P

MEDIA KIT 2022

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.

PRINT

OUR TITLES

Philadelphia magazine
Philadelphia Wedding
Be Well Philly
Philadelphia Home + Design

DIGITAL

PHILLYMAG.COM

City Life
Foobooz
Be Well Philly
Life & Style
Shopping
Real Estate & Home
Things To Do
Eagles Report
Wedding
Find It/Philly

SOCIAL

FACEBOOK
TWITTER
INSTAGRAM

Philadelphia magazine
Philadelphia magazine Events
Philadelphia Wedding
Philadelphia Home + Design
Be Well Philly
Foobooz

EXPERIENTIAL

PHILLY MAG

Best of Philly Soirée
Foobooz La Fête
"P" Network Influencer Party
Summer Social
ThinkFest
Trailblazer Awards
Whiskey & Fine Spirits Festival
Wine Festival

BE WELL PHILLY

Be Well Philly Fest
Underground
Yoga Flow

WEDDING

Bubbly & Brunch
First Look

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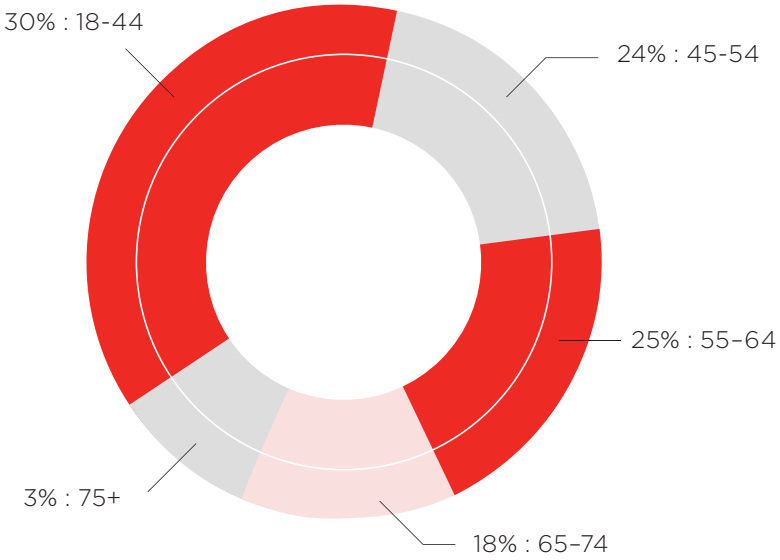
Meet Our Print Readers

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



AFFLUENCE

GENDER

62% FEMALE

38% MALE

80% are college graduates and/or have an advanced degree

196K
HOUSEHOLD INCOME

84%
ARE HOMEOWNERS

ENGAGEMENT

72%
Purchase products or services from our partners

73%
Keep issues for a month or more

7
Number of readers per copy

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

Editorial Calendar

2022

2022

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

Planning Calendar

pt. I
2022

January

SPACE DEADLINE
NOV. 18, 2021

ON SALE
DEC. 20, 2021

Editorial Focus
50 Best Restaurants

Special Sections
Visit Florida

[redacted]

Philadelphia Home + Design

SPACE DEADLINE
OCT. 28, 2021

ON SALE
DEC. 20, 2021

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

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

[redacted]

Wedding Summer/Fall

SPACE DEADLINE
APR. 22, 2022

ON SALE
JUNE 20, 2022

Planning Calendar

pt. II
2022

July

SPACE DEADLINE
MAY 18, 2022

ON SALE
JUNE 20, 2022

Editorial Focus
A Philadelphian'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*

[redacted]

Wedding Winter/Spring
SPACE DEADLINE
SEP. 16, 2022

ON SALE
NOV 15, 2022

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

[redacted]

