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
- 18%: 65-74
- 25%: 55-64
- 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**
- 196K
- 80% are college graduates and/or have an advanced degree
- 84% are homeowners

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

2021

November
Most Influential Philadelphians

December
Philadelphia Philanthropy Guide,
Holiday Gift Guide, Holiday Weekend Getaways

2022

January
50 Best Restaurants

February
New Beauty

March
Real Estate, Top Dentists,
Spring Fashion & Travel

April
Top Mortgage Professionals

May
Top Doctors

June
Summer Travel, Top Real Estate Producers

July
Cover feature TBD

August
Best of Philly

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

October
Best Bars

November
Most Influential Philadelphians

December
Holidays

CONTENT SUBJECT TO CHANGE
## Planning Calendar

### January
**Editorial Focus**
*50 Best Restaurants*

**Special Sections**
*Visit Florida*

**Events**
*Be Well Philly Underground*

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### February
**Editorial Focus**
*New Beauty*

**Special Sections**
*Go Red for Women*

**Events**
*Be Well Philly Underground*

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### March
**Editorial Focus**
*Real Estate, Top Dentists, Spring Fashion & Travel*

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

**Events**
*Philadelphia Wedding’s Brides, Bubbly & Brunch, Be Well Philly Underground*

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### April
**Editorial Focus**
*Top Mortgage Professionals*

**Special Sections**
*Guide to Aging Well, Top Mortgage Professional Profiles, Faces of Women in Business*

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

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### May
**Editorial Focus**
*Top Doctors*

**Special Sections**
*Top Doctor Profiles*

**Events**
*Foobooz La Fête, Be Well Philly Underground*

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### June
**Editorial Focus**
*Summer Travel, Top Real Estate Producers*

**Special Sections**
*Top Real Estate Producer Profiles, Visit Florida, Super Lawyers*

**Events**
*Be Well Philly Fest*

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### Philadelphia Home + Design
**SPACE DEADLINE**
*OCT. 28, 2021*

**ON SALE**
*DEC. 20, 2021*

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### Wedding Summer/Fall
**SPACE DEADLINE**
*APR. 22, 2022*

**ON SALE**
*JUNE 20, 2022*
Planning Calendar

July

SPACE DEADLINE
MAY 18, 2022

ON SALE
JUNE 20, 2022

Editorial Focus
Cover Story TBD

Special Sections
Ultimate Venue Guide, Summer Cocktail Guide

Events
Be Well Philly Yoga Flow

August

SPACE DEADLINE
JUNE 22, 2022

ON SALE
JULY 25, 2022

Editorial Focus
Best of Philly

Special Sections
Health Experts

Events
Best of Philly Soirée

September

SPACE DEADLINE
JULY 20, 2022

ON SALE
AUG. 22, 2022

Editorial Focus
Schools, Fall Fashion & Travel, Fall Arts & Entertainment

Special Sections
Private School Guide, Event Planner, 5 Star Home Professionals

Events
Be Well Philly Underground

October

SPACE DEADLINE
AUG. 24, 2022

ON SALE
SEP. 26, 2022

Editorial Focus
Best Bars

Special Sections
Think Pink, Guide to Aging Well

Events
Philadelphia magazine’s Whiskey & Fine Spirits Festival
Be Well Philly Underground

November

SPACE DEADLINE
SEP. 21, 2022

ON SALE
OCT. 24, 2022

Editorial Focus
Most Influential Philadelphians

Special Sections
Guide to Medical Cannabis

Events
Philadelphia magazine’s Wine Festival
Philadelphia magazine’s ThinkFest
Philadelphia Wedding’s First Look
Be Well Philly Underground

December

SPACE DEADLINE
OCT. 26, 2022

ON SALE
NOV. 28, 2022

Editorial Focus
Holidays

Special Sections
Philly Gives, Holiday Cocktail Guide

Events
Be Well Philly Underground

Be Well Philly

SPACE DEADLINE
OCT. 11, 2022

ON SALE
NOV. 28, 2022

Want to know more?

Contact our advertising department at advertise@phillymag.com for additional information and sponsorship opportunities.
Meet Our Online Readers

**Unique Visitors:** 1.7 MM

**Page Views:** 3 MM

**Gender:**
- Female: 56%
- Male: 44%

**Age Range:**
- 10%: 18-24
- 12%: 25-34
- 15%: 65+
- 17%: 65+
- 19%: 35-44

**Affluence:**
- 87% are college graduates and/or have an advanced degree
- 62% of readers have an HHI over $100,000
- 71% are homeowners

**By Device:**
- Mobile: 73%
- Desktop: 23%
- Tablet: 4%

**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

"P" INFLUENCER NETWORK

The "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 have spanned custom content, social media platforms, 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 talks, this full day of programming brings together the best health and wellness resources in the region.

**Be Well Philly Underground**
Be Well Philly presents insider-only pop-up workouts and events such as boot camps, spin classes, shopping parties, happy hours and more to a lucky group of Underground members.

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

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

**Philadelphia Wedding’s Brides, Bubbly & Brunch**
The perfect wedding planning event—guests enjoy brunch-themed hors d’oeuvres, bubbly, and get inspiration for their big day from top local wedding vendors.

**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.
Foobooz La Fête
Editors of Foobooz host a multi-night experience to celebrate Philadelphia’s culinary scene with one-of-a-kind dinners crafted by chefs from Philadelphia magazine’s annual “50 Best Restaurants” list.

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 250 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.

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