MEDIA KIT 2021
We’re so much more than a magazine.

Philadelphia magazine is an innovative multi-media company that leverages print, digital, and experiential platforms to create impactful, integrated marketing campaigns for advertisers and powerful, relevant content for readers.
Meet Our Print Readers

**Total Reach**: 664,000

**Rate Base**: 85,000

- **Age Range**:
  - 30%: 18-44
  - 24%: 45-54
  - 25%: 55-64
  - 18%: 65-74
  - 3%: 75+

- **Gender**:
  - Female: 62%
  - Male: 38%

- **Engagement**:
  - 72% Purchase products or services from our partners
  - 73% Keep issues for a month or more
  - 7 Number of readers per copy

- **Affluence**:
  - 84% are homeowners
  - 196K household income

Source: July 2019-June 2020 CVC Audit Report, 2020 CVC Readership Study, WRSS
Editorial Calendar

Overview

January/February
What and Where to Eat in 2021

March
Real Estate: Welcome Home, 2021 Top Dentists, Spring Fashion & Travel

April
How COVID-19 Has Impacted Philly's Children

May
2021 Top Doctors

June
2021 Top Real Estate Producers

July
TBD

August
Best of Philly 2021

September
Schools, Fall Fashion & Travel, Fall Arts & Entertainment

October
Food & Restaurants

November
Power & Innovation, Best Bars

December
TBD
### Planning Calendar pt. I 2021

#### January/February

**SPACE DEADLINE**
Dec. 11, 2020

**ON SALE**
Jan. 11, 2021

**Editorial Focus**
What and Where to Eat in 2021

**Special Sections**
Go Red for Women,
Event Planner, Visit Florida

**Events**
February 0
Next Up for NextHealth PHL Virtual Panel (T)

#### March

**SPACE DEADLINE**
JAN. 29, 2021

**ON SALE**
MAR. 1, 2021

**Editorial Focus**
Real Estate: Welcome Home,
2021 Top Dentists,
Spring Fashion & Travel

**Special Sections**
Top Dentists Profiles, Health Experts,
Financial Planning Experts

**Events**
Philadelphia Wedding’s
First Look Virtual Event

#### April

**SPACE DEADLINE**
FEB. 26, 2021

**ON SALE**
MAR. 29, 2021

**Editorial Focus**
How COVID-19 Has Impacted Philly’s Children

**Special Sections**
Guide to Aging Well

#### May

**SPACE DEADLINE**
APR. 2, 2021

**ON SALE**
MAY 3, 2021

**Editorial Focus**
2021 Top Doctors

**Special Sections**
Top Doctor Profiles, Health Experts

**Events**
Philadelphia magazine’s
Secrets From the C-Suite

#### June

**SPACE DEADLINE**
APRIL 30, 2021

**ON SALE**
MAY 31, 2021

**Editorial Focus**
2021 Top Real Estate Producers

**Special Sections**
Top Real Estate Producers Featured Profiles,
Visit Florida

**Events**
Be Well Philly Fest

#### July

**SPACE DEADLINE**
MAY 28, 2021

**ON SALE**
JUNE 28, 2021

**Editorial Focus**
TBD

**Special Sections**
Faces of Women in Business,
Ultimate Venue Guide,
Summer Cocktail Guide

**Events**
Philadelphia magazine’s
Trailblazer Awards,
Be Well Philly Yoga Flow

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**Wedding Summer/Fall**

**SPACE DEADLINE**
MAY 7, 2021

**ON SALE**
JULY 5, 2021

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ALL EVENT TIMING AND DETAILS ARE TENTATIVE PENDING LOCAL HEALTH DEPARTMENT GUIDELINES.
# Planning Calendar

## August

** SPACE DEADLINE **

JUNE 25, 2021

** ON SALE **

JULY 26, 2021

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** Editorial Focus **

Best of Philly 2021

** Special Sections **

Health Experts

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** SPACE DEADLINE **

JULY 23, 2021

** ON SALE **

AUG. 23, 2021

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** Editorial Focus **

Schools, Fall Fashion & Travel, Fall Arts & Entertainment

** Special Sections **

Private School Guide, Event Planner, Weekender

** Events **

Best of Philly Soiree (T)

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** SPACE DEADLINE **

AUG. 20, 2021

** ON SALE **

SEPT. 20, 2021

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** Editorial Focus **

Food & Restaurants

** Special Sections **

Think Pink, Guide to Aging Well

** Events **

Philadelphia magazine’s Whiskey & Fine Spirits Fest (T)

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** SPACE DEADLINE **

SEPT. 17, 2021

** ON SALE **

OCT. 18, 2021

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** Editorial Focus **

Power & Innovation, Best Bars

** Special Sections **

The Law Review

** Events **

Philadelphia magazine’s ThinkFest (T)