Be Well Philly
SPACE DEADLINE
OCT. 11, 2022

ON SALE
NOV. 28, 2022

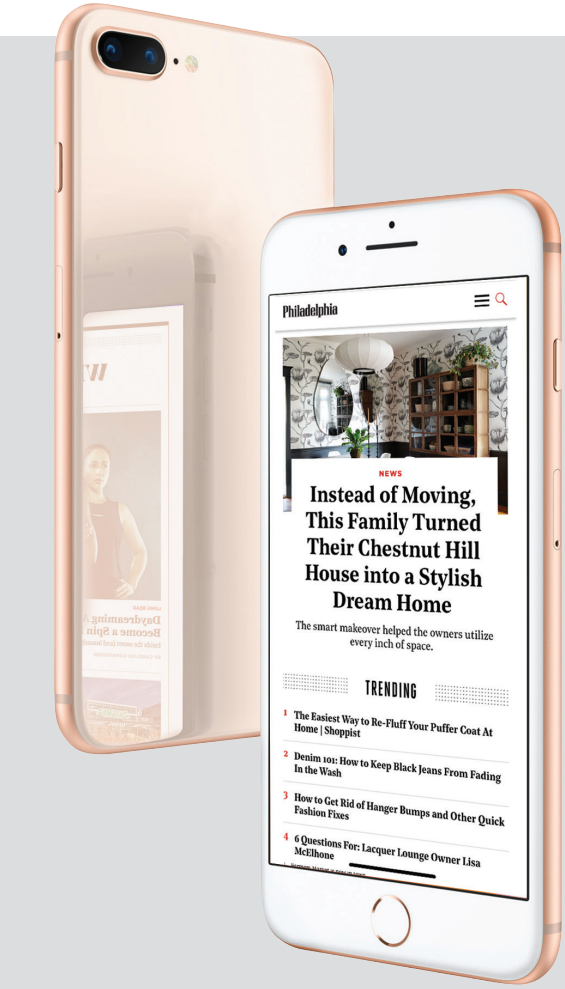
Want to know more?

