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

Through unparalleled reach, Philadelphia magazine helps brands build lasting relationships with an affluent, influential audience in the Greater Philadelphia region.

**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**
- 62% FEMALE
- 38% MALE

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

**AFFLUENCE**
- 80% are college graduates and/or have an advanced degree
- 196K household income
- 84% are homeowners

**SOURCE:** JULY 2019-JUNE 2020 CVC AUDIT REPORT, 2020 CVC READERSHIP STUDY, WRSS
Editorial Calendar

January
50 Best Restaurants

February
New Beauty

March
Real Estate, Top Dentists,
Spring Fashion & Travel

April
Guide to Sustainability in Philly,
Top Mortgage Professionals

May
Top Doctors

June
Summer Travel,
Top Real Estate Producers

July
A Philadelphian’s Guide to Philadelphia

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

**SPACE DEADLINE**
NOV. 18, 2021

**ON SALE**
DEC. 20, 2021

**Editorial Focus**
50 Best Restaurants

**Special Sections**
Visit Florida

February

**SPACE DEADLINE**
DEC. 15, 2021

**ON SALE**
JAN. 24, 2022

**Editorial Focus**
New Beauty

**Special Sections**
Go Red for Women

March

**SPACE DEADLINE**
JAN. 26, 2022

**ON SALE**
FEB. 28, 2022

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

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

Philadelphia Home + Design

**SPACE DEADLINE**
OCT. 28, 2021

**ON SALE**
DEC. 20, 2021

April

**SPACE DEADLINE**
FEB. 23, 2022

**ON SALE**
MAR. 28, 2022

**Editorial Focus**
Top Mortgage Professionals
Guide to Sustainability in Philly

**Special Sections**
Guide to Aging Well, Mortgage Experts, Faces of Women in Business

**Events**
The Penthouse Premiere at Arthaus
Philadelphia magazine’s Trailblazer Awards
Philadelphia Wedding’s Bubbly & Brunch

May

**SPACE DEADLINE**
MAR. 23, 2022

**ON SALE**
APR. 25, 2022

**Editorial Focus**
Top Doctors

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

**Events**
Foobooz La Fête
The Penthouse Premiere at Arthaus
Philadelphia magazine’s Summer Social
Rittenhouse Row Spring Festival

June

**SPACE DEADLINE**
APR. 20, 2022

**ON SALE**
MAY 23, 2022

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

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

**Events**
Be Well Philly Fest

Wedding Summer/Fall

**SPACE DEADLINE**
APR. 22, 2022

**ON SALE**
JUNE 20, 2022
# Planning Calendar pt. II

## July

**SPACE DEADLINE**
MAY 18, 2022  
**ON SALE**
JUNE 20, 2022

**Editorial Focus**  
*A Philadelphia’s Guide to Philadelphia*

**Special Sections**  
Ultimate Venue Guide,  
Summer Cocktail Guide

**Events**  
Be Well Philly Yoga Flow  
“P” Network Influencer Party

## 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  
Philadelphia magazine’s Wine Festival

## October

**SPACE DEADLINE**
AUG. 24, 2022  
**ON SALE**
SEP. 26, 2022

**Editorial Focus**  
*Best Bars*

**Special Sections**  
Think Pink, Guide to Aging Well

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

## November

**SPACE DEADLINE**
SEP. 21, 2022  
**ON SALE**
OCT. 24, 2022

**Editorial Focus**  
*Most Influential Philadelphians*

**Special Sections**  
Guide to Medical Cannabis

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

## 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 Health Hero Reception  
Be Well Philly Underground

**Wedding Winter/Spring**

**SPACE DEADLINE**
SEP. 16, 2022  
**ON SALE**
NOV 15, 2022

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

**UNIQUE VISITORS** | **PAGE VIEWS**
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1.7 MM | 3 MM

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

**GENDER**
- **FEMALE**: 56%
- **MALE**: 44%

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

**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

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

**SOURCE**: GOOGLE ANALYTICS 2020; DECEMBER 2019 ONLINE READERSHIP SURVEY
Let’s Get Social

#TRENDING

854K+ / 14
FOLLOWERS ACCOUNTS

"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**

**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.

**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.

**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.

**The Penthouse Premiere at Arthaus**
In Spring 2022, Philadelphia magazine and Dranoff Properties, will join forces to outfit an incredible 42nd floor Arthaus penthouse with stunning work from top Philadelphia designers.
**Philadelphia magazine's Summer Social**
*Philadelphia magazine will “cheers” to the start of summer with delicious drink samples, mouthwatering bites, interactive experiences and endless socializing at one of our city’s hottest venues, Cherry Street Pier.*

**Philadelphia Wedding's 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.*

**“P” Network Influencer Party**
*Philadelphia magazine will celebrate Philly’s favorite influencers and social media mavens. Influencers will be invited to the all-new Lilah event venue in Philadelphia to enjoy insta-worthy bites, cocktails, a DJ and interactive experiences.*

**Rittenhouse Row Spring Festival**
The Rittenhouse Row Festival attracts a wide array of visitors from the Greater Philadelphia area annually to celebrate the best of Rittenhouse: street cafes, local artists, beauty, fashion, family fun, live music and entertainment.

**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.*