

PHILLYMAG.COM

MEDIA KIT ■ 2013



Philadelphia

M A G A Z I N E



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.

FAST FACTS ABOUT PHILLYMAG.COM

- Page views: over 2.4 million/month
- Uniques: 600,000/month
- Time spent on site: 3.38 minutes

(12/2012)



TITLE	DETAILS	FREQUENCY	SUBSCRIBERS	AD SIZES
The Philly Post 	Daily news, opinions, and observations from Philly's most provocative voices	Daily (AM & PM)	14,936	<ul style="list-style-type: none"> Skyscraper-160x600
Foobooz 	The authoritative guide to dining in Philadelphia including what and where to drink, restaurant gossip, and deals	Every Tuesday & Thursday	24,008	<ul style="list-style-type: none"> Skyscraper-160x600 Text Box-25 words
The Goods 	The Goods delivers the fashion advice, news, & tips for great shopping around the region	Every Friday	14,324	<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	21,101	<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	11,104	<ul style="list-style-type: none"> Skyscraper-160x600
Be Well Philly 	The latest health news, fitness trends, local events and more	Every Monday	11,552	<ul style="list-style-type: none"> Skyscraper-160x600 Text Box-25 words
Philadelphia Wedding 	The latest bridal news—from designer trunk shows, to tips and trends, and inspiration from real Philadelphia bridal bloggers.	Every Monday	5,459	<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



DISPLAY ADVERTISEMENTS

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

SAMPLE AD PAGE

Leaderboard (728 x 90)

Medium Rectangle (300 x 250)

Skyscraper (160 x 600)

CUSTOM OPPORTUNITIES

phillymag.com can create a customized program to best showcase your business. Custom landing pages, microsities, 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.

CUSTOM FACEBOOK PAGE

CUSTOM SPONSORED BLOG

BeWellPhilly
Your Daily Local Guide to Health & Fitness

FROM OUR SPONSOR: LAUGHTER IS THE BEST MEDICINE

Laughter is the best medicine. Find what makes you laugh. It could be as simple as watching "I Love Lucy" reruns or listening to your favorite comedian. When you're laughing, you don't have time to be stressed out. Don't take yourself too seriously - learning to laugh at yourself may change the way stress affects your life.

Keep your sense of humor. A good laugh releases muscles, lowers blood pressure and reduces levels of hormones that create stress and suppress immunity. Research shows that facial expression can change a person's mood - and ultimately their outlook on life.

Check out UHC TV: [A Prescription for Better Health and get a good laugh!](#)

READ MORE: [Share / Save](#)

2 WAYS TO COMMENT (CHOOSE ONE)

1. Share your comments with your Facebook friends!
 - Facebook
2. Leave a Reply:
 - phillymag@gmail.com

ENHANCED DIRECTORY LISTING

RUTH'S CHRIS STEAK HOUSE PHILADELPHIA
333 North 15th Street
King of Prussia, PA 19406
Phone: 610-992-1818

THE DETAILS

Profile: Here's what's great about Ruth's Chris: The meats, the steaks. Yes, yes, it's a gimmick. Oh-Oh's perfected long ago with Napa, but there's something exciting about hearing your rib eye before you see it, and sipping in as the steak's buttery, 500-degree constant sizzles and sput. This has open-air atmosphere - as immortalized by Fabulous and Aah! - and as ubiquitous as Benetton's - in casual early and late with players and conventioners. They come for the banter (long tables, good portions, red and black checkered decor, generous pours of new world wine, and service) - and because the restaurant's name. News night.

2012 Five Star Health Manager
The Star Performance conducts localized, independent research to identify service professionals who provide quality services to clients.

Best of Philly 2012 (Phone App)
For your phone: keep the city's best restaurants, shops and services at your fingertips. Browse five years of winners including our brand new 2012 app. Click to download now!

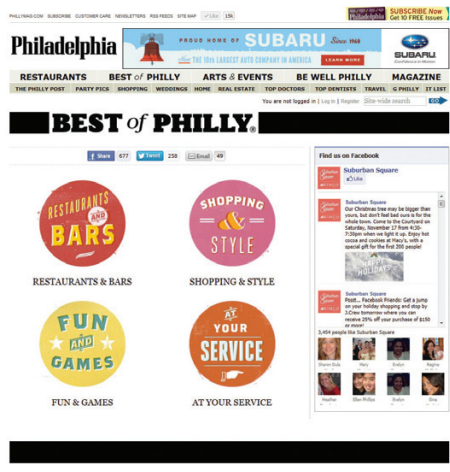


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CONTENT



Philly Post Content



Best of Philly®



Health & Fitness Content

PHILLYMAG.COM An authentic and authoritative daily lifestyle guide to better living in the Philadelphia region

PHILLY POST The Philly Post offers daily news, opinions, and observations from Philly's most provocative voices

BEST OF PHILLY® Find past and present winners with the expansive directory

FOOBOOZ The authoritative guide to dining in Philadelphia, including restaurant and bar reviews, daily blog, searchable database, and a signature wine and spirits guide

BIRDS 24/7 Philadelphia's most comprehensive and definitive Eagles blog. Birds 24/7 is a daily, year-round destination for Eagles fans, providing up-to-the-minute news, analysis, and opinion

HEALTH Be Well Philly offers the latest trends in health, exercise, and medical practices with articles and daily blog posts. Top Docs and Top Dentists listings serve as a trusted resource for finding the region's most respected health professionals

G-PHILLY A daily destination for all things LGBT in the region and beyond, featuring breaking news and daily stories of local interest

WEDDING Plan the wedding of your dreams with a few clicks - browse slideshows of gorgeous gowns, hairstyles created by local pros, stunning cakes, fresh bouquets, and Real Wedding and engagement stories to inspire the big day

SHOPPING & STYLE The voice for fashion advice, trends, news and tips for great shopping in and around Philadelphia

ARTS & EVENTS A comprehensive database of events, festivals, concerts, family fun, and more going on around the Philadelphia region



Philadelphia
MAGAZINE

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THE PHILLYMAG.COM AUDIENCE

AGE:

22% are between the ages of 18-24

53% are between the ages of 25-44

18% are between the ages of 45-64

7% 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: 41%

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. Media Audit, May-July 2012. 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. Media Audit, Nov11-Jan12. Ipsos Mendelsohn Subscriber Study, November 2011



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ONLINE ADVERTISING SPECS

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
Bridal Bulletin	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

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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