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** SPACE DEADLINE **

OCT. 1, 2021

** ON SALE **

NOV. 15, 2021

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** Wedding Winter/Spring **

** SPACE DEADLINE **

OCT. 1, 2021

** ON SALE **

NOV. 15, 2021

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** Be Well Philly **

** SPACE DEADLINE **

SEPT. 17, 2021

** ON SALE **

NOV. 22, 2021

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All event timing and details are tentative pending local health department guidelines.
Meet Our Online Readers

**Unique Visitors**

1.7 MM

**Page Views**

3 MM

**Age Range**

- 17%: 45-54
- 19%: 35-44
- 15%: 55-64
- 12%: 65+
- 10%: 18-24
- 27%: 25-34

**Gender**

- Female: 56%
- Male: 44%

87% are college graduates and/or have an advanced degree

**By Device**

- Mobile: 73%
- Desktop: 23%
- Tablet: 4%

**Affluence**

- 62% of readers have an HHI over $100,000
- 71% are homeowners

**Top 5 Categories**

1. Local Breaking News
2. Food and Drink
3. Real Estate
4. Health and Fitness
5. Wedding

**Source:** Google Analytics 2020; December 2019 Online Readership Survey
Let’s Get Social

Our "P" Influencer Network helps clients extend their brand’s reach and elevate engagement with core audiences across social media platforms and beyond.

Our partnerships with these influential Philadelphians has spanned custom content campaigns, Instagram Lives, in-person and virtual events, plus so much more.
With Us, It’s a Party

*Philadelphia* magazine produces the most premium events in the Philadelphia region, attracting thousands of influential guests. Our events span a range of themes and scopes with rich brand integrations that leave a lasting impression with our passionate and social guests.

**EVENT OVERVIEWS**

**Be Well Philly Fest**
With multiple studios, demo areas and discussion rooms, this full-day of programming brings guests the best health and wellness resources in the region.

**Be Well Philly Yoga Flow**
Be Well Philly brings a weekly fitness experience to the active-lifestyle community of Philadelphia with a 4-week summer yoga series.

**Best of Philly**
The biggest party of the year celebrates Philly Mag’s Best of Philly issue. Guests will have the opportunity to savor Philadelphia’s best restaurants, enjoy live entertainment, and experience the ‘best’ Philly has to offer.

**Design Home**
The Philadelphia region’s leading showcase home, filled with state-of-the-art specialties and trending design from local home experts, will be on display for interested and prospective customers to view.

**Philadelphia Wedding's First Look**
*Philadelphia Wedding* Editor Kristen Schott and experts from across the wedding industry will share their best tips and trends to get a head start on all that wedding planning entails.

**ThinkFest**
ThinkFest brings together Philadelphia’s brightest, most innovative, and most creative people to engage in conversations about the future of our city and our world.
Trailblazer Awards
This very special invitation-only luncheon honors and celebrates women in the Philadelphia region who are inspirational pioneers within their fields.

Whiskey & Fine Spirits Festival
Featuring over 200 spirits and samplings from local upscale restaurants, Whiskey and Fine Spirits Festival is the region’s premier tasting featuring premium whiskey, scotch, malts, bourbon, tequila rum, vodka, and gin.

Wine Festival
Philadelphia magazine’s Wine Festival spotlights more than 500 wines from around the world and on-site sommeliers to highlight the characteristics of each blend.

Want to know more?
Ask your Account Executive for additional event information and sponsorship opportunities.
**AD SPECIFICATIONS**

**Available Sizes**

- **FULL PAGE**
  - Full page Non-bleed: W7” x H9.5”
  - Full page Bleed Size: W8.25” x H10.75”
    - Trim Size: W8” x H10.5”
    - Live Area: W7.25” x H9.75”
    - Bleed ads allow .125” bleed on all sides. Keep live matter .375” from trim edges. Full page, non-bleed ads will have a 1/2” white border when trimmed.

- **SPREAD**
  - Two Page Bleed Size: W16.25” x H10.75”
    - Trim Size: W16” x H10.5”
    - Live Area (Each Page): W7.25” x H9.75”
    - For 2-page spread, bleed ads, keep live matter .375” from all trim edges and from gutter.

- **FRACTIONAL**
  - 2/3 page: W4.5” x H9.5”
  - 1/2 page vertical: W4.5” x H7”
  - 1/2 horizontal: W6.875” x H4.625”
  - 1/3 vertical: W2.125” x H9.5”
  - 1/3 horizontal: W4.5” x H4.625”
  - 1/6 vertical: W2.125” x H4.625”
  - 1/6 horizontal: W4.5” x H2.25”
    - Fractional bleed specs for 2/3, 1/2 horizontals and 1/3 verticals available upon request.

