



Philadelphia

M A G A Z I N E

MEDIA KIT ■ 2013



PHILLYMAG.COM ■ 2013



2013 EDITORIAL CALENDAR

JANUARY

EDITORIAL FEATURES

The 50 Best Restaurants
Philadelphia Home: Kitchens

SPECIAL SECTIONS

Luxury Car Guide

FEBRUARY

EDITORIAL FEATURES

Philly and Social Media
Museum Guide

SPECIAL SECTIONS

Heart Health: Go Red for Women™
Medical and Dental Profiles
13th Annual Philly Cooks™
Event Planner
Gift Guide - Love That
9th Annual Trailblazer Award

SPONSORSHIPS

13th Annual Philly Cooks™
9th Annual Trailblazer Award

MARCH

EDITORIAL FEATURES

The Style Issue
Spring Travel

SPECIAL SECTIONS

Guide to Graduate Schools

APRIL

EDITORIAL FEATURES

Real Estate Guide
Philadelