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METRO CORP PUBLISHING ■ 2012



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OVERVIEW

PHILLYMAG.COM SUBSCRIBE CUSTOMER CARE NEWSLETTERS RSS FEEDS SITE MAP

2 for 1 Holiday Sale \$9.90

Borgata ATLANTIC CITY 609.317.1000 theborgata.com

Philadelphia PHILLY DAILY MAGAZINE

RESTAURANTS BEST OF PHILLY ARTS & EVENTS BE WELL PHILLY MAGAZINE

THE PHILLY POST PARTY PICKS SHOPPING WEDDINGS HOME REAL ESTATE TOP DOCTORS TOP DENTISTS TRAVEL & PHILLY IT LIST

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WE NEVER HATED ON BRIAN DAWKINS
Posted at 10:50 a.m.

RAHEEM BROOK: PHILLY PD TREATED ME SPECIAL
Posted at 10:23 a.m.

FUN/EMPLOYMENT TALES: JOBLESS LAUGHS
Posted at 9:59 a.m.

IN PHILLY, SUE NOW AND SUE OFTEN
Posted at 9:59 a.m.

Q&A: JAROMIR JAGR
Posted at 9:59 a.m.

SLIDESHOWS & SERVICE

Shopping Our Biggest Holiday Gift Guide Ever

Be Well Philly! Best Health & Fitness Apps

Free Cookies on Friday!

For more breaking news & commentary, visit here for the brand-new Philly Post

FROM THE MAGAZINE

Shopping & Style: Holiday Gift Guide
What to buy for your husband, wife, kids and friends (plus: what to bring to the annual holiday bash!)
Emily Guzik

Power: Can Comcast Be As Mighty As Google?
As the news in charge of redefining TV and movie giant NBCUniversal, Comcast's Steve Burke just might be the most important person at the most important company in Philadelphia. It's the job he's been preparing for all his life—and if he succeeds, he could lift the cable company we love to hate into the lofty ranks of Apple and Google.
Steve Vash

Ho-Ho-Ho: Holiday Cookie Recipes From 10 Arts, Le Bec-Fin, Parc and More
Sure, Grandma's amishcookies are a family classic. But six top Philly pastry chefs think they can do even better.

Drinking: Buy Local Booze (Philadelphia Distilling Can Help)
Baby-faced distiller Robert Castell, of Bluecast Gin fame, is changing the way Philadelphians drink.
Victor Florio

2 for 1 Holiday Sale \$9.90
Order one subscription today and you can give another one absolutely FREE!

GUIDES & LISTINGS

Best of Philly

- Restaurants & Food
- Nightlife
- Entertainment & Fun
- Shopping
- Beauty, Spa & Health
- Personal Services

Health

- Phon Medicine
- Top Doctors
- Top Dentists
- Treatment Guides

Schools

- The Top 50 Public High Schools
- Private School Guide
- Best of Philly Schools

Outlets

- Best Places to Work in Philly
- Philly's Best Bars

Real Estate

- Best Places to Live 2011
- Home Values by Neighborhood
- 10 Great

Philadelphia Wedding

- Find a Wedding Resource
- Real Weddings
- Engagements

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, upscale, and affluent consumers in our area.

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, our e-newsletters, and our social media communities, we are committed to building and strengthening relationships with our audiences. We encourage our users to share feedback with each other, and with us, helping them get the most out of living in Philadelphia.

MENU

E-NEWSLETTERS

Distinct and targeted emails, delivered to a rich database of 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, high impact placement such as overlays and interstitials, slideshow sponsorships, blog sponsorships, logo integration or social media messaging; all uniquely suited to draw maximum attention to your brand

FAST FACTS ABOUT PHILLYMAG.COM

- Pageviews: over 1.3 million/month
- Uniques: 400,000+/month
- Time spent on site: 3+ minutes

(12/2011)