**Ad Preparation**

Mac format preferred, hi-res Adobe Acrobat PDF (recommended)

**PDF SETTINGS**

- Hi-res PDF for press: PDF/X-1a:2001 (recommended) or Press Quality
- All fonts embedded

**IMAGE SETTINGS**

- Color images: 300 DPI
- Monochrome images (Graphic & Art Settings): 1200 DPI
- Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended

InDesign, Photoshop (saved as a TIFF or EPS file) or Illustrator (saved as an EPS file) are also accepted. Convert all fonts used in art files to outlines. Native files may be sent with all screen and printer fonts and all art files used in the ad. Files created in Microsoft Paint, Word or PowerPoint are not accepted.

**IMAGES**

- All hi-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixilated, blurry or low-quality image.

**DO NOT USE SPOT COLORS**

- 4-color scans must be saved as CMYK, not RGB

**PRINT SPECS**


**PREP SPECS**

- Screened tone values over 85% may print solid. Screen tone values under 3% may not print. Total density in any one area must not exceed 280%. Publisher cannot guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

**Philadelphia Design Services**

If you do not have creative for your advertisement, Philadelphia magazine can provide design services at an additional cost. For more information and rates, contact your sales representative.

**Ad Submission**

Your account manager will send you a personalized link to upload your ad. Please do not email your ad.
- Use advertiser’s name as the file name.
- Zip your file before uploading and remove all special characters and extra periods from the file name.
- If you are sending native files, please package all fonts and images before zipping your files.

**PROOFS**

Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

**Proofs may be mailed to...**

Metrocorp Media Production ATTN: Joshua Neal
170 S Independence Mall W, Suite 200 East
Philadelphia, PA 19106

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**Questions?**

Contact Rachel Drezner in the Client Services department at rdrezner@phillymag.com or 215-979-6557.
Traditional Display Ad Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>DIMENSIONS (PX)</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>RESTRICTIONS</th>
<th>VIDEO OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Unit</td>
<td>320x50</td>
<td>Image or 3rd-party tag</td>
<td>100KB max</td>
<td>None</td>
<td>No</td>
</tr>
<tr>
<td>Skins (x2)</td>
<td>120x1050</td>
<td>JPEG or PNG file</td>
<td>100KB max (each)</td>
<td>No animation</td>
<td>No</td>
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<td>Medium Rectangle</td>
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<td>Image or 3rd-party tag</td>
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<td>Leaderboard</td>
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<tr>
<td>Billboard</td>
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<td>Image or 3rd-party tag</td>
<td>200KB max</td>
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<td>Yes</td>
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e-Newsletters

<table>
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<tr>
<th>Unit</th>
<th>DIMENSIONS (PX)</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>RESTRICTIONS</th>
<th>VIDEO OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Newsletter</td>
<td>300x250</td>
<td>JPEG or PNG file. Includes 20-25 words and URL</td>
<td>100KB max</td>
<td>No animation</td>
<td>No</td>
</tr>
<tr>
<td>e-Blast</td>
<td>450x540</td>
<td>JPG file and best contact(s) to receive test, 20-25 words and URL</td>
<td>N/A</td>
<td>No animation</td>
<td>No</td>
</tr>
</tbody>
</table>

Video

<table>
<thead>
<tr>
<th>Unit</th>
<th>DIMENSIONS (PX)</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>RESTRICTIONS</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Banner</td>
<td>300x250</td>
<td>3rd-party only; No streaming</td>
<td>200KB initial load; 1MB additional</td>
<td>User-initiated sound</td>
<td>Site-serving; design up-charge</td>
</tr>
<tr>
<td>In-Article</td>
<td>1280x720 (16:9 aspect ratio) expands to frame</td>
<td>mp4 or VAST tags (SSL only)</td>
<td>20MB max</td>
<td>15 or 30 seconds</td>
<td>24 FPS</td>
</tr>
</tbody>
</table>

**BREAKDOWN**

**Ad Submission**
Creative can be emailed to your Account Executive and will be sent on to the online marketing department

**SPONSORSHIP BENEFITS**
- **Image Files**
  200KB max file size (.jpg, .png, .gif)
- **Rich Media**
  200KB max file size for site-served; 300KB for 3rd-party serving

**HTML5** sent as .zip file that can only contain the following elements: .html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

Any creative with additional elements (video, expansion, etc) MUST be served through a 3rd-party ad-server or be subject to additional production fees of $1,500 per creative and $1.50 CPM up-charge.

clickTag sample:

```
<script type="text/javascript">
var clickTag = “http://www.yourURHere.com”;
</script>
```

Flash no longer accepted

**Required Resolution** 72 DPI; 24 FPS

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