

P H I L A D E L P H I A M A G A Z I N E
THE PULSE OF PHILLY FOR OVER 100 YEARS

Philadelphia
m a g a z i n e

1818 MARKET STREET PHILADELPHIA, PA 19103 215.564.7700 215.656.3500

phillymag.com

Philadelphia magazine ::
EDITORIAL CALENDAR
2010

JANUARY

Editorial:
 Cover Story: 299 Dishes You Have to Eat
 Home: Chic City Cozy
Special Advertising Sections:
 Luxury Car Guide
 Continuing Professional Education

FEBRUARY

Editorial:
 Cover Story: Salaries
 Top Dentists
Special Advertising Sections:
 Women in Business
 Heart Health
 Medical and Dental Profiles
 Event Inspirations
 Travel
 10th Annual Philly Cooks™- A Chef Competition
Sponsorships:
 6th Annual Trailblazer Award
 10th Annual Philly Cooks™- A Chef Competition

MARCH

Editorial:
 Cover Story: Real Estate
 Travel
 Fashion
Special Advertising Sections:
 Visit Florida
Sponsorships:
 6th Annual Martini Madness*

Cover stories are subject to change.

IN EVERY ISSUE

Philadelphia magazine Insider: Recaps of recent advertisers' events and upcoming event listings, retail product promotions and engagement announcements.

Be Well Philly: Upcoming health care event listings and announcements.

What's Cooking: The latest news and upcoming events from Philadelphia's food scene.

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APRIL

Editorial:
 Cover Story: Phillies
 Home: Country Elegance
Special Advertising Sections:
 Open House™
 Retirement Living
 9th Annual Philadelphia Wine Festival*

Sponsorships:

Open House™
 9th Annual Philadelphia Wine Festival* (5/8/10)

MAY

Editorial:
 Cover Story: Top Doctors
Special Advertising Sections:
 Medical and Dental Profiles
 Continuing Professional Education
 Travel

JUNE

Editorial:
 Cover Story: The Shore
 Travel
Special Advertising Sections:
 Super Lawyers

JULY

Editorial:
 Cover Story: Fitness
 Home: Vacation Home Style
 Skin Health
Special Advertising Sections:
 Men's Health
 Medical and Dental Profiles

AUGUST

Editorial:
 Cover Story: Best of Philly*
 Summer Health
Sponsorships:
 Best of Philly*

SEPTEMBER

Editorial:
 Cover Story: Colleges
 Travel
 Fashion
 Men's Health
Special Advertising Sections:
 Design Home* 2010
 Top Realtors
 Event Inspirations
Sponsorships:
 Design Home* 2010

OCTOBER

Editorial:
 Cover Story: Food Lovers' Guide to Cheap Eats
 Home: Kitchen Makeovers
 Women's Health/Breast Cancer
Special Advertising Sections:
 Open House™
 Women's Health
 Medical and Dental Profiles
 Retirement Living
Sponsorships:
 Open House™

NOVEMBER

Editorial:
 Cover Story: How to Turn Philly
 into a World Class City
 Diabetes
Special Advertising Sections:
 Five Star Wealth Managers
 Holiday Entertaining
Sponsorships:
 Holiday Entertaining
 7th Annual Philadelphia Whiskey Festival

DECEMBER

Editorial:
 Cover Story: Are Kids Getting Stupider?
 Holiday Fitness
Special Advertising Sections:
 Medical and Dental Profiles
 Travel
 Main Street
 It List Gifts
 Compliments of the Chef
 Eye Care
 Salons & Spas



:: Philadelphia magazine ::
**2010 DEMOGRAPHIC
PROFILE**



GENDER

44% male
56% female

AGE

18% are between 18-34
21% are between 35-44
44% are between 45-64
17% are 65+

Average Age 49

EDUCATION LEVEL

88.2% attended college
73.4% one college degree
42.1% postgraduate studies
33.6% postgraduate degree

EMPLOYMENT

54.7% are employed in a professional
or managerial position
25% are owners or partners in their business

AVERAGE HOUSEHOLD INCOME

\$197,800

MEAN NET WORTH

\$1,159,000

:: Philadelphia magazine ::
2010 CIRCULATION



Philadelphia magazine reaches the region as the premier resource for area dining, entertainment and so much more.

Circulation:**

Paid: 87,242
 Verified: 11,648
 Total Paid & Verified Subscriptions: 98,890 (85.3%)
 Single Copy: 16,975 (14.7%)
 Total Paid & Verified Circulation: 115,865

**ABC Publisher's Statement, June 30, 2009

Print Run: 150,278*

Additional Distribution is targeted to special events such as Philly Cooks!™, Manayunk Arts Festival, Design Home®, Sales Promotions and other venues.

Hotels:

Philadelphia magazine is featured in some of the finest hotels in the city giving visitors the first look at things to do in and around the city.

TOTAL HOTEL CIRCULATION: 9,600*

Retail Stores:

Philadelphia magazine has prominent display positions at checkout in area retail chains including:

Supermarkets:

ACME
 Super Fresh
 Genuardi's
 Shop Rite
 Whole Foods
 Giant
 Wegmans

Drug and Mass Merchandisers:

Target
 CVS
 Rite Aid

Bookstores:

Barnes & Noble
 Borders
 Walden Books

Philadelphia International Airport:

Philadelphia magazine is displayed at all five terminals at the Philadelphia International Airport. Visitors to Philadelphia from far and wide are exposed to the cover of Philadelphia magazine in five different locations in each terminal.

Train Terminals:

Philadelphia residents using public transportation can find Philadelphia magazine displayed everyday, to and from work in the following stations:

- 30th Street Station
- Suburban Station
- 69th Street Station

Upscale Offices:

Philadelphia magazine is also available in many upscale Doctors' offices, Car Dealerships and Law offices.

TOTAL AVERAGE CIRCULATION: 6,875*

Prudential Fox and Roach and other Real Estate Distribution:

For interested companies, Philadelphia magazine can work with your company to provide subscriptions to new home owners. Please contact your account executive for more information.

TOTAL AVERAGE CIRCULATION: 1,300*

* Unless referenced to ABC, all other information is the Publisher's Own Data.

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:: Philadelphia magazine ::
**2010 CIRCULATION
 DMA**



Philadelphia magazine has a higher market coverage in the Philadelphia DMA than most affluent national magazines.

Publications **Market Coverage**

Philadelphia magazine*	135,021
Sports Illustrated	111,366
People	107,174
Newsweek	91,949
O, the Oprah Magazine	73,608
Cosmopolitan	68,833
Glamour	66,387
Redbook	62,072
Real Simple	55,122
Martha Stewart Living	53,596
In Style	51,628
Bon Appetit	41,829
Vogue	36,653
Allure	31,767
Vanity Fair	31,728
Elle	27,835
GQ	27,586
Conde Nast Traveler	23,429
House Beautiful	22,967
Architectural Digest	21,933
Harpers Bazaar	21,251
Metropolitan Home	15,957
Town & Country	14,045
Elle Décor	12,194
New Yorker	11,125
Bride's	10,407
Martha Stewart Wedding	4,341

*The 2009 ABC (Audit Bureau of Circulation) Magazine Market Coverage Report identifies the DMA circulation of National ABC audited publications. The 2009 report lists the circulation of the following publications in the Philadelphia DMA. This is the latest data available and is based on 2008 ABC publishers data. The next report will be provided in November, 2010. Philadelphia magazines' total paid circulation for the August, 2008 issue is 127,730 total paid subscribers as reported in our December, 2008 ABC publishers statement. Total Population in the Philadelphia DMA - 7,852,015 Total Households - 2,969,123.

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:: Philadelphia magazine ::
**2010 CIRCULATION
 BY COUNTY**



