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Philadelphia MAGAZINE

MEDIA KIT ■ 2012

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2012 EDITORIAL CALENDAR

January

EDITORIAL FEATURES

Hot Restaurant Neighborhoods
Learn to Do Anything
Philadelphia Home: Luxury Apartment Living

SPECIAL SECTIONS

Luxury Car Guide
Compliments of the Chef
Home Accents

February

EDITORIAL FEATURES

Top Dentists
Real Housewives of the Main Line

SPECIAL SECTIONS

Cardiovascular Health
Medical and Dental Profiles
12th Annual Philly Cooks™
Event Planner
Gift Guide

SPONSORSHIPS

8th Annual Trailblazer Award
12th Annual Philly Cooks™

March

EDITORIAL FEATURES

Whatever Happened to Men?
52 Weekend Trips for Philadelphians
Spring Fashion Preview

SPECIAL SECTIONS

Education - Guide to Graduate Schools

April

EDITORIAL FEATURES

The Phillies Issue
Renter's Guide to Philly and the 'Burbs
Philadelphia Home: Gardens in Chestnut Hill

SPECIAL SECTIONS

Open House™
Retirement Living
Home Accents
11th Annual Philadelphia Wine Festival

SPONSORSHIPS

Open House™
11th Annual Philadelphia Wine Festival (5/5/12)

May

EDITORIAL FEATURE

Top Doctors

SPECIAL SECTIONS

Medical and Dental Profiles
Travel - Summer Fun Guide
Gift Guide
Rittenhouse Row Spring Festival

SPONSORSHIPS

Rittenhouse Row Spring Festival

June

EDITORIAL FEATURE

Shore Survival Guide

SPECIAL SECTIONS

Design Home®
Super Lawyers
Bucks County

SPONSORSHIPS

Be Well Philly Boot Camp

July

EDITORIAL FEATURES

Best Italian Food
Philadelphia Home

SPECIAL SECTIONS

Sexual & Reproductive Health
Medical and Dental Profiles
Design Home®
Home Accents
Advances in Dentistry

August

EDITORIAL FEATURE

Best of Philly®

SPECIAL SECTIONS

Design Home®

SPONSORSHIPS

Best of Philly®

September

EDITORIAL FEATURES

Fall Arts Preview
Fall Travel: How-To Be a Savvy Philadelphia Traveler
Fall Fashion
Be Well Philly Polybag

SPECIAL SECTIONS

Design Home®
Event Planner
Education - Guide to Private Schools
5 Star Real Estate Agents
Great Museums, Culture, & Entertainment

SPONSORSHIPS

Design Home®

October

EDITORIAL FEATURES

Top High Schools
Philadelphia Home: All About Kitchens

SPECIAL SECTIONS

Women's Health
Medical and Dental Profiles
Open House™
Retirement Living
Facts About Cosmetic Options

SPONSORSHIPS

Open House™

November

EDITORIAL FEATURE

The Genius Issue

SPECIAL SECTIONS

Holiday Entertaining
5 Star Wealth Managers
Education - Guide to Graduate Schools

SPONSORSHIPS

Holiday Entertaining
9th Annual Philadelphia Whiskey Festival

December

EDITORIAL FEATURE

Reasons We Love Philly

SPECIAL SECTIONS

Travel - Winter Escapes
Gift Guide

ADDITIONAL OPPORTUNITIES

Insider: Timely recaps of advertisers' events, as well as upcoming event listings, store openings, new inventory, and retail and product promotions (Available in every issue)

Be Well Philly Page: Healthcare-related events, new programs, and announcements from our advertisers (Available in every issue)

Home Insider: Similar content to the Insider, but reserved solely for home advertisers (Available in January, April, July, and October)

Road Trips: Attractions, events, and must-see destinations - all within a day's drive or less (Available in March, June, and September)

DIGITAL OPPORTUNITIES

E-Newsletter Sponsorship
Banner Ad Placement
Roadblock Edit Content
Facebook Welcome Program
Interstitial

Ask about Customizable Programs

*Editorial features are subject to change

DEMOGRAPHIC PROFILE

GENDER

48% male
52% female

AGE

13% are between 18-24
33% are between 25-44
36% are between 45-64
18% are 65+

Average Age 56

EDUCATION LEVEL

89% attended college
75% one college degree
41% postgraduate studies
32% postgraduate degree

EMPLOYMENT

52% are employed in a professional
or managerial position
25% are owners or partners in
their business

AVERAGE HOUSEHOLD INCOME

\$176,200

AVERAGE NET WORTH

\$1,459,000

Source: The Media Audit, Nov '11-Jan '12. Monroe Mendelsohn Subscriber Study, October '11.

