Philadelphia magazine :: 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
6th Annual Martini Madness®

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
Sponsorship:
Best of Philly®

SEPTMBER

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

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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1818 Market Street :: Philadelphia, PA 19103 :: 215.564.7700 :: Fax 215.656.3500 = PHILLYMAG.COM
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 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

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

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

*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 magazine’s 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.
<table>
<thead>
<tr>
<th>County</th>
<th>Subscription Copies</th>
<th>Newsstand Copies</th>
<th>Total Copies</th>
<th>% Circulation</th>
</tr>
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<tbody>
<tr>
<td>Bucks, PA</td>
<td>7,244</td>
<td>2,614</td>
<td>9,858</td>
<td>8.12%</td>
</tr>
<tr>
<td>Chester, PA</td>
<td>6,214</td>
<td>1,912</td>
<td>8,126</td>
<td>6.69%</td>
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<tr>
<td>Delaware, PA</td>
<td>9,623</td>
<td>3,639</td>
<td>13,262</td>
<td>10.92%</td>
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<tr>
<td>Montgomery, PA</td>
<td>17,349</td>
<td>5,190</td>
<td>22,539</td>
<td>18.56%</td>
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<tr>
<td>Philadelphia, PA*</td>
<td>25,375</td>
<td>6,329</td>
<td>31,704</td>
<td>26.11%</td>
</tr>
<tr>
<td>Burlington, NJ*</td>
<td>3,390</td>
<td>1,428</td>
<td>4,818</td>
<td>3.97%</td>
</tr>
<tr>
<td>Camden, NJ</td>
<td>4,490</td>
<td>1,314</td>
<td>5,804</td>
<td>4.78%</td>
</tr>
<tr>
<td>Gloucester, NJ</td>
<td>1,707</td>
<td>694</td>
<td>2,401</td>
<td>1.98%</td>
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<tr>
<td>SMSA TOTAL</td>
<td>75,392</td>
<td>23,120</td>
<td>98,512</td>
<td>81.14%</td>
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<tr>
<td>Berks, PA</td>
<td>1,153</td>
<td>200</td>
<td>1,353</td>
<td>1.11%</td>
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<tr>
<td>Lehigh, PA</td>
<td>758</td>
<td>27</td>
<td>785</td>
<td>0.65%</td>
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<tr>
<td>Monroe, PA</td>
<td>57</td>
<td>52</td>
<td>109</td>
<td>0.09%</td>
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<tr>
<td>Northampton, PA</td>
<td>415</td>
<td>17</td>
<td>432</td>
<td>0.36%</td>
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<tr>
<td>Schuylkill, PA</td>
<td>151</td>
<td>0</td>
<td>151</td>
<td>0.12%</td>
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<tr>
<td>Atlantic, NJ*</td>
<td>2,488</td>
<td>556</td>
<td>3,044</td>
<td>2.51%</td>
</tr>
<tr>
<td>Cape May, NJ</td>
<td>669</td>
<td>1,311</td>
<td>1,980</td>
<td>1.63%</td>
</tr>
<tr>
<td>Cumberland, NJ</td>
<td>321</td>
<td>83</td>
<td>404</td>
<td>0.33%</td>
</tr>
<tr>
<td>Mercer, NJ</td>
<td>772</td>
<td>252</td>
<td>1,024</td>
<td>0.84%</td>
</tr>
<tr>
<td>Salem, NJ</td>
<td>136</td>
<td>22</td>
<td>158</td>
<td>0.13%</td>
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<tr>
<td>Warren, NJ</td>
<td>8</td>
<td>0</td>
<td>8</td>
<td>0.01%</td>
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<tr>
<td>Kent, DE</td>
<td>38</td>
<td>10</td>
<td>48</td>
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<tr>
<td>New Castle, DE</td>
<td>1,062</td>
<td>454</td>
<td>1,516</td>
<td>1.25%</td>
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<tr>
<td>Section Total</td>
<td>8,028</td>
<td>2,984</td>
<td>11,012</td>
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<tr>
<td>ADI TOTAL</td>
<td>83,420</td>
<td>26,104</td>
<td>109,524</td>
<td>90.21%</td>
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### ALL OTHER COUNTIES AND STATES

<table>
<thead>
<tr>
<th></th>
<th>Subscription Copies</th>
<th>Newsstand Copies</th>
<th>Total Copies</th>
<th>% Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>62</td>
<td>80</td>
<td>142</td>
<td>0.12%</td>
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<tr>
<td>Maryland</td>
<td>357</td>
<td>90</td>
<td>447</td>
<td>0.37%</td>
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<tr>
<td>New Jersey</td>
<td>1,199</td>
<td>1,045</td>
<td>2,244</td>
<td>1.85%</td>
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<tr>
<td>Pennsylvania</td>
<td>2,924</td>
<td>812</td>
<td>3,736</td>
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<tr>
<td>All Other US States</td>
<td>4,833</td>
<td>486</td>
<td>5,319</td>
<td>4.38%</td>
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<tr>
<td>Section Total</td>
<td>9,375</td>
<td>2,513</td>
<td>11,888</td>
<td>9.79%</td>
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<tr>
<td>GRAND TOTAL</td>
<td>92,795</td>
<td>28,617</td>
<td>121,412</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

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

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<table>
<thead>
<tr>
<th>Hotel Name</th>
<th># of Copies Per Hotel</th>
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<tbody>
<tr>
<td>The Borgata</td>
<td>2,100</td>
</tr>
<tr>
<td>Four Seasons</td>
<td>1,100</td>
</tr>
<tr>
<td>The Loews Hotel</td>
<td>1,000</td>
</tr>
<tr>
<td>The Water Club</td>
<td>900</td>
</tr>
<tr>
<td>Hilton Garden Inn Center City</td>
<td>550</td>
</tr>
<tr>
<td>Double Tree Hotel - Philadelphia</td>
<td>500</td>
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<tr>
<td>Embassy Suites</td>
<td>500</td>
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<tr>
<td>The Inn at Penn</td>
<td>440</td>
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<tr>
<td>Hyatt Regency Penns Landing</td>
<td>400</td>
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<tr>
<td>Double Tree Hotel - Philadelphia West</td>
<td>350</td>
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<tr>
<td>Residence Inn Center City</td>
<td>350</td>
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<tr>
<td>Hotel Sofitel</td>
<td>350</td>
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<tr>
<td>Park Hyatt Philadelphia</td>
<td>250</td>
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<tr>
<td>Rittenhouse Hotel</td>
<td>250</td>
</tr>
<tr>
<td>Marriott Center City</td>
<td>150</td>
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<tr>
<td>Other Hotels</td>
<td>410</td>
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**Total average issues per month**  
9,600
<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Ad Material Due</th>
<th>Digital Ads Provided on Disk</th>
<th>On-Sale Date</th>
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<tbody>
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<td>January 2010</td>
<td>November 23</td>
<td>November 25</td>
<td>December 4</td>
<td>December 28</td>
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<tr>
<td>February 2010</td>
<td>December 28</td>
<td>December 31</td>
<td>January 8</td>
<td>February 1</td>
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<td>March 2010</td>
<td>January 25</td>
<td>January 29</td>
<td>February 5</td>
<td>March 1</td>
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<td>April 2010</td>
<td>February 22</td>
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<td>March 5</td>
<td>March 29</td>
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<td>April 2</td>
<td>April 9</td>
<td>May 3</td>
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<td>June 2010</td>
<td>April 26</td>
<td>April 30</td>
<td>May 7</td>
<td>June 1</td>
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<tr>
<td>July 2010</td>
<td>May 24</td>
<td>May 28</td>
<td>June 4</td>
<td>June 28</td>
</tr>
<tr>
<td>August 2010</td>
<td>June 28</td>
<td>July 2</td>
<td>July 9</td>
<td>August 2</td>
</tr>
<tr>
<td>September 2010</td>
<td>July 26</td>
<td>July 30</td>
<td>August 6</td>
<td>August 30</td>
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<tr>
<td>October 2010</td>
<td>August 23</td>
<td>August 27</td>
<td>September 3</td>
<td>September 27</td>
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<td>November 2010</td>
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<td>November 24</td>
<td>December 3</td>
<td>December 27</td>
</tr>
<tr>
<td>February 2011</td>
<td>December 27</td>
<td>December 31</td>
<td>January 7</td>
<td>January 31</td>
</tr>
</tbody>
</table>

*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.*
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.

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.

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.
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.
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.

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.

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.
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.

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

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**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**

<table>
<thead>
<tr>
<th>Title</th>
<th>Details</th>
<th>Frequency</th>
<th>Subscribers</th>
<th>Ad Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Philly Post</td>
<td>Daily dose of what's going on in and around the region</td>
<td>Daily</td>
<td>~17,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>The Restaurant Club</td>
<td>What &amp; where to eat and drink</td>
<td>Every Tuesday &amp; Friday</td>
<td>~26,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>The Goods</td>
<td>Deals, steals &amp; must have</td>
<td>Every Friday</td>
<td>~16,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>The Weekender</td>
<td>What to do this weekend</td>
<td>Every Wednesday</td>
<td>~19,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>Party Pictures</td>
<td>Photos from the week's hottest events</td>
<td>Every Thursday</td>
<td>~17,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>Be Well Philly</td>
<td>Health tips, trends &amp; local resources</td>
<td>Every Monday</td>
<td>~12,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>Bridal Bulletin</td>
<td>Local content for brides-to-be</td>
<td>Biweekly</td>
<td>~4,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>Bridal Bulletin Events</td>
<td>Upcoming events for brides-to-be</td>
<td>Biweekly</td>
<td>~4,000</td>
<td>• Skyscraper — 160x600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Text Box — 25 words</td>
</tr>
<tr>
<td>Exclusive Email</td>
<td>Dedicated to your message &amp; the audience you wish to</td>
<td>Monthly</td>
<td>~21,000</td>
<td>• Provide Subject Line &amp; HTML</td>
</tr>
<tr>
<td>Campaigns</td>
<td>reach</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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
### Display Ads – Homepage, ROS (Run-of-Site), Section-Specific

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Homepage</th>
<th>Section-Specific</th>
<th>ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper (160x600)</td>
<td>$21/CPM</td>
<td>$17/CPM</td>
<td>$13/CPM</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>N/A</td>
<td>$17/CPM</td>
<td>$12/CPM</td>
</tr>
<tr>
<td>Medium Rectangle (300x250)</td>
<td>$1,500/week</td>
<td>$17/CPM</td>
<td>$15/CPM</td>
</tr>
<tr>
<td>2 Masthead Buttons (180x90)</td>
<td>$21/CPM</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Homepage Sponsorship (2 buttons &amp; medium rectangle)</td>
<td>$1,520/week</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Rich media incurs a $2/CPM increase*

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

All rates are net

---

### E-newsletters

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

**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

- 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**

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728</td>
<td>90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160</td>
<td>600</td>
</tr>
<tr>
<td>Masthead Buttons</td>
<td>180</td>
<td>90</td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160</td>
<td>600</td>
</tr>
<tr>
<td>Text Box</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Email Campaign</td>
<td>800</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**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

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**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.