

Baltimore style

Media Guide 2025



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BaltimoreStyle.com

Magazine Reach

Baltimore Style is delivered to upscale readers in the greater Baltimore metropolitan area. Our readers are highly discerning — and report keeping Baltimore Style on their coffee tables for at least four weeks to share with family and friends. Our magazine, website and social media outlets reach tens of thousands of affluent and educated readers in the greater Baltimore metro.

Newsstand

- 100% pickup

Magazine Audience

Targeted Email

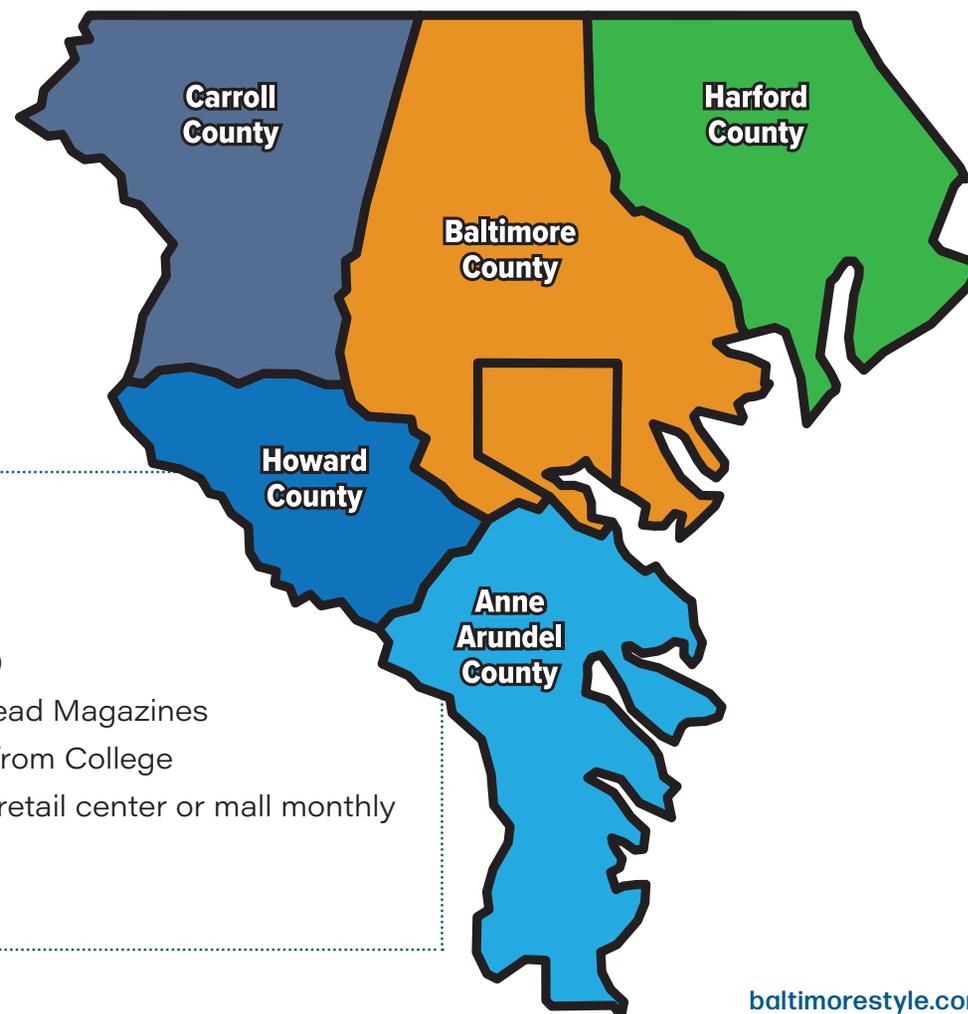
- 100% Female
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+

97,500
Magazines
distributed with
a mix of print
and digital.

Survey Results

- 96%** Look for Entertainment and Things to Do
- 89%** Look for Hospitality and Retail
- 82%** Look for Health Care Content
- 79%** Look for Local News
- 90%** Use ads in Style to make buying decisions
- 77%** Use ads for Sales and Specials
- 79%** Use ads for information about products and services

- 81%** Female
- 19%** Male
- Average Age: **49**
- 85%** Prefer to Read Magazines
- 91%** Graduated from College
- 100%** Shop at a retail center or mall monthly
- 86%** Travel



February/March

Sales Deadline
Camera Ready Ads Due

January 15
January 17

Magazine

- Top Doctors
- Spring Real Estate Market
- Heart Health
- Higher Education and Continuing Studies
- Staying Connected. Clubs and social opportunities
- Spring Fashion
- Weddings

Advertorial Focus: Camps, Private Schools/Colleges/Universities, Weddings, Health, Realtors/Movers

August/September

Sales Deadline
Camera Ready Ads Due

July 16
July 18

Magazine

- Top Lawyers
- Wellness
- Education
- Staying Fit at Every Age
- Fall Fashion
- Regional Destination Weddings

Advertorial Focus: Schools/Colleges/Universities/Continuing Studies, Automotive, Weddings, Plastic Surgeons, Dining, Luxury Apartments, Dentists

April/May

Sales Deadline
Camera Ready Ads Due

March 12
March 14

Magazine

- Top Restaurants
- Home
- Focus on the Environment
- Maryland Sports
- Mental Health
- Cannabis

Advertorial Focus: Builders/Architects/Interior Designers, Seniors, Small Business, Mental Health Professionals, Camps, Private Schools, Mother's Day

October/November

Sales Deadline
Camera Ready Ads Due

September 17
September 19

Magazine

- Top Schools
- Women of Strength
- Women's Health/Breast Cancer
- Fall Arts
- Holidays
- Aging in Place

