

Baltimore style

Media Guide 2026



advertising@baltimorestyle.com | 410-902-2300 ext. 2

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+

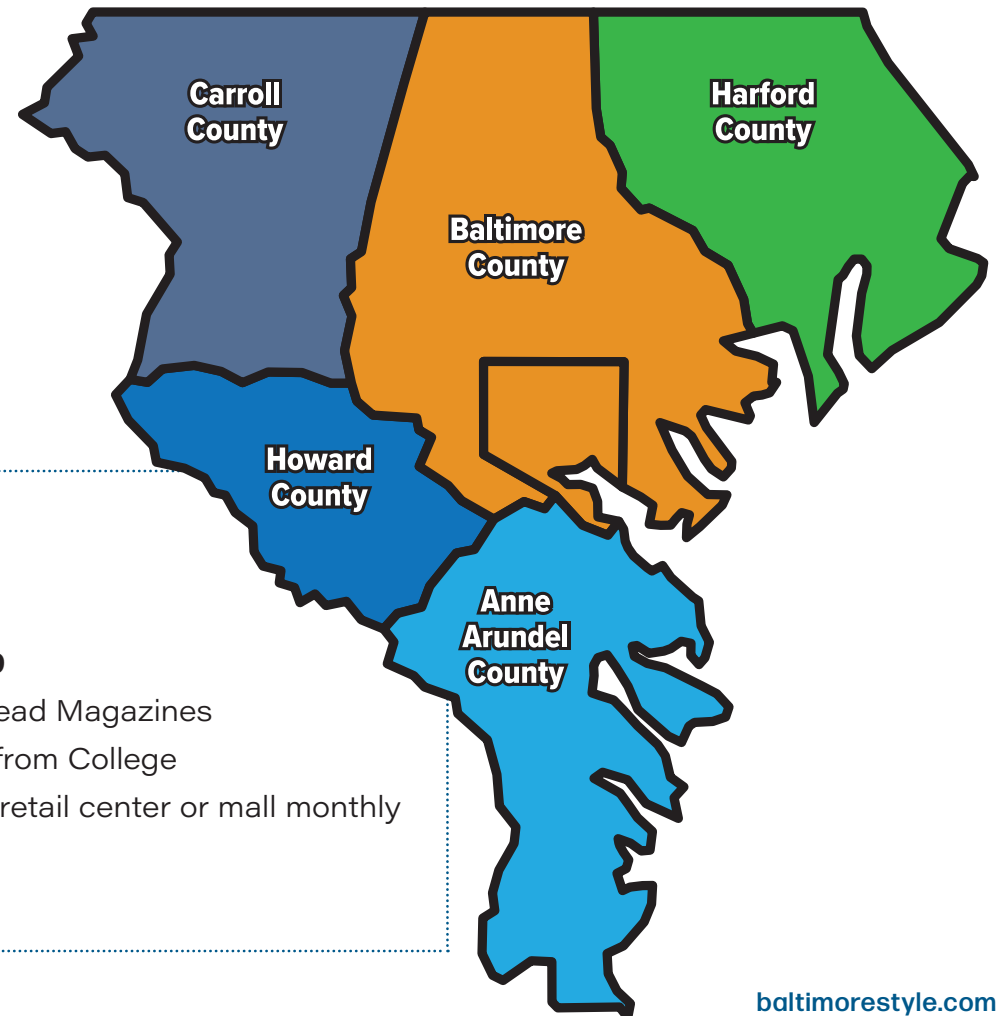
97,500

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 14
January 16

Magazine

- Top Doctors and Dentists
- Heart Health
- Education/Camps
- Spring Preview of the Arts
- Weddings

August/September

Sales Deadline
Camera Ready Ads Due

July 15
July 17

Magazine

- Top Lawyers
- Wellness
- Education
- Staying Fit at Any Age
- Weddings

April/May

Sales Deadline
Camera Ready Ads Due

March 11
March 13

Magazine

- Top Restaurants
- Spring Home & Garden
- Maryland Sports
- Senior Focus

October/November

Sales Deadline
Camera Ready Ads Due

September 16
September 18

Magazine

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

June/July

Sales Deadline
Camera Ready Ads Due

May 13
May 15

Magazine

- Top Senior Communities
- The Great Summer Fun Guide
- Summer Home & Outdoor Living
- Beauty & Personal Care

December/January

Sales Deadline
Camera Ready Ads Due

November 11
November 13

Magazine

- Readers' Choice
- Holiday Happenings and Traditions
- Charitable Giving
- Gift Guide
- New Year/New You