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

CIRCULATION:

Total Paid & Verified Circulation: **116,706**

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
Walgreens

Bookstores:

Barnes & Noble

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
- Penn Station, New York

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: **1,145****

*** Information Based on the June 30, 2011 ABC Publishers Statement. All other information is based on the publishers own data and is subject to change.*

CIRCULATION DMA

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

PUBLICATION	MARKET COVERAGE
<i>Philadelphia</i> magazine*	119,020
National Geographic	102,092
People	99,809
Cosmopolitan	77,274
O, the Oprah Magazine	74,089
Glamour	66,793
Redbook	62,857
Martha Stewart Living	61,214
Entertainment Weekly	59,629
Men's Health	59,214
Newsweek	58,884
Real Simple	57,949
In Style	53,433
Bon Appetit	49,463
Vogue	38,554
Vanity Fair	37,028
Allure	34,336
New Yorker	31,966
Elle	30,771
GQ	28,354
Architectural Digest	23,875
House Beautiful	23,805
Conde Nast Traveler	22,352
Harpers Bazaar	19,554
Town & Country	14,820
Elle Décor	14,819
Bride's	10,734
New York Magazine	10,042
Martha Stewart Wedding	5,060

*The 2011 ABC Magazine Market Coverage Report Identifies the DMA Circulation of National ABC Audited publications. The 2011 report lists the circulation of these publications in the Philadelphia DMA. This is the latest data available and is based on the 2010 ABC publishers data. For Comparability, Philadelphia magazine's total paid circulation for the August 2010 issue is 119,020 total paid subscribers as reported in our December 2010 ABC publishers statement.

Total population in the Philadelphia DMA - 7,851,196 • Total households - 3,055,961

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CIRCULATION BY COUNTY

County	Subscription Copies	Verified Copies	Newsstand Copies	Total Copies	% Circulation
Bucks, PA	9,015		2,300	11,315	9.2%
Chester, PA	8,589		1,545	10,134	8.3%
Delaware, PA	11,364		1,610	12,974	10.6%
Montgomery, PA	19,114		4,010	23,124	18.9%
Philadelphia, PA*	19,423	2,600	8,095	30,118	24.6%
Burlington, NJ*	3,661		1,202	4,863	4.0%
Camden, NJ	4,821		817	5,638	4.6%
Gloucester, NJ	1,929		387	2,316	1.9%
SMSA TOTAL	77,916	2,600	19,966	100,482	82.1%
Berks, PA	1,174		237	1,411	1.2%
Lehigh, PA	781		160	941	0.8%
Monroe, PA	85		57	142	0.1%
Northampton, PA	429		83	512	0.4%
Schuykill, PA	173		16	189	0.2%
Atlantic, NJ*	1,075	2,100	210	3,385	2.8%
Cape May, NJ	743		204	947	0.8%
Cumberland, NJ	341		58	399	0.3%
Mercer, NJ	788		189	977	0.8%
Salem, NJ	155		22	177	0.1%
Warren, NJ	20		0	20	0.0%
Kent, DE	38		11	49	0.0%
New Castle, DE	1,080		337	1,417	1.2%
Section Total	6,882	2,100	1,584	10,566	8.6%
ADI TOTAL	84,798	4,700	21,550	111,048	90.7%
ALL OTHER COUNTIES AND STATES					
Delaware	76		16	92	0.1%
Maryland	446		35	481	0.4%
New Jersey	1,324		137	1,461	1.2%
Pennsylvania	2,688	300	252	3,240	2.6%
All Other US States	5,919		183	6,102	5.0%
SECTION TOTAL	10,453	300	623	11,376	9.3%
GRAND TOTAL	95,251	5,000	22,173	122,424	100.0%

*Publisher's Own Data - based on April 2011 Issue

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HOTEL CIRCULATION

HOTEL NAME	# OF COPIES PER HOTEL
The Borgata	2,100
Four Seasons	682
The Loews Hotel	600
Sofitel Hotel	350
The Hershey Hotel.....	300
The Inn at Penn.....	238
Hyatt Regency Penns Landing	200
Park Hyatt Philadelphia	172
Rittenhouse Hotel	150
Marriott Center City	150
Rittenhouse 1715.....	58
Total average issues per month	5,000

Source: Publisher's Own Data

SPACE AND MATERIAL DEADLINES

ISSUE	SPACE DEADLINE	AD MATERIAL DUE	COMPLETED DIGITAL AD DUE	ON SALE DATE
JANUARY 2012	November 17	November 23	December 2	December 26
FEBRUARY 2012	December 16	December 23	January 6	January 30
MARCH 2012	January 19	January 25	February 3	February 27
APRIL 2012	February 23	March 1	March 9	April 2
MAY 2012	March 22	March 28	April 6	April 30
JUNE 2012	April 19	April 25	May 4	May 29
JULY 2012	May 24	May 30	June 8	July 2
AUGUST 2012	June 21	June 27	July 6	July 30
SEPTEMBER 2012	July 19	July 25	August 3	August 27
OCTOBER 2012	August 23	August 29	September 7	October 1
NOVEMBER 2012	September 20	September 26	October 5	October 29
DECEMBER 2012	October 18	October 24	November 2	December 3
JANUARY 2013	November 20	November 28	December 7	January 2
FEBRUARY 2013	December 12	December 18	January 4	January 28

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

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