Advertorial Focus: Shop Small, Oncology (Breast Cancer), Women in Business, Performing Arts/Music Venues, Beauty, Medical Cannabis, Orthopedics, 55+ Communities, Private Schools, Dental Health

June/July

Sales Deadline
Camera Ready Ads Due

May 14
May 16

Magazine

- Top Senior Communities
- Everything Maryland
- Outdoor Living
- Men's Health
- Beautiful You

Advertorial Focus: Crabs, Schools/Colleges, Automotive, Plastic Surgeons, Dining, Luxury Apartments, 55+ Communities, Father's Day

December/January

Sales Deadline
Camera Ready Ads Due

November 10
November 12

Magazine

- Readers' Choice
- Holiday Entertaining
- Charitable Giving
- Gift Guide
- New Year/New You
- Financial Planning

Advertorial Focus: Readers' Choice Winners, Gift Guide, Private Schools, Arts, Home Builders, Focus on Baltimore County Restaurants, Spas, Nonprofit Organizations, Gyms/Personal Trainers, Financial, Legal, Accounting

January

Newsletters:

- School Open Houses
- Camps and Activities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps
- New Year/New You
- Things To Do

May

Newsletters:

- Top Restaurants
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports
- Home
- Things To Do

September

Newsletters:

- Top Lawyers
- Education (2)
- Wellness
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Education
- Wellness
- Things To Do

February

- Expanded Digital Magazine

Newsletters:

- Top Docs
- Weddings
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps
- Focus on Arts
- Things To Do

June

- Expanded Digital Magazine

Newsletters:

- Top Senior Communities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer
- Beautiful You

October

- Expanded Digital Magazine

Newsletters:

- Top Schools
- Women's Health
- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- Focus on Education / The Arts
- Women's Health
- Things To Do

March

Newsletters:

- Top Docs
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Arts
- Education
- Things To Do

July

Newsletters:

- Top Senior Communities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

November

Newsletters:

- Top Schools
- Women's Health
- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- Focus on Education / The Arts
- Holidays
- Things To Do

April

- Expanded Digital Magazine

Newsletters:

- Top Restaurants
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports
- Focus on the Environment
- Things To Do

August

- Expanded Digital Magazine

Newsletters:

- Top Lawyers
- Education
- Weddings
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

December

- Expanded Digital Magazine

Newsletters:

- Readers' Choice Winners
- Holidays
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- Focus on Education / The Arts
- Holidays
- Things To Do

PRINT & DIGITAL MAGAZINE Advertising Rates

Size	Width" x Height"	OPEN	3x	6x	ADD VIDEO	ADD SLIDESHOW
Premium Positions Inside Front, Inside Back, Back Cover	8.375" x 10.875" (Full page with bleed) 8.125" x 10.625" (Full page/trim) 7.125" x 9.4375" (Full page/live area)	\$2000	1850	1700	\$500	\$250
Full Page with Bleed	8.375" x 10.875" (7.125" x 9.4375 live area)	1855	1700	1550	500	250
Full Page	7.125" x 9.4375"	1855	1700	1550	500	250
Double Truck	16.5" x 10.875" (Double Truck with bleed) 16.25" x 10.625" (Double Truck/trim) 15.25" x 9.75" ((Double Truck/live area)	3940	3340	2700	500	250
2/3 Page	4.75" x 9.4375"	1390	1280	1185	500	250
1/2 Page Horizontal	7.125" x 4.625"	950	865	775	500	250
1/3 Page Square	4.75" x 4.625"	800	700	600		
1/3 Page Vertical	2.25" x 9.4375"	800	700	600		
1/6 Page Horizontal	4.75" x 2.22"	465	420	375		
1/6 Page Vertical	2.25" x 4.625"	465	420	375		

Trim Size is 8.125 x 10.625 | *All prices are per ad insertion. Rates are net, non-commissionable.

Effective January 1, 2025

WEBSITE ADS

LEADERBOARD

1097 pixels x 100 pixels

1 MONTH	\$459
3 MONTH	\$1279
6 MONTH	\$2379
12 MONTH	\$4459

Jumbo leaderboard appears on the home page.

IN-ARTICLE ADVERTISING

468 x 60 pixels

1 WEEK	\$750
3 WEEKS	600
6 WEEKS	450
9 WEEKS	325

These ads appear within an article on our website.

SPONSORED CONTENT

STORY

500 Maximum Words

1 MONTH	\$450
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The article title is listed on our home page for one month under "Sponsored Articles."

STANDARD TILE ADS

300 x 250 pixels

1 MONTH	\$379
3 MONTH	\$1079

Tile ad appears on the home page and all other pages throughout the website.

EMAIL MARKETING

ELETTER

600 x 90 pixels

BANNER AD
\$349

SPONSORED CONTENT
\$700

THEMES:

WEEKLY EVENTS

MEDICAL

TRAVEL

EDUCATION

CAMP

EBLAST*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$599

To our opted-in database

PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750

30,000 targeted emails

COMBO PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$999

30,000 targeted emails plus our opt-in subscriber emails

SOCIAL MEDIA

FACEBOOK OR INSTAGRAM \$250/POST

Image and short write-up.

PROGRAMMATIC AUDIENCE EXTENSION

★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 2 locations
Publisher site retargeting — **\$600 per month**

★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 4 locations
Publisher site retargeting — **\$900 per month**

★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location
Keyword retargeting • Geo-fencing of up to 5 locations
Publisher site retargeting • Advertiser site retargeting (*requires pixel placement*) — **\$1,200 per month**

AD SIZES

320x50	300x50	300x250	728x90	160x600
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**For a single business location only.*

***Client supplies five keywords for us to build from.*

****Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*****Three-month campaign minimum*

*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.

Rates are net, non-commissionable. Effective January 1, 2025