

# *Philadelphia* magazine

The Pulse of Philly for over 100 Years | 2011

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1818 Market Street | Philadelphia, PA 19103 | 215.564.7700 | Fax 215.656.3500 | [phillymag.com](http://phillymag.com)

# Editorial Calendar

## Philadelphia magazine | 2011

### JANUARY

#### Editorial:

Cover Story: 50 BEST RESTAURANTS  
Good Life: Special Caribbean Travel Section  
Philadelphia Home: Winter Cozy  
**Special Advertising Sections:**  
Luxury Car Guide  
Compliments of the Chef

### FEBRUARY

#### Editorial:

Cover Story: THE ULTIMATE GUIDE TO  
FITNESS & WELLNESS

#### Special Advertising Sections:

Heart Health—Prevention  
Medical and Dental Profiles  
Event Inspirations  
Travel-Romantic Getaways  
11th Annual Philly Cooks!™. A Chef Competition  
**Sponsorships:**  
7th Annual Trailblazer Award  
11th Annual Philly Cooks!™. A Chef Competition

### MARCH

#### Editorial:

Cover Story: PHILLY: THE NEXT GENERATION  
Good Life: Spring Fashion Preview  
Feature: Travel—5 Perfect Spring Getaways  
**Special Advertising Sections:**  
Compliments of the Chef  
Road Trips  
Visit Florida

#### Sponsorships:

7th 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.

### IN MARCH, JUNE, SEPTEMBER ISSUES:

**Road Trips:** Attractions, events and must-see destinations – all within a day's drive or less.

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12/9/10

### APRIL

#### Editorial:

Cover Story: OUR ALL-TIME FAVORITE PHILLIES  
Philadelphia Home: Green Scene  
**Special Advertising Sections:**  
Open House™  
Retirement Living  
Wine Society  
10th Annual Philadelphia Wine Festival®  
**Sponsorships:**  
Open House™  
10th Annual Philadelphia Wine Festival® (5/7/11)

### MAY

#### Editorial:

Cover Story: TOP DOCTORS  
Feature: The Ultimate Guide to Philly Farmers' Markets  
**Special Advertising Sections:**  
Medical and Dental Profiles  
Travel-Summer Family Fun

### JUNE

#### Editorial:

Cover Story: INSIDER'S GUIDE TO THE SHORE  
**Special Advertising Sections:**  
Super Lawyers  
Compliments of the Chef  
Wine Society  
Road Trips

### JULY

#### Editorial:

Cover Story: PHILLY'S BEST PIZZA  
Good Life: Advances in Dentistry  
Philadelphia Home: Beach Time  
**Special Advertising Sections:**  
Men's Health—Prostate Health  
Medical and Dental Profiles

### AUGUST

#### Editorial:

Cover Story: BEST OF PHILLY®  
**Special Advertising Section:**  
Wine Society  
**Sponsorships:**  
Best of Philly®

### SEPTEMBER

#### Editorial:

Cover Story: FALL ARTS & ENTERTAINMENT  
Good Life: Fall Fashion Preview  
Feature: Great Fall Getaways in New England  
Special Insert: Be Well Philly  
**Special Advertising Sections:**  
Design Home® 2011  
Top Realtors  
Compliments of the Chef  
Event Inspirations  
Road Trips  
**Sponsorships:**  
Design Home® 2011

### OCTOBER

#### Editorial:

Cover Story: SCHOOLS & REAL ESTATE  
Philadelphia Home: Country and City  
**Special Advertising Sections:**  
Open House™  
Women's Health—Ovarian Cancer  
Medical and Dental Profiles  
Retirement Living  
**Sponsorships:**  
Open House™

### NOVEMBER

#### Editorial:

Cover Story: THE PHILADELPHIA WOMAN  
**Special Advertising Sections:**  
Five Star Wealth Managers  
**Sponsorships:**  
Holiday Entertaining  
8th Annual Philadelphia Whiskey Festival

### DECEMBER

#### Editorial:

Cover Story: TBD  
**Special Advertising Sections:**  
Travel  
Main Street  
It List Gifts  
Salons & Spas  
Wine Society

# Demographic Profile

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### **GENDER**

44% male  
56% female

### **AGE**

26% are between 18-34  
20% are between 35-44  
37% are between 45-64  
17% are 65+

