# 2017 *media kit*

## BALTIMORE STYLE

STYLE is Baltimore's premier lifestyle magazine delivered nine times a year to the region's most affluent, educated and engaged residents. A magazine dedicated to honoring our amazing region's sense of place, its creative personalities and unique perspectives, STYLE showcases the best in food, fashion, arts and culture, home and garden, architecture and design, entertaining and travel. Written by a cadre of rich local voices, with commentary by prominent figures, STYLE also delivers compelling "think pieces" with bold insight and, when the notion strikes us, irreverent humor to more than 112,000 readers. You might think of us as your culturally savvy, sartorially splendid college prof. We invite you to learn more about your local landscape starting right now—join the smart STYLE conversation.

Each issue of STYLE delivers a lively mix of lifestyle content paired with world-class photography. Here's a run-down of the content you'll see in our pages throughout the year.

### style & design
*fashion • savvy shopping • beauty reviews • weddings*

### food & drink
*new restaurants • celebrity chefs • epicure trends • recipes*

### home & garden
*beautiful homes • lush gardens • designer tips • architecture • real estate*

### the good life
*social scene • entertaining • travel • wellness • philanthropy • education*

### arts & culture
*editor's event picks • gallery openings • artist profiles • cultural commentary • literary news*

### personalities
*tastemakers • local characters • elected leaders authors • Baltimoreans in the national spotlight*


Mid-Atlantic MEDIA

*p* 410.902.2300 *f* 410.902.2338
baltimorestyle.com
11459 Cronhill Drive, Suite A
**Please submit ad materials to ads@baltimorestyle.com**


REV 080816

BALTIMORE
# STYLE

# 2017 EDITORIAL *calendar*

*All stories subject to change.*

## PUBLICATION *dates*

| ISSUE | ISSUE DATE | SPACE RESERVATION & MATERIALS DUE | CAMERA READY |
|---|---|---|---|
| JAN/FEB | January 3 | November 28 | December 5 |
| MARCH | February 21 | January 11 | January 23 |
| APRIL | March 21 | February 8 | February 20 |
| MAY/JUNE | April 25 | March 22 | April 3 |
| JULY/AUGUST | June 20 | May 24 | June 5 |
| SEPTEMBER | August 22 | July 12 | July 24 |
| OCTOBER | September 26 | August 9 | August 21 |
| NOVEMBER | October 24 | September 13 | September 25 |
| DECEMBER | November 21 | October 11 | October 23 |

## PLUS IN *every issue*

Discover new trends in food, beauty, travel, shopping, arts and entertaining!

## EDITORIAL *calendar*

**JANUARY/FEBRUARY**
New You + Private Schools
***Advertising sections: Camps, Education***
***Marketing sections: Bridal, Affordable Winter Getaways, Pre-School***
***Event: Baltimore Style Happy Hour***

**MARCH**
Home and Garden + Family
***Advertising sections: Automotive, Home Improvement, Camps***
***Marketing sections: Carroll County, Spring Real Estate***

**APRIL**
Fashion + Women's Health
***Advertising sections: Spring Getaways, Cosmetic Surgery, Camps***
***Marketing sections: Anne Arundel County, On The Water, Prime Time 55***
***Event: Baltimore Style Happy Hour***

**MAY/JUNE**
Weddings/Special Events + Travel + Outdoor + Weddings
***Advertising sections: Vacation Getaways***
***Marketing sections: Baltimore City Neighborhoods, Maryland Wine***

**JULY/AUGUST**
Beauty + Health
***Advertising sections: Higher Education, Summer Getaways***
***Marketing section: On The Water, Pre-School***
***Event: Baltimore Style Happy Hour***

**SEPTEMBER**
Arts + Entertainment
***Advertising sections: Education, Camps, Home Improvement***
***Marketing sections: Real Estate, Education, Carroll County***
***Event: Baltimore Style Happy Hour***

**OCTOBER**
Fashion + Health + Education
***Advertising sections: Fall Getaways, Education, Corporate Events***
***Marketing sections: Real Estate, Baltimore Sports, Hair***

