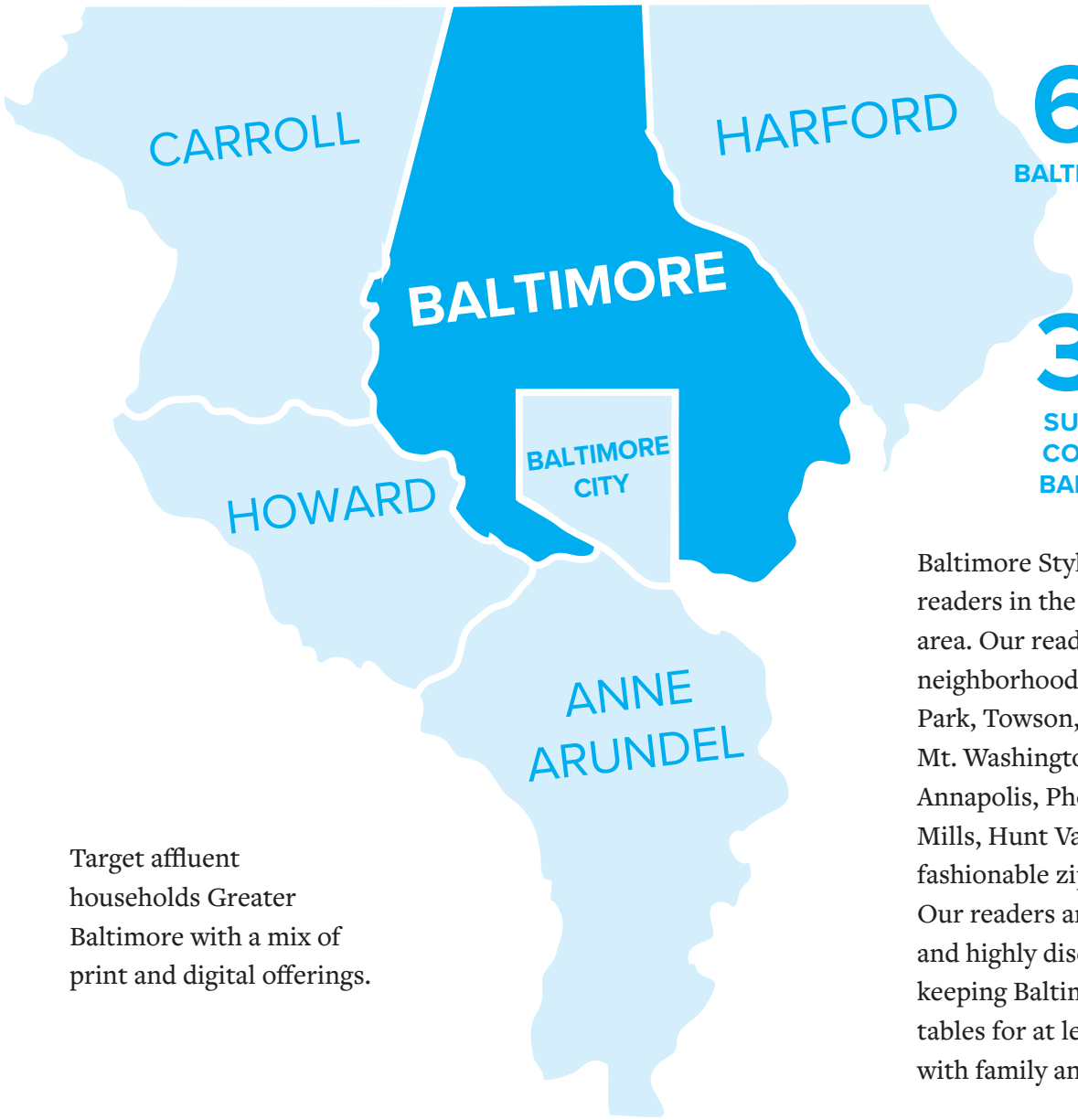
AUDIENCE & DEMOGRAPHICS



63%
BALTIMORE COUNTY

37%
SURROUNDING COUNTIES AND BALTIMORE CITY

Target affluent households Greater Baltimore with a mix of print and digital offerings.