Average Age 46

### **EDUCATION LEVEL**

88% attended college  
73% one college degree  
42% postgraduate studies  
34% postgraduate degree

### **EMPLOYMENT**

55% are employed in a professional  
or managerial position  
25% are owners or partners in  
their business

### **AVERAGE HOUSEHOLD INCOME**

\$197,800

### **AVERAGE NET WORTH**

\$1,159,000



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Source: The Media Audit, June '10-August '10. Monroe Mendelsohn Subscriber Study, October '07.  
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# 2011 Circulation

## *Philadelphia* magazine | 2011

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

### **CIRCULATION:\*\***

Paid: **86,707**

Verified: **12,081**

Total Paid & Verified

Subscriptions: **98,788** (84.5%)

Single Copy: **18,052** (15.5%)

Total Paid & Verified Circulation: **116,840**

\*\* Information Based on the June 30, 2010 ABC Publishers Statement.

### **PRINT RUN:**

Additional Distribution is targeted to special events such as Philly Cooks!™, 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: **5,000**

### **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 Terminal

### **UPSCALE OFFICES**

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

Total Average Circulation: **12,081\*\***

### **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: **1,634\*\***



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# 2011 Circulation DMA

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

<b>PUBLICATION</b>	<b>MARKET COVERAGE</b>
<i>Philadelphia</i> magazine* .....	114,908
People .....	107,358
National Geographic .....	101,611
Newsweek .....	90,073
Cosmopolitan .....	75,874
Glamour.....	73,639
O, the Oprah Magazine.....	71,179
Entertainment Weekly.....	62,857
Redbook.....	60,519
Real Simple .....	60,400
Martha Stewart Living .....	56,756
Men's Health .....	50,990
In Style.....	50,677
Bon Appetit .....	41,816
Vogue .....	35,694
Allure.....	34,732
Vanity Fair.....	34,023
New Yorker .....	32,929
Elle.....	31,403
GQ .....	26,494
Conde Nast Traveler.....	24,716
Architectural Digest .....	24,179
House Beautiful.....	22,297
Harpers Bazaar .....	18,649
Town & Country.....	13,980
Elle Décor .....	13,380
Bride's .....	11,116
New York Magazine.....	10,042
Martha Stewart Wedding .....	4,397



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The 2010 ABC (Audit Bureau of Circulation) Magazine Market Coverage Report identifies the DMA circulation of National ABC audited publications. The 2010 report lists the circulation of the following publications in the Philadelphia DMA. This is the latest data available and is based on 2009 ABC publishers data. The next report will be provided in November, 2011. \**Philadelphia* magazines' total paid circulation for the August, 2009 issue is 114,908 total paid subscribers as reported in our December 2009 ABC publishers statement.

Total Population in the Philadelphia DMA - 7,851,196 • Total Households - 2,968,531.

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# 2011 Hotel Circulation

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HOTEL NAME	# OF COPIES PER HOTEL
The Borgata.....	2,100
The Loews Hotel .....	600
Four Seasons .....	482
Hyatt Regency Penns Landing .....	400
Sofitel Hotel.....	350
The Hershey Hotel.....	300
The Inn at Penn .....	238
Park Hyatt Philadelphia.....	172
Marriott Center City .....	150
Rittenhouse Hotel.....	150
Rittenhouse 1715 .....	58
<b>Total average issues per month .....</b>	<b>5,000</b>



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Source: Publisher's own data.

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# Space and Material Closing Dates

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Issue	Space Deadline	Ad Material Due	Digital Ads Provided on Disk	On-Sale Date
January 2011	November 22	November 24	December 3	December 27
February 2011	December 23	January 3	January 7	January 31
March 2011	January 24	January 28	February 4	February 28
April 2011	February 22	February 25	March 4	March 28
May 2011	March 28	April 1	April 8	May 2
June 2011	April 25	April 29	May 6	May 31
July 2011	May 23	May 27	June 3	June 27
August 2011	June 27	July 1	July 8	August 1
September 2011	July 25	July 29	August 5	August 29
October 2011	August 22	August 26	September 2	September 26
November 2011	September 26	September 30	October 7	October 31
December 2011	October 24	October 28	November 4	November 28
January 2012	November 17	November 23	December 2	December 26
February 2012	December 23	December 30	January 6	January 30

*\*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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