**NOVEMBER**
Fabulous Food + Entertaining
***Advertising sections: Spa/Salon***
***Marketing sections: Real Estate, Education, Small Business Sat.***
***Event: Baltimore Style's Bash: Cogs & Couture***

**DECEMBER**
Holiday + Giving
***Advertising sections: Charitable Giving***
***Marketing sections: Real Estate***


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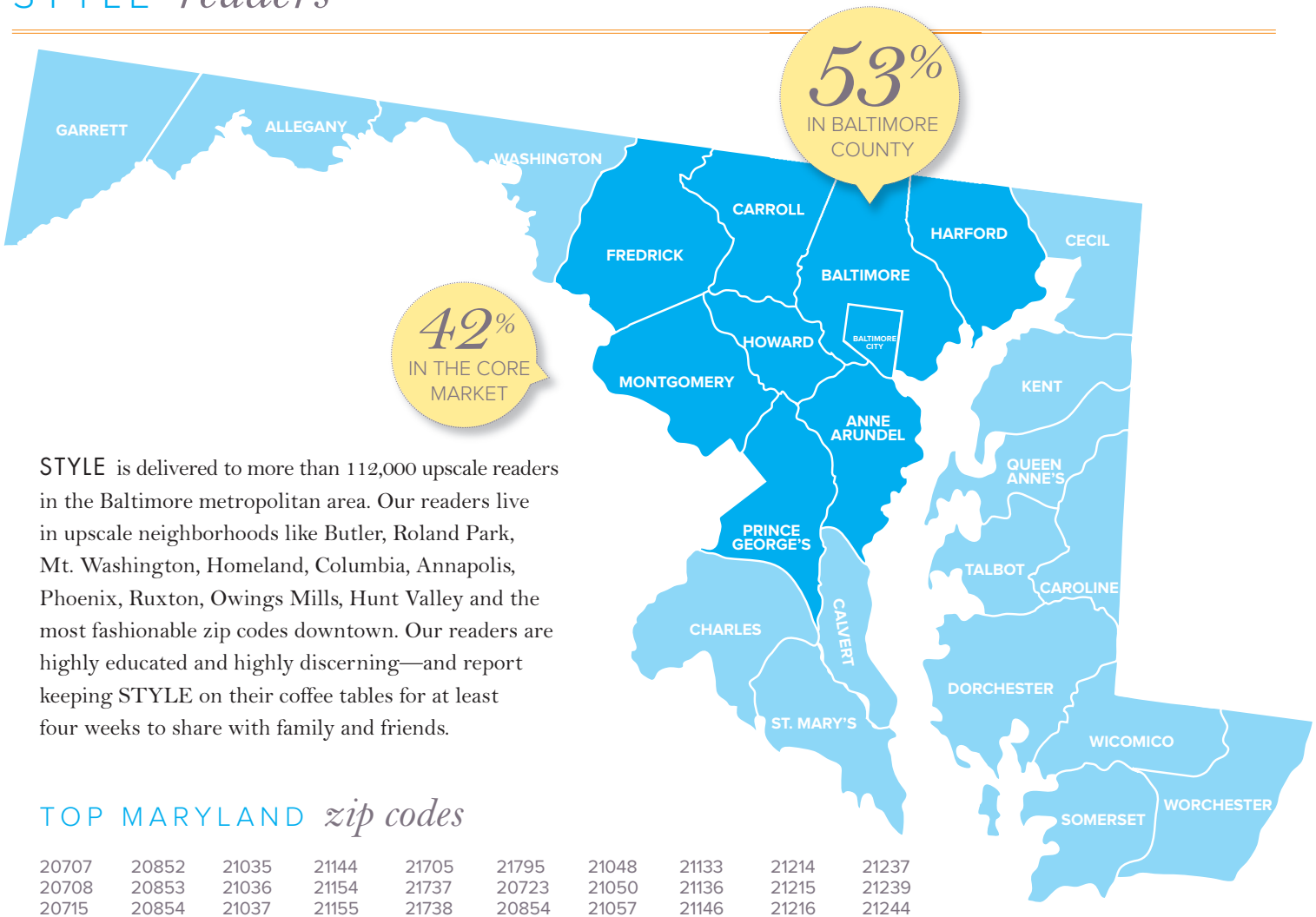
REV 110515

## STYLE *readers*




STYLE is delivered to more than 112,000 upscale readers in the Baltimore metropolitan area. Our readers live in upscale neighborhoods like Butler, Roland Park, 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 STYLE on their coffee tables for at least four weeks to share with family and friends.

