




# Baltimore style MEDIA KIT 2024

baltimorestyle.com



REACH AFFLUENT READERS  
IN THE GREATER BALTIMORE METRO AREA

Print | Digital |   

p 410.902.2300, ext. 2 | [advertising@baltimorestyle.com](mailto:advertising@baltimorestyle.com) | [baltimorestyle.com](http://baltimorestyle.com)  
9200 Rumsey Road, Suite 215 | Columbia, MD 21045 | Please submit ad materials to [ads@baltimorestyle.com](mailto:ads@baltimorestyle.com)



## 2024 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.*

	SPECIAL ADVERTISING PAGES	RESERVATION & ART DUE	CAMERA READY
<b>FEBRUARY/MARCH</b> Home, Real Estate, Heart Health, Self-Improvement, Weddings	Camps, Private Schools, Weddings, Health, Realtors/Movers	Jan. 17	Jan. 19
<b>APRIL/MAY</b> Home Improvement, Retirement, Mental Health	Builders/Architects/Interior Designers, Seniors, Small Business, Mental Health Professionals, Camps, Private Schools, Mother's Day	Mar. 13	Mar. 15
<b>JUNE/JULY</b> 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 15	May 17
<b>AUGUST/SEPTEMBER</b> Education, Pets, Dental Health, Seniors, Summer Entertaining	Schools/Colleges, Automotive, Vets, Weddings, Plastic Surgeons, Dining, Luxury Apartments	July 17	July 19
<b>OCTOBER/NOVEMBER</b> 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. 11	Sept. 13
<b>DECEMBER/JANUARY</b> 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. 13	Nov. 15

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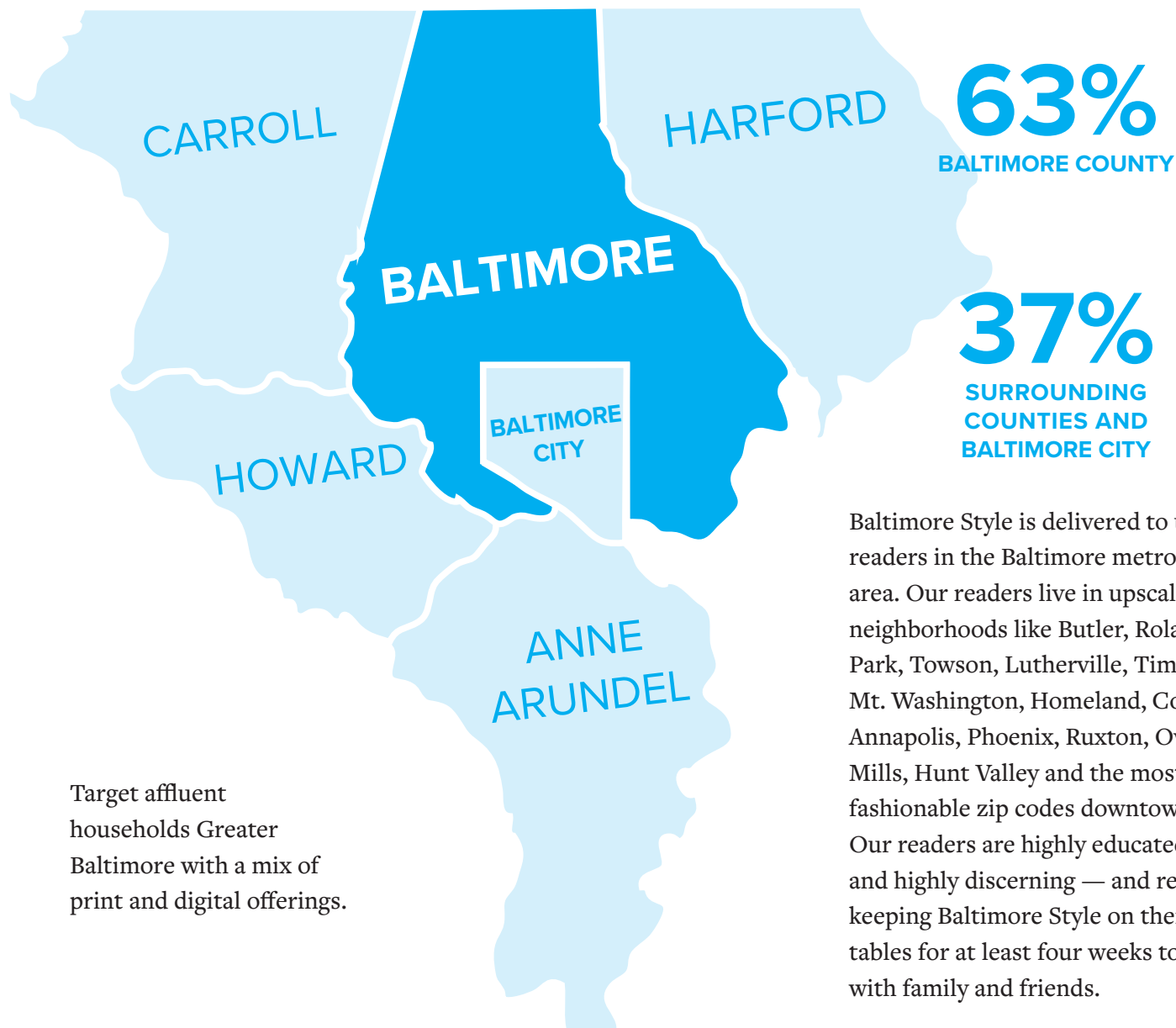


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All stories subject to change.



## AUDIENCE & DEMOGRAPHICS



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.

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## 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%**



### 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



## PRINT RATES & SPECIFICATIONS

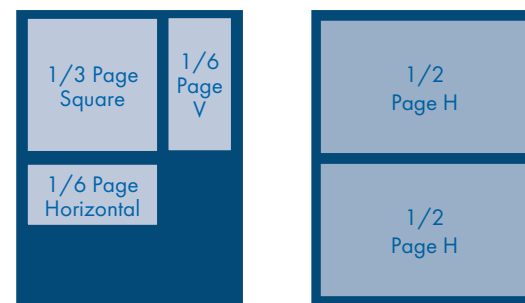
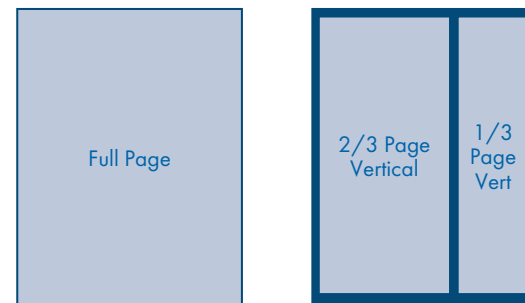
Rates effective January 1, 2024

PRINT RATES	OPEN	3X	6X
<b>FULL COLOR</b>			
INSIDE FRONT/BACK	\$2000	\$1850	\$1700
DOUBLE TRUCK	\$3940	\$3340	\$2700
FULL PAGE	\$1800	\$1650	\$1500
2/3 PAGE	\$1350	\$1240	\$1150
1/2 PAGE	\$900	\$825	\$750
1/3 PAGE	\$545	\$475	\$380
1/6 PAGE	\$450	\$405	\$365

\*All prices are net & 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"

### DISPLAY AD SIZES



Trim Size is 8.125" x 10.625"

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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 ADVERTISING

(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.