County	Subscription Copies	Newsstand Copies	Total Copies	% Circulation
Bucks, PA	7,244	2,614	9,858	8.12%
Chester, PA	6,214	1,912	8,126	6.69%
Delaware, PA	9,623	3,639	13,262	10.92%
Montgomery, PA	17,349	5,190	22,539	18.56%
Philadelphia, PA*	25,375	6,329	31,704	26.11%
Burlington, NJ*	3,390	1,428	4,818	3.97%
Camden, NJ	4,490	1,314	5,804	4.78%
Gloucester, NJ	1,707	694	2,401	1.98%
SMSA TOTAL	75,392	23,120	98,512	81.14%
Berks, PA	1,153	200	1,353	1.11%
Lehigh, PA	758	27	785	0.65%
Monroe, PA	57	52	109	0.09%
Northampton, PA	415	17	432	0.36%
Schuylkill, PA	151	0	151	0.12%
Atlantic, NJ*	2,488	556	3,044	2.51%
Cape May, NJ	669	1,311	1,980	1.63%
Cumberland, NJ	321	83	404	0.33%
Mercer, NJ	772	252	1,024	0.84%
Salem, NJ	136	22	158	0.13%
Warren, NJ	8	0	8	0.01%
Kent, DE	38	10	48	0.04%
New Castle, DE	1,062	454	1,516	1.25%
Section Total	8,028	2,984	11,012	9.07%
ADI TOTAL	83,420	26,104	109,524	90.21%
ALL OTHER COUNTIES AND STATES				
Delaware	62	80	142	0.12%
Maryland	357	90	447	0.37%
New Jersey	1,199	1,045	2,244	1.85%
Pennsylvania	2,924	812	3,736	3.08%
All Other US States	4,833	486	5,319	4.38%
Section Total	9,375	2,513	11,888	9.79%
GRAND TOTAL	92,795	28,617	121,412	100.00%

Source: Publisher's Own Data - based on August 2009 Issue
 * Includes Hotel Copies and Public Place

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:: Philadelphia magazine ::

2010 HOTEL CIRCULATION



Hotel Name	# of Copies Per Hotel
The Borgata	2,100
Four Seasons	1,100
The Loews Hotel	1,000
The Water Club	900
Hilton Garden Inn Center City	550
Double Tree Hotel - Philadelphia	500
Embassy Suites	500
The Inn at Penn	440
Hyatt Regency Penns Landing	400
Double Tree Hotel - Philadelphia West	350
Residence Inn Center City	350
Hotel Sofitel	350
Park Hyatt Philadelphia	250
Rittenhouse Hotel	250
Marriott Center City	150
Other Hotels	410
Total average issues per month	9,600

Source: Publisher's Own Data.
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:: Philadelphia magazine ::
**2010 SPACE &
 MATERIAL
 CLOSING DATES**



Issue	Space Deadline	Ad Material Due	Digital Ads Provided on Disk	On-Sale Date
January 2010	November 23	November 25	December 4	December 28
February 2010	December 28	December 31	January 8	February 1
March 2010	January 25	January 29	February 5	March 1
April 2010	February 22	February 26	March 5	March 29
May 2010	March 29	April 2	April 9	May 3
June 2010	April 26	April 30	May 7	June 1
July 2010	May 24	May 28	June 4	June 28
August 2010	June 28	July 2	July 9	August 2
September 2010	July 26	July 30	August 6	August 30
October 2010	August 23	August 27	September 3	September 27
November 2010	September 27	October 1	October 8	November 1
December 2010	October 25	October 29	November 5	November 29
January 2011	November 22	November 24	December 3	December 27
February 2011	December 27	December 31	January 7	January 31

**Please note that Special Section ad material may have different deadlines. Please contact your account executive at 215.564.7700 for specific Special Section deadline information.*



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:: Philadelphia magazine ::
2010 SPONSORSHIP CALENDAR

Philadelphia magazine publications offer customized sponsorship packages to leverage your brand.

FEBRUARY 4, 2010

6TH ANNUAL TRAILBLAZER AWARD

Location: XIX at Hyatt at the Bellevue

Attendance: 100+

Demographics: Women 30+

The Trailblazer Award is designed to honor and generate public recognition of the accomplishments and leadership of local women in business. The event reaches a targeted group of women who shape the business and philanthropic communities in the Philadelphia region.

Sponsor benefits: Program is promoted through *Philadelphia* magazine and phillymag.com. Additional on-site exposure at an intimate luncheon reception to honor the winner of the Trailblazer Award. Includes a special advertising section in the February issue.

Jaguar, Total Access Medical LLC and The Lodge at Woodloch have the first right of refusal.

Philadelphia magazine's 6th Annual
**Trailblazer
Award**

FEBRUARY 23, 2010

10TH ANNUAL PHILLY COOKS!™

Location: Loews Philadelphia Hotel

Attendance: 1,000 Demographics: Adults 25-54

Beneficiary: The Philadelphia Ronald McDonald House

Over forty of the region's most notable Chefs compete in this annual event for Best Appetizer, Best Entrée, Best Dessert, Dish of the Year and Best Display. The event features plentiful food tastings, music, wine and spirit bars and more.