TITLE	DETAILS	FREQUENCY	SUBSCRIBERS	AD SIZES
The Philly Post 	Daily news opinions and observations from Philly's most provocative voices	Daily	16,500	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Foobooz 	The authoritative guide to dining in Philadelphia including what and where to drink, restaurant gossip, and deals	Every Tuesday	26,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
The Goods 	From Rittenhouse Row to the King of Prussia Mall, The Goods delivers the fashion advice, news, & tips for great shopping around the region	Every Friday	16,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
The Weekender 	Philadelphia's unique arts and entertainment scene, including our editor's picks of the best things to do this weekend	Every Wednesday	23,000	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Party Pictures 	Photos from A-list events to the most recent restaurant opening	Every Thursday	13,500	<ul style="list-style-type: none"> • Skyscraper — 160x600
Be Well Philly 	The latest health news, fitness trends, local events and more	Every Monday	12,500	<ul style="list-style-type: none"> • Skyscraper — 160x600 • Text Box — 25 words
Philadelphia Wedding E-Newsletter 	Events, hot topics and ideas for future brides-to-be	Every Monday	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	15,000	<ul style="list-style-type: none"> • Provide Subject Line & HTML

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DISPLAY ADVERTISEMENTS

SAMPLE AD PAGE

Leaderboard
(728 x 90)

The sample ad page for Philadelphia Restaurants features a top navigation bar with categories like 'RESTAURANTS', 'BEST OF PHILLY', 'ARTS & EVENTS', 'BE WELL PHILLY', and 'MAGAZINE'. A prominent Borgeata banner at the top reads 'fun is waiting at your table. have a little fun.' Below the banner, there are several article teasers, including 'Justifying Vetri', 'Happy Repeal Day', and '2 for 1 Holiday Sale'. A sidebar on the right contains a 'RESTAURANT QUICK SEARCH' and 'LATEST USER REVIEWS'. At the bottom, there are sections for 'PHILADELPHIA RESTAURANT GUIDES' and 'THE IT LIST'.

Skyscraper
(160 x 600)

Medium
Rectangle
(300 x 250)

PHILLY POST SPONSORSHIP

The Philly Post sponsorship layout shows a newspaper-style interface. At the top is the 'THE PHILLY POST' masthead. Below it, a Borgeata banner is placed across the top. The main content area features several news articles with images, such as 'Parent Trap: Making Your Kids Vulnerable to Pedophiles' and 'Raheem Brock Pulled an Alien Iverson on Police'. A 'THE SCOOP' sidebar is on the left, and a 'Most Popular Today' list is on the right. A 'THE SCENE' section is at the bottom right.

Leaderboard
(728 x 90)

Medium
Rectangle
(300 x 250)

The enhanced directory listing for 'RONS ORIGINAL BAR AND GRILLE' includes a detailed description of the venue, its location at 74 East Chestnut Avenue, and contact information. It also features a 'WOMEN'S DESIGNER SALE' with a 40% off coupon and a 'THE IT LIST' section highlighting the 'Best of Philly 2011 iPhone App'. An 'EVENT CALENDAR' for December 2011 is also visible.

ENHANCED DIRECTORY LISTING

CUSTOM OPPORTUNITIES

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

Custom Landing Pages • Microsites • Overlays & Interstitials • Slideshow Sponsorships
Blog Sponsorships • Roadblocks • Social Media Messaging • Rich Media • Mobile



PHILADELPHIA MAGAZINE • PHILADELPHIA WEDDING • BEWELLPHILLY • G PHILLY
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1818 MARKET STREET, PHILADELPHIA, PA 19103 215.564.7700



Health & Fitness Content



Restaurants & Dining Content



Best of Philly®

Most Viewed

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

BEST OF PHILLY® Find past and present winners with this expansive directory. **Also available: Best of Philly iPhone App.**

FOOBOOZ The authoritative guide to dining in Philadelphia. Find restaurant and bar reviews as well as a searchable database, the Foobooz blog, and our signature wine and spirits guide. Ask about our Enhanced Listings.

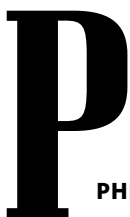
HEALTH BeWellPhilly offers the latest trends in health, exercise and medical practices with articles and daily blog posts. Additionally, our Top Docs & Dentists directories serve as trusted resources for finding the region's most respected physicians and dentists.

ARTS & ENTERTAINMENT Philadelphia's unique arts and entertainment scene includes reviews of gallery openings, plays, editor's picks, and more.

STYLE & SHOPPING From Rittenhouse Row to the King of Prussia Mall, we have fashion advice, news, and tips for great shopping in and around Philadelphia.