Baltimore Style is delivered to upscale readers in the Baltimore metropolitan area. Our readers live in upscale neighborhoods like Butler, Roland Park, Towson, Lutherville, Timonium, Mt. Washington, Homeland, Columbia, Annapolis, Phoenix, Ruxton, Owings Mills, Hunt Valley and the most fashionable zip codes downtown. Our readers are highly educated and highly discerning — and report keeping Baltimore Style on their coffee tables for at least four weeks to share with family and friends.

Baltimore style

AUDIENCE & DEMOGRAPHICS

AVERAGE AGE: **49**

81% Female

19% Male

81% Own Home

AVERAGE HOME VALUE: $429,161

TRAVEL	86%
OWN TWO OR MORE VEHICLES	69%
DINE OUT ONCE A WEEK	53%
DINE OUT THREE TIMES A WEEK	23%
VISIT A SALON OR SPA	67%

91% GRADUATED COLLEGE

44% ADVANCED DEGREE

OUR AUDIENCE

Married	60%
Upper Middle Class	71%
Median Single income	$125,675
Top 5% ($150,000 or more)	24%

INCOME AND INVESTMENT

Home value $250,000+	100%
Invest in home improvement	99%
Own IRAs	72%
Invest in the Stock Market	60%
Have Mutual Funds	58%

ENJOYS THE GOOD LIFE

Shop at a mall or retail center monthly	100%
Median shopping trips per month	3.6
Visit an event venue each month (concert, theater, museum, etc)	100%
Go to Beach Resorts	73%
Travel with family	63%
Belong to a fitness facility	48%

LOYAL READERS

Readers for more than 2 years	59%
Pass along their copy	54%

Source: Baltimore Style Reader Survey

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PRINT RATES & SPECIFICATIONS

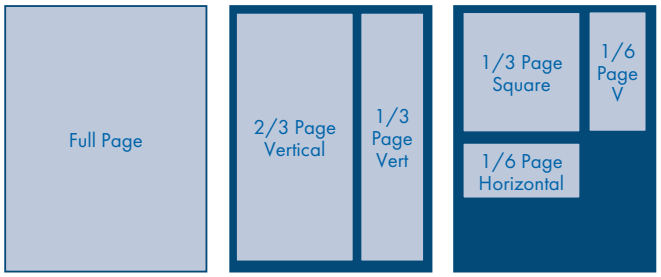
Mid-Atlantic Media uses InDesign CC 2020 for Macintosh computers to produce ads. Please supply ads via email or FTP. Use "Package" under the InDesign "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format.
Ads can be accepted as high resolution, press-optimized PDFs.

Ads supplied to Mid-Atlantic Media in PC formats, other than InDesign, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

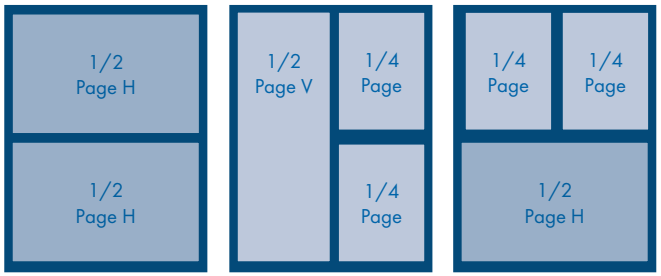
All four color ads should be supplied with a color proof.

Ads materials may be sent to ads@baltimorestyle.com or uploaded to the Mid-Atlantic Media FTP site (instruction below). Production questions should be directed to ads@baltimorestyle.com.