Sponsor benefits: Program is promoted through *Philadelphia* magazine, phillymag.com, signage in participating restaurants, direct mail and email blasts to 65,000+ subscribers. Additional on-site and multi-media exposure through event signage and local print and radio. Includes a special advertising section in the February issue and a microsite on phillymag.com. Also heavily promoted by the Philadelphia Ronald McDonald House.

Chase Sapphire™, Mercedes-Benz, Diageo, Melitta, Gallo Wines, The Restaurant School and Nestle Waters have the first right of refusal.



MARCH 31, 2010

6TH ANNUAL MARTINI MADNESS®

Location: National Constitution Center

Attendance: 500+

Demographics: Young Professionals 25-45

Philadelphia magazine and *Pennsylvania's Official Wine•Spirits Quarterly* present the 6th Annual Martini Madness® event. Over 20 spirits suppliers will come together for this trendy spirits tasting and create their signature Martini. In addition to sampling martinis, guests will enjoy hors d'oeuvres, music and dancing.

Sponsor benefits: Event is promoted through *Philadelphia* magazine, *Pennsylvania's Official Wine•Spirits Quarterly*, phillymag.com, direct mail and email blasts to 65,000+ subscribers. Additional on-site exposure through event signage and sampling.



Martini
Madness®



:: Philadelphia magazine ::
2010 SPONSORSHIP CALENDAR

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APRIL 24 & 25, 2010

5TH ANNUAL OPEN HOUSE™

Location: Luxury properties in the city, surrounding suburbs and South Jersey

Attendance: Varies by location

Demographics: Adults 30+

Philadelphia magazine's Open House™ is a multi-tiered marketing program, including a special advertising section in the April issue, exposure on phillymag.com and a weekend event where guests tour both rental and sale properties in and around Philadelphia. This program targets upscale adults looking to purchase or rent real estate.

Sponsor benefits: Program is promoted through *Philadelphia* magazine, phillymag.com, and email blasts to 65,000+ subscribers. Additional on-site presence and media exposure through local print and radio. Program is also heavily promoted by the Center City District.



MAY 8, 2010

9TH ANNUAL PHILADELPHIA WINE FESTIVAL®

Location: The Philadelphia Marriott Downtown

Attendance: 2,000

Demographics: Adults 25-54

Beneficiary: Children's Hospital of Philadelphia

A complete food and wine experience for the true oenophile! The Festival features an exclusive VIP event, a Grand Tasting with over 100 international wineries, and a trade tasting.

Sponsor benefits: Event is promoted through *Philadelphia* magazine, *Pennsylvania's Official Wine • Spirits Quarterly*, phillymag.com, signage in local Wine & Spirits stores, direct mail and email blasts to 65,000+ subscribers. Additional on-site presence through event signage and sampling and multi-media exposure through *Philadelphia* magazine's radio and television partners. Includes a special advertising section in the April issue and a microsite on phillymag.com. Event is also heavily promoted by The Children's Hospital of Philadelphia.

Lexus, Chase Sapphire™, Melitta, The Restaurant School, Nestle Waters and Di Bruno Bros. have the first right of refusal.



AUGUST 2010

BEST OF PHILLY®

Location: TBD

Attendance: 500+

Demographics: Best of Philly® winners, business owners, industry leaders, VIP's and press

As one of our most anticipated and most exclusive events of the year, this noted brand entity has been generating community spirit and excitement throughout the Philadelphia region for over three decades.

Sponsor benefits: Event is promoted through *Philadelphia* magazine, phillymag.com, direct mail and email blasts to 65,000+ subscribers. Additional on-site presence through event signage and sampling.

Diageo, Mercedes-Benz, Hifi House, Yellowtail Wines and Blue Moon have the first right of refusal.



:: Philadelphia magazine ::
2010 SPONSORSHIP CALENDAR

Philadelphia magazine publications offer customized sponsorship packages to leverage your brand.

SEPTEMBER 25, 2010

THE CRAFT BEER EXPERIENCE

Location: City Tap House, University City

Attendance: 300-350

Demographics: Adults 25-54

Philadelphia magazine is proud to present this upscale craft beer tasting event. The venue will be transformed into an 'inspirational beer haven' with food pairings, guest educators, brewers & brewmasters, relevant activities and more.