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

EVENTS & PARTY PICS Highlights from A-list events to the most recent restaurant openings.



THE PHILLYMAG.COM AUDIENCE

AGE:

22% are between the ages of 21-34

22% are between the ages of 35-44

46% are between the ages of 45-64

9% are between the ages of 65+

GENDER:

Male: 38%

Female: 62%

EDUCATION:

Nearly 80% have a Bachelor's Degree or higher

Bachelor's Degree: 43%

Master's Degree: 24%

Doctorate and beyond: 12%

EMPLOYMENT:

1 in 4 is an owner or partner in his/her own business

INCOME:

57% have an annual HHI of \$100K+

BEHAVIOR & INFLUENCE:

60% dine out twice or more per week

73% enjoy wine and/or spirits socially

Nearly 75% are homeowners

75% own one or more vehicles

Nearly 60% plan to take a vacation in the next year

1 in 3 are planning a major remodeling, redecorating or landscaping project in the next year

55% are influenced by ads on our website

Source: Phillymag.com Survey, September 2010. These materials contain confidential and trade-secret information from Metro Corp., and are intended for the use of only the individuals or entities to which Metro Corp., or its affiliates or subsidiaries, have delivered them. Any disclosure, copying, distribution, or use of this information to or for the benefit of third parties is strictly prohibited.

DISPLAY ADS

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

Ad Server: DART

All third party ad tags accepted
 Geo-targeting available

Rich Media Capable

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



Leaderboard
728x90

Medium Rectangle
300x250

Skyscraper
160x600

AD SUBMISSION

All creative can be emailed to your Account Executive for submission to the online marketing department. Please contact your AE for more information.

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 w/ hyperlink
 Lead time: 5 business days

E-BLASTS

Unit Size:	Width	Height
Exclusive Email Campaign	700	1,000

Preparation

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

ENHANCED DIRECTORY LISTINGS**Preparation**

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

CUSTOM LANDING PAGES**Preparation**

Logo, high-resolution JPEGs, original artwork, font(s), copy, creative direction and URLs
 Lead time: 30 business days with 3 rounds of proofing

CUSTOM OPPORTUNITIES**High Impact Placement**

Overlays • Interstitials

Sponsored Blog Posts

Available on any blog • Roadblock sponsorship required

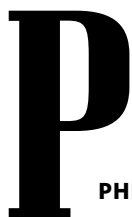
Social Media Messaging

Sponsored messages on Facebook & Twitter (1 per month)

Preparation for Social Media Messaging

Must promote a special offer, promotion or event
 1 JPG image (110x60)
 Up to 20 words of copy
 URL

Sweepstakes/Contest



ONLINE ADVERTISING RATES

DISPLAY ADS

Ad Unit	Homepage	Section-Specific	ROS
Skyscraper (160x600)	\$21/CPM	\$17/CPM	\$17/CPM
Leaderboard (728x90)	Packaged Rate	\$17/CPM	\$17/CPM
Medium Rectangle (300x250)	Packaged Rate	\$17/CPM	\$17/CPM
Masthead Buttons (180x90)	\$21/CPM	N/A	N/A
Philly Post Sponsorship (medium rectangle, leaderboard and skyscraper)	Custom*	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
The Philly Post	Daily	Custom*	N/A
Foobooz	Weekly	\$600	\$700
The Goods	Weekly	\$600	\$700
The Weekender	Weekly	\$600	\$700
Philadelphia Wedding E-Newsletter	Weekly	\$400	\$500
Be Well Philly	Weekly	\$600	\$700
Party Pics	Weekly	\$600	\$700

*See The Philly Post sell sheet for rates.

All rates include both Skyscraper & Text Box (except Party Pics-skyscraper ad only).

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.**

Additional Opportunities	Cost
Enhanced Directory Listing	\$1,800/year
Wedding EDL	\$1,000/year
Integrated Sponsorships	Custom
Section Roadblocks	Rate dependent on traffic
Custom Landing Page	Custom
High Impact Placement (overlays & interstitials)	Custom
Re-skins	Custom
Sponsored Blog Posts	Custom
Social Media Messaging	\$10K/year minimum online spend
Other Custom Opportunities	Custom
Mobile	Custom

All rates are net

*Production rate: \$85/hr

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