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

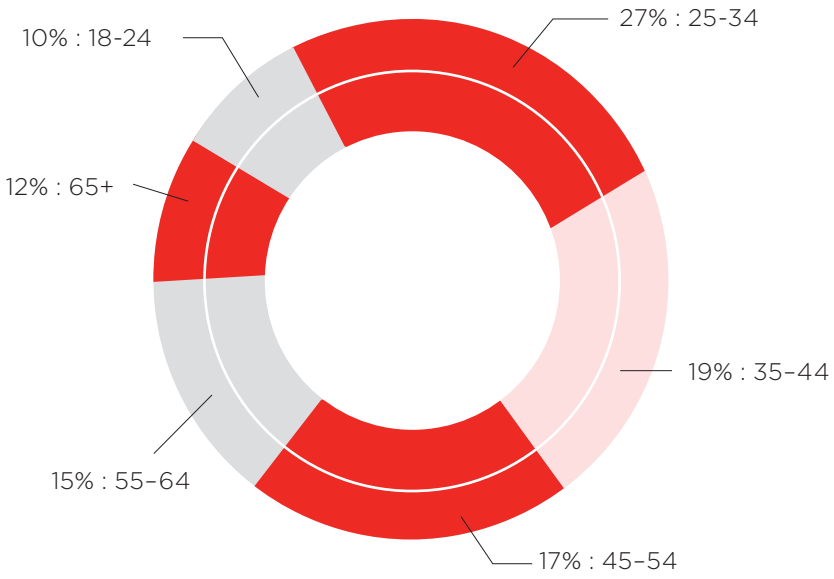
Meet Our Online Readers

UNIQUE VISITORS
1.7 MM

PAGE VIEWS
3 MM

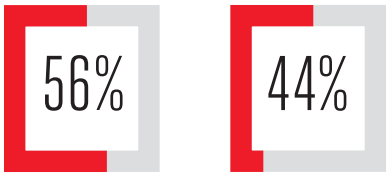


AGE RANGE



AFFLUENCE

GENDER



FEMALE MALE

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

BY DEVICE

73%	23%	4%
Mobile	Desktop	Tablet

TOP 5 CATEGORIES

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

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

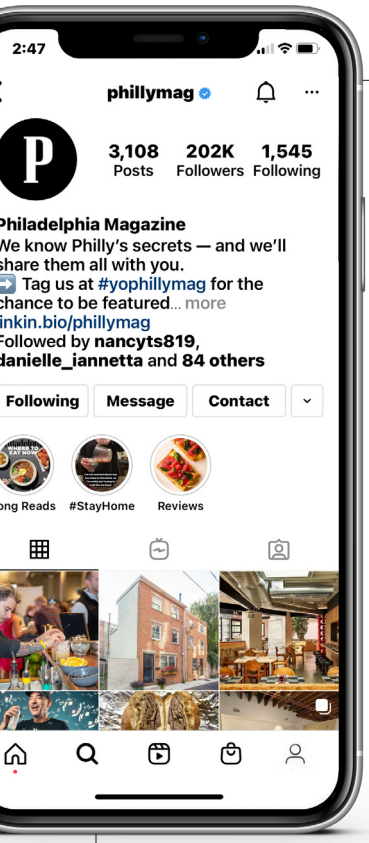
#TRENDING

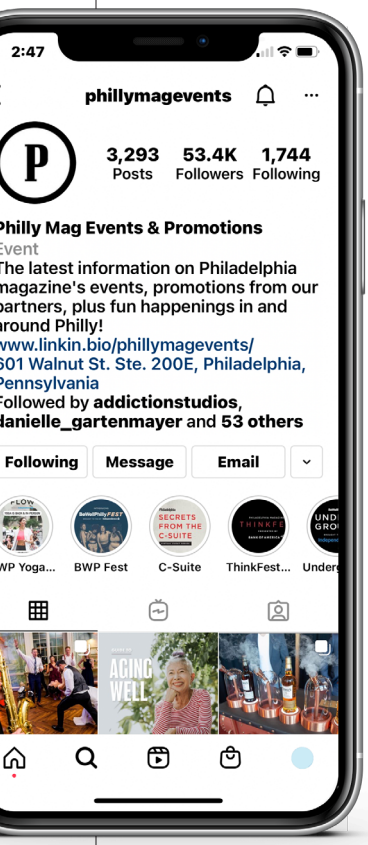
854K+ FOLLOWERS / **14** ACCOUNTS

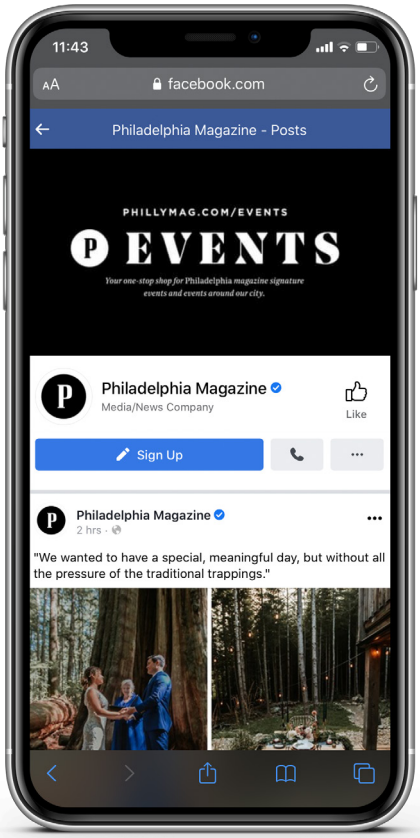
"P" INFLUENCER NETWORK

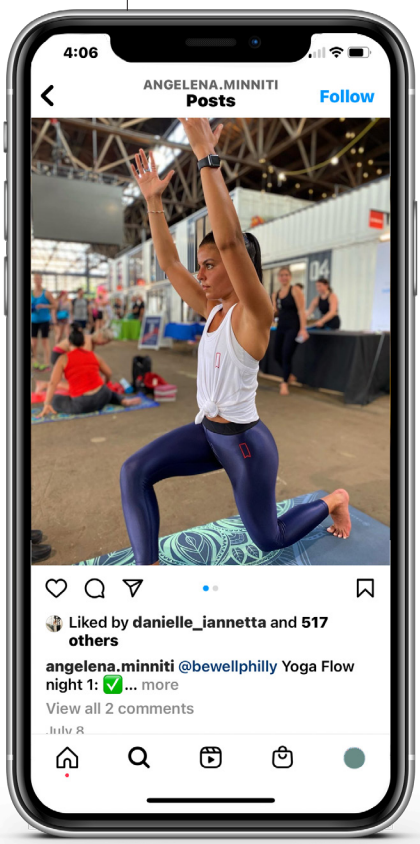
The **"P" Influencer Network** helps clients extend their brand's reach and elevate engagement with core audiences across social media platforms and beyond.

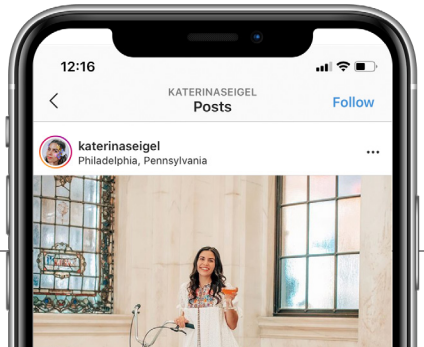
Our partnerships with these influential Philadelphians have spanned custom content, social media platforms, in-person and virtual events, plus so much more.

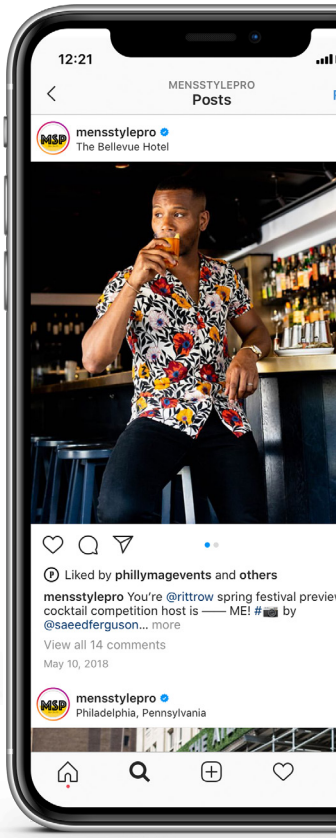












With Us, It's a Party

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 cafés, 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.