Sponsor benefits: Event is promoted through Philadelphia magazine, phillymag.com, phillymag.com's e-newsletters, direct mail and dedicated email blasts to 70,000+ subscribers. Additional promotion through local print, radio and digital outlets. On-site exposure includes event signage and product placement. Also promoted by the host venue.

Subaru has the first right of refusal.

Philadelphia magazine's
**CRAFT BEER
EXPERIENCE**

SEPTEMBER 11-OCTOBER 10, 2010

PHILADELPHIA MAGAZINE'S 9TH ANNUAL DESIGN HOME®

Location: Lower Gwynedd, PA

Attendance: 4,600+

Demographics: Adults 35+

Beneficiary: The Philadelphia Ronald McDonald House

Philadelphia magazine invites you to join our 9th Annual Design Home® project. In 2010, this home will represent the pinnacle of architectural style and design. Past amenities have included state of the art appliances, breathtaking landscape architecture and the latest trends in home furnishings. This year, the home will boast 12,000+ square feet, 4 living levels, a refurbished greenhouse and riding stables—all on 4.5 acres.

Unique online feature: Virtual Design Home® website.

Sponsor benefits: Program is promoted through Philadelphia magazine, phillymag.com, the Virtual Design Home® site, direct mail, email blasts to 65,000+ subscribers, and newspaper coverage. Also promoted heavily by the Philadelphia Ronald McDonald House.



Philadelphia magazine's
**DESIGN
HOME 2010.**

OCTOBER 2010

5TH ANNUAL OPEN HOUSE™

Location: Luxury properties in the city, surrounding suburbs and South Jersey

Attendance: Varies by location

Demographics: Adults 30+

Philadelphia magazine's Open House™ is a multi-tiered marketing program, including a special advertising section in the October issue, exposure on phillymag.com and a weekend event where guests tour both rental and for-sale real estate properties in and around Philadelphia. This program targets upscale adults looking to purchase or rent real estate.

Sponsor benefits: Program is promoted through Philadelphia magazine, phillymag.com, and email blasts to 65,000+ subscribers. Additional on-site presence and media exposure through local print and radio. Program is also heavily promoted by the Center City District.

Philadelphia
magazine's
OpenHouse™
Fall Program



:: Philadelphia magazine ::
2010 SPONSORSHIP CALENDAR

Philadelphia magazine publications offer customized sponsorship packages to leverage your brand.

NOVEMBER 2010

7TH ANNUAL PHILADELPHIA WHISKEY FESTIVAL

Location: TBD

Attendance: 700

Demographics: Adults 25-54

Philadelphia magazine, the regional leader in upscale tasting events, is proud to present the 7th Annual Philadelphia Whiskey Festival in partnership with the PLCB.

The Philadelphia Whiskey Festival is a spirits tasting that features super-premium scotch, single-malts, bourbon, Canadian & Irish whiskies, cognac, tequilas, vodkas and gins and food from Philadelphia's upscale restaurants.

Sponsor benefits: Event is promoted through *Philadelphia* magazine, *Pennsylvania's Official Wine* • *Spirits Quarterly*, phillymag.com, signage in local Wine & Spirits stores, direct mail and email blasts to 65,000+ subscribers. Additional on-site presence through event signage and sampling and multi-media exposure through local print and radio.



NOVEMBER 13, 2010

VIRTUA'S 6TH ANNUAL WOMEN'S HEALTH SYMPOSIUM

Location: Pennsylvania Convention Center

Attendance: 1,000

Demographics: Women 25-65

This all-day, interactive event is filled with enlightening health perspectives from a panel of certified instructors as well as breakout sessions, health screenings, demonstrations and exhibitions all exclusively for women. The highlight of the day is a special appearance by talk show host & chef, Rachel Ray.

Sponsor benefits: Event is promoted through *Philadelphia* magazine, phillymag.com, phillymag.com's e-newsletters, direct mail and email blasts to 65,000+ subscribers. Additional promotion through local print, radio and digital outlets. On-site exposure includes event signage, networking opportunities and product placement. Also heavily promoted by Virtua Health.

NOVEMBER 2010

PHILADELPHIA MAGAZINE'S GUIDE TO HOLIDAY ENTERTAINING

An integrated marketing program that includes a special advertising section, as well as (3) half-hour television shows that air on CN8 during "The Chef's Kitchen". Shows air November and December. Sponsors will have the opportunity to showcase their products and services and give our sophisticated readers ideas for their next holiday party.