DISPLAY AD SIZES



ADVERTISING SPECIAL SECTION SIZES



Trim Size is 8.125" x 10.625"

PRINT RATES	OPEN	3x	6X
FULL COLOR			
INSIDE FRONT/BACK	$2970	$2670	$2310
DOUBLE TRUCK	$6990	$6450	$5950
FULL PAGE	$2700	$2430	$2100
2/3 PAGE	$1800	$1620	$1450
1/2 PAGE	$1375	$1240	$1115
1/3 PAGE	$1090	$800	$720
1/6 PAGE	$450	$405	$365

**All prices are per ad insertion.*

AD SIZE	DIMENSIONS
FULL PAGE (bleed size)	8.375" x 10.875"
FULL PAGE (trim size)	8.125" x 10.625"
FULL PAGE (live copy area)	7.125" x 9.4375"
DOUBLE TRUCK (bleed size)	16.5" x 10.875"
DOUBLE TRUCK (trim size)	16.25" x 10.625"
DOUBLE TRUCK (live copy area)	15.25" x 9.75"
2/3 PAGE	4.75" x 9.4375"
1/2 PAGE (horizontal)	7.125" x 4.625"
1/3 PAGE (vertical)	2.25" x 9.4375"
1/3 PAGE (square)	4.75" x 4.625"
1/6 PAGE (vertical)	2.25" x 4.625"
1/6 PAGE (horizontal)	4.75" x 2.22"

ADVERTISING SPECIAL SECTION SIZES

1/4 PAGE	3.5" x 4.625"
1/2 PAGE (horizontal)	7.25" x 4.625"
1/2 PAGE (vertical)	3.5" x 9.4375"

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Baltimore **style**

Baltimore Style readers savor our award-winning photos and features in the high-gloss living color of the magazine six times a year.
But savvy readers also turn often to baltimorestyle.com to see themselves and their friends in photos from the best parties in town and find up-to-the-moment news on events, personalities and styles from a stable of popular bloggers and contributors. Ask your sales associate for a complete rundown on our expanded digital opportunities.

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DIGITAL ADVERTISING

DIGITAL ADVERTISING **RATES**

HOME PAGE

LEADERBOARD (1097 x 100 pixels)

1 MONTH	$459
3 MONTHS	$1,279
6 MONTHS	$2,379
12 MONTHS	$4,459

RECTANGLE (300 x 250 pixels)

1 MONTH	$379
3 MONTHS	$1,079

IN-ARTICLE ADVERTISTING

(468 X 60 pixels)

1 MONTH	$750/MO
3 MONTHS	$600/MO
6 MONTHS	$450/MO
9 MONTHS	$325/MO

ENewsletter

1 ISSUE	$299

600 x 90 (Limit 1 per email)
260 x 300 (Limit 1 per email)

eBlast

1 TIME USE	$599

Premium eBlast*

1 TIME USE	$750

* **Description:** 30,000 targeted Baltimore Style audience emails.

FACEBOOK: $250 PER POST

INSTAGRAM: $250 PER POST

SPONSORED CONTENT: $450

eNEWSLETTER **SCHEDULE**

Second and fourth Thursday of every month

SPECIFICATIONS:

ADS accepted as jpeg, gif, animated gif and third party ad serving.

ADVERTISER EBLASTS accepted as jpeg, gif or HTML. Width of blast should not exceed 600px wide.
"Subject Line" and eblast content is subject to approval/change by MAM.

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MARKETING SECTIONS

EAT SMART. SHOP SMART.

LOCAL HAS ITS BENEFITS FOR EVERYONE.

- Dollars spent in the local economy have 3x the impact on neighborhoods than the revenue spent at corporate establishments
- Builds strong community ties
- Increases socializing and word of mouth behavior

Be a part of a Baltimore Style Special Section and capture the attention of the sophisticated reader Take advantage of great exposure and benefit from a great rate.

SPECIAL SECTION **RATES**

SIZE	DIMENSIONS	6X PRICE	3X PRICE
FULL PAGE	7 1/2 x 10	$1850	$1950
1/2 PAGE (horizontal)	7 1/2 x 4 3/4	$975	$1150
1/2 PAGE (vertical)	3 11/16 x 9 11/16	$975	$1150
1/4 PAGE	3 11/16 x 4 3/4	$550	$650