## TOP MARYLAND *zip codes*

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 20707 | 20852 | 21035 | 21144 | 21705 | 21795 | 21048 | 21133 | 21214 | 21237 |
| 20708 | 20853 | 21036 | 21154 | 21737 | 20723 | 21050 | 21136 | 21215 | 21239 |
| 20715 | 20854 | 21037 | 21155 | 21738 | 20854 | 21057 | 21146 | 21216 | 21244 |
| 20716 | 20878 | 21040 | 21161 | 21742 | 21009 | 21060 | 21152 | 21217 | 21282 |
| 20720 | 20886 | 21041 | 21162 | 21754 | 21012 | 21061 | 21153 | 21218 | 21286 |
| 20721 | 20901 | 21053 | 21203 | 21771 | 21013 | 21074 | 21157 | 21220 | 21401 |
| 20724 | 20902 | 21054 | 21205 | 21774 | 21014 | 21075 | 21158 | 21221 | 21403 |
| 20759 | 20903 | 21056 | 21219 | 21787 | 21015 | 21076 | 21163 | 21222 | 21409 |
| 20770 | 20904 | 21071 | 21216 | 21794 | 21022 | 21078 | 21201 | 21223 | 21703 |
| 20782 | 20905 | 21082 | 21252 | 21797 | 21029 | 21090 | 21204 | 21224 | 21784 |
| 20814 | 20906 | 21084 | 21287 | 21710 | 21030 | 21108 | 21206 | 21225 | |
| 20815 | 20910 | 21085 | 21405 | 21722 | 21032 | 21111 | 21207 | 21227 | |
| 20816 | 21001 | 21087 | 21601 | 21727 | 21042 | 21113 | 21208 | 21228 | |
| 20817 | 21009 | 21090 | 21620 | 21755 | 21043 | 21117 | 21209 | 21229 | |
| 20832 | 21017 | 21102 | 21666 | 21770 | 21044 | 21120 | 21210 | 21230 | |
| 20833 | 21023 | 21104 | 21701 | 21773 | 21045 | 21122 | 21211 | 21231 | |
| 20850 | 21031 | 21114 | 21702 | 21791 | 21046 | 21128 | 21212 | 21234 | |
| 20851 | 21034 | 21123 | 21704 | 21793 | 21047 | 21131 | 21213 | 21236 | |

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REV 092815

## STYLE *readers*

**Households 32,000+**
**Readership 112,000+**

### OUR AUDIENCE

| | |
|---|---|
| Median age | 49 |
| Female | 81% |
| Male | 19% |
| Married | 60% |
| Upper Middle Class | 71% |
| Median Single income | $125,675 |
| Top 5% ($150,000 or more) | 24% |

### INCOME AND INVESTMENT

| | |
|---|---|
| Own home | 77% |
| Home value $250,000+ | 100% |
| Invest in home improvement | 99% |
| Median home value | $429,161 |
| Own IRAs | 72% |
| Invest in the Stock Market | 60% |
| Have Mutual Funds | 58% |

### EDUCATED

| | |
|---|---|
| Graduated college | 91% |
| Advanced degree | 44% |

### ENJOYS THE GOOD LIFE

| | |
|---|---|
| Shop at a mall or retail center monthly | 100% |
| Median shopping trips per month | 3.6 |
| Dine out weekly | 100% |
| More than one a week | 53% |
| More than three times a week | 24% |
| Visit an event venue each month (concert, theater, museum, etc) | 100% |
| Travel | 86% |
| Go to Beach Resorts | 73% |
| Travel with family | 63% |
| Own 2 or more vehicles | 69% |
| Visit a salon or spa | 67% |
| Belong to a fitness facility | 48% |