Sponsor benefits: Program is promoted through *Philadelphia* magazine and phillymag.com. Additional product placement and television exposure on CN8.

Diageo, Miele and Moët Hennessey have the first right of refusal.



Philadelphia
magazine's
Guide To
Holiday
Entertaining



PHILLYMAG.COM



PHILADELPHIA MAGAZINE

PHILLYMAG.COM

PHILADELPHIA WEDDING

PHILADELPHIA HOME

2010

PHILLYMAG.COM



phillymag.com is a daily lifestyle guide to better living in the Philadelphia region. Reflecting the same authentic and authoritative voice of our magazine, **phillymag.com** targets the educated, the upscale, and the affluent consumers in our area.

As a lifestyle resource, **phillymag.com** boasts the most comprehensive local databases for dining, shopping, travel, health and more.

phillymag.com also features content from our magazine and archives, as well as daily commentary on the stories and issues that shape our region.

Through **phillymag.com** and our e-newsletters, we are committed to building and strengthening relationships with our audience. We encourage our users to share feedback with each other, and with us, helping them get the most out of living in Philadelphia.

Fast Facts about Phillymag.com (5/10)

- Pageviews: over 1 million/month
- Uniques: 250,000+/month
- Time spent on site: 3 minutes
- Pageviews per visit: 4

DISPLAY ADVERTISEMENTS & SPONSORSHIPS

E-newsletters Distinct and targeted emails, delivered to a rich database of opt-in subscribers

Display Advertisements From homepage sponsorships to roadblocks and banners, there are multiple creative units to suit every message

Custom Opportunities Custom landing pages, microsites, slideshow sponsorships or logo integration; all uniquely suited to draw attention to your brand

E-NEWSLETTERS

Title	Details	Frequency	Subscribers	Ad Sizes
The Philly Post	Daily dose of what's going on in and around the region	Daily	~17,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
The Restaurant Club	What & where to eat and drink	Every Tuesday & Friday	~26,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
The Goods	Deals, steals & must haves	Every Friday	~16,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
The Weekender	What to do this weekend	Every Wednesday	~19,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Party Pictures	Photos from the week's hottest events	Every Thursday	~17,000	<ul style="list-style-type: none"> • Skyscraper — 160x600
Be Well Philly	Health tips, trends & local resources	Every Monday	~12,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Bridal Bulletin	Local content for brides-to-be	Biweekly	~4,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Bridal Bulletin Events	Upcoming events for brides-to-be	Biweekly	~4,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Exclusive Email Campaigns	Dedicated to your message & the audience you wish to reach	Monthly	~21,000	<ul style="list-style-type: none"> • Provide Subject Line & HTML

DISPLAY ADVERTISEMENTS

Leaderboard
(728 x 90)

Homepage Sponsorship
(300x250) (180x90)

Skyscraper
(160 x 600)

Medium Rectangle
(300 x 250)

Enhanced Directory Listing
(300 x 250)

CUSTOM OPPORTUNITIES

Phillymag.com can create a customized program to best showcase your business.

Custom landing pages • Microsites • Integrated sponsorships

Ask your Account Executive to develop a unique program for you.

CONTENT

Best of Philly® Find past and present winners with this expansive (and recently redesigned) directory.

Daily Content The Philly Post offers daily news, opinions and observations from Philly's most provocative voices.

Dining, Food & Wine The authoritative guide to dining in Philadelphia. Find restaurant and bar reviews as well as a searchable database, the Restaurant Club blog, and our signature wine and spirits guide. **Ask about our Enhanced Listings.**

Arts & Entertainment Philadelphia's unique arts and entertainment scene includes reviews of gallery openings, plays and more.



Style & Shopping From Rittenhouse Row to the Philadelphia Premium Outlets, we have fashion advice, news, and tips for great shopping in and around Philadelphia.

Weddings Fueled by *Philadelphia Wedding*, this resource includes everything needed to plan the wedding of a lifetime. Planning guides, useful archives and a bridal blog.

Travel Monthly features, stories, money-saving tips and of course, Best of the Shore. A helpful resource for tourists visiting from out of town and for Philadelphians looking to get away.

Home The latest trends in home décor, home maintenance, real estate, gardening, and much more from *Philadelphia Home*.

Health The latest trends in health, exercise and medical practices. Treatment guides with expanded content about specific disease states. Additionally, our Top Docs Directory serves as a trusted resource for finding the region's most respected physicians.