### LOYAL READERS

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

**49** MEDIAN AGE

**53%** DINE OUT MORE THAN ONCE A WEEK

**86%** TRAVEL

**100%** SHOP AT AREA MALLS OR RETAIL CENTERS

*Source: Baltimore Style Reader Survey, 2014*

*Readership based on a 3.5 pass rate.*

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REV 092815

## ADVERTISING *rates*

| | 9x | 5x | 3x | open |
|---|---|---|---|---|
| **FULL COLOR** | | | | |
| DOUBLE TRUCK | $5490 | $5950 | $6450 | $6990 |
| FULL PAGE | $2850 | $3375 | $3590 | $3800 |
| 2/3 PAGE | 2550 | 2890 | 3070 | 3290 |
| 1/2 PAGE | 1950 | 2290 | 2490 | 2700 |
| 1/3 PAGE | 1450 | 1900 | 2150 | 2400 |
| 1/6 PAGE | 950 | 1250 | 1500 | 1950 |

**All prices are per ad insertion.*

## SIZE *specifications*

| | |
|---|---|
| FULL PAGE (bleed size) | 8 3/8 x 11 1/8 |
| FULL PAGE (trim size) | 8 1/8 x 10 7/8 |
| FULL PAGE (live copy area) | 7 x 10 |
| DOUBLE TRUCK (bleed size) | 16 1/2 x 11 1/8 |
| DOUBLE TRUCK (trim size) | 16 1/4 x 10 7/8 |
| DOUBLE TRUCK (live copy area) | 15 1/8" x 10" |
| 2/3 PAGE | 4 5/8 x 10 |
| 1/2 PAGE (horizontal) | 7 x 4 7/8 |
| 1/3 PAGE (vertical) | 2 1/4 x 10 |
| 1/3 PAGE (horizontal) | 4 5/8 x 4 7/8 |
| 1/6 PAGE (vertical) | 2 1/4 x 4 7/8 |
| **SPECIAL SECTION SIZES** | |
| 1/4 PAGE | 3 11/16 x 4 3/4 |
| 1/2 PAGE (horizontal) | 7 1/2 x 4 3/4 |
| 1/2 PAGE (vertical) | 3 11/16 x 9 11/16 |

## PRINTING *specifications*

Mid-Atlantic Media uses QuarkXpress 9.5 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "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. We cannot accept veloxes or film.

Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to the Mid-Atlantic Media in PC formats, other than QuarkXpress, 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 *(instructions to right)*. Production questions should be directed to ads@baltimorestyle.com.

## FTP INSTRUCTIONS

**HOST**: ftp.midatlanticmedia.com
**USERNAME**: advertising
**PASSWORD**: MAM-ads

Upload file to the "Incoming" folder in the appropriate publication folder. Please send confirmation of upload to ads@baltimorestyle.com.

## COVER *stickers*

| **BLACK AND 1 PMS COLOR** | |
|---|---|
| 3" x 3" | $4,000 |

*On mailed copies only. Background must be a solid color.*

BALTIMORE
# STYLE

# DIGITAL ADVERTISING *opportunities*

STYLE readers savor our award-winning photos and features in the high-gloss living color of the magazine nine 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.

## DIGITAL ADVERTISING *rates*

| HOME PAGE | | INSIDE PAGE | |
|---|---|---|---|
| **LEADERBOARD (1097 x 100 pixels)** | | **LEADERBOARD (728 x 90 pixels)** | |
| 1 MONTH | $259 | 1 MONTH | $349 |
| 3 MONTHS | 658 | 3 MONTHS | 499 |
| **RECTANGLE (300 x 250 pixels)** | | **RECTANGLE (300 x 250 pixels)** | |
| 1 MONTH | $279 | 1 MONTH | $199 |
| 3 MONTHS | 689 | 3 MONTHS | 499 |
| **E-LETTER** | | **E-BLAST** | |
| 1 ISSUE | $249 | 1 TIME USE | $599 |
| 540 x 80 (Limit 1 per email) | | | |
| 260 x 300 (Limit 1 per email) | | | |

## EMAIL *database* (June 2017)

| E-BLAST | SUBSCRIBERS | OPEN RATE | CTR |
|---|---|---|---|
| | 13,000 | 12.91% | 3.05% |
| **E-LETTER** | **SUBSCRIBERS** | **OPEN RATE** | **CTR** |
| | 13,000 | 15.4% | 10.85% |

## SPECIFICATIONS:

**ADS** accepted in flash, 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.

## E-LETTER *schedule*

| | | |
|---|---|---|
| **JAN/FEB 2017** | | |
| January 3 | January 20 | February 10 |
| **MARCH 2017** | | |
| February 24 | March 10 | |
| **APRIL 2017** | | |
| March 24 | April 14 | |
| **MAY/JUN 2017** | | |
| April 28 | May 19 | June 11 |
| **JULY/AUGUST 2017** | | |
| June 23 | August 4 | |
| **SEPTEMBER 2017** | | |
| August 25 | September 15 | |
| **OCTOBER 2017** | | |
| September 29 | October 13 | |
| **NOVEMBER 2017** | | |
| October 27 | November 10 | |
| **DECEMBER 2017** | | |
| November 27 | December 16 | |

## WEBSITE *statistics* (June 2016)

| VISITS | PAGE VIEWS | AVG. TIME | PAGES/VISITS |
|---|---|---|---|
| 13,061 | 32,412 | 03:20 | 2.69 |

**MOST VISITED PAGES** *(after home page)*

**TRAVEL, PEOPLE, HOME/GARDEN, BEAUTY, DINING**

| ADS | IMPR. | CLICKS | CTR |
|---|---|---|---|
| 300x250 | 91,772 | 1,383 | 1.49% |

*Industry standard for overall CTR in the United States is 0.10%.*
*(Source: http://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/)*

## SOCIAL *media* (June 2016)

| | FOLLOWERS |
|---|---|
| facebook.com/baltimorestyle | 5,086 |
| twitter.com/stylemagazine | 7,121 |
| pinterest.com/baltimorestyle | 298 |
| instagram.com/baltimorestylemag | 2,418 |


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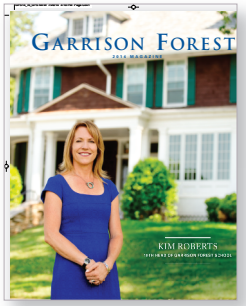
REV 080816

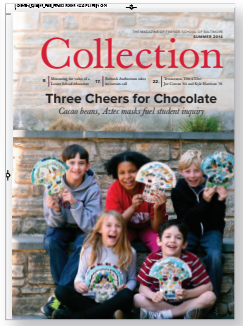
# **Your Stories.** Our Strategy.

Many of the most respected names in town rely on Mid-Atlantic Media to produce creative, results-driven content solutions for their brands. Whether you're looking to design a custom publication, refresh your website or find other innovative and affordable ways to engage your audience, Mid-Atlantic Media can serve you.

Taking advantage of our award-winning publications' design, editorial, production and project management teams, and a cadre of well-respected advertising consultants, we can with any or all aspects of your company's projects. Our brand consultants will work with you to achieve the compelling content and eye-catching design you need to move your product or service forward — all at an affordable price.

With particular experience in education, healthcare, nonprofits and corporate image building, we put the written word to work for you in every conceivable format.






## CUSTOM MEDIA *services*

- Publication start-ups and redesign
- Marketing Collateral — Annual Reports, Newsletters, Logos, Brochures
- Advertising services
- Mailing Services and Distribution
- Web Site Design and Development
- Social Networking
- Mobile Applications
- Interactive Presentations

**Jeni Mann**
**Director of Custom Media**

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**midatlanticmedia.com**

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