Events & Party Pics Highlights from A-list events to the most recent restaurant openings.

THE PHILLYMAG.COM AUDIENCE

- **97%** achieved college education or higher
 - **61%** HHI \$75,000 or more
 - **67%** are ages 35-55
 - **97%** travel for pleasure
- **98%** dine-out at least once a week
- **68%** use phillymag.com for event info



2010 Online Advertising Rates

Display Ads – Homepage, ROS (Run-of-Site), Section-Specific

Ad Unit	Homepage	Section-Specific	ROS
Skyscraper (160x600)	\$21/CPM	\$17/CPM	\$13/CPM
Leaderboard (728x90)	N/A	\$17/CPM	\$12/CPM
Medium Rectangle (300x250)	\$1,500/week	\$17/CPM	\$15/CPM
2 Masthead Buttons (180x90)	\$21/CPM	N/A	N/A
Homepage Sponsorship (2 buttons & medium rectangle)	\$1,520/week	N/A	N/A

*Rich media incurs a \$2/CPM increase

*Geo-targeting incurs a \$2/CPM increase

All rates are net



E-newsletters

Newsletter	Distribution	Advertising Rates	Non-Contract Rates
Daily News – Philly Post	Daily	\$2,500/wk*	N/A
Dining – The Restaurant Club	Twice/Week	\$600 (Tues) / \$400 (Fri)	\$700 (Tues)/\$500 (Fri)
Shopping – The Goods	Weekly	\$600	\$700
A&E – The Weekender	Weekly	\$600	\$700
Wedding – Bridal Bulletin	Biweekly	\$400	\$500
Wedding – Bridal Bulletin Events	Biweekly	\$300	\$400
Health – Be Well Philly	Weekly	\$600	\$700
The Buzz	Monthly	\$600	\$700

**Rate includes 5 newsletters, homepage sponsorship & Philly Post blog roadblock

All rates include both Skyscraper & Text Box. Please ask your Account Executive about customized opportunities.

Special offers and sponsorship opportunities are available to advertisers. Please contact your Account Executive for information and package ideas.

Other Opportunities

Other Opportunities	Cost
Enhanced Directory Listing	\$1,800/year
Wedding EDL	\$600/year
Integrated Sponsorships	custom
Section Roadblocks	rate dependent on traffic
Custom Landing Page	custom
Re-skins	custom
Other Custom Opportunities	custom

All rates are net

*Production rate: \$85/hr



2010 Online Advertising Spec Sheet

Display Ads

Unit Size:	Width	Height
Leaderboard	728	90
Medium Rectangle	300	250
Skyscraper	160	600
Masthead Buttons (2)	180	90

Ad Preparation

JPEG, GIF, Flash (swf), HTML, or Javascript
 Required size: 30 kb
 Required resolution: 72 DPI
 Full URL must be included in ad submission
 Include clicktag: on (release) {getURL (clickTAG, "_blank");}
 Lead time: 7 business days

Rich Media Capable

Sound: Only when moused-over
 Expandable: Only when moused-over
 Animation: Up to 3 loops
 Animation: Maximum 20 seconds

Ad Server: DART
 Third party rich media accepted
 Geo-targeting available



E-Newsletters

Unit Size:	Width	Height
Skyscraper	160	600
Text Box		

Ad Preparation

JPEG or GIF (static)
 Required size: 30 kb
 Required resolution: 72 DPI
 Full URL must be included in ad submission
 Copy: Please include 25 words of copy for 'From Our Sponsor' section with hyperlink
 Lead time: 5 business days

E-Blasts

Unit Size:	Width	Height
Exclusive Email Campaign	800	1,000

Preparation

Html or high-resolution image with copy, subject line
 *Creative and subject line will be subject to approval
 Lead time: 72 hours

Custom Landing Pages

Preparation

Logo, High-resolution JPEGs, Original artwork, Font(s), Copy,
 Creative direction, URLs
 Lead time: 30 business days with 3 rounds of proofing

Enhanced Directory Listings

Preparation

Up to 6 images (236x179)
 Restaurants: May submit a downloadable PDF
 Dentists: Ask your Account Executive for your copy form

Ad Submission

All creative can be emailed to your Account Executive for submission to the online marketing department. With questions call Ian Zweig at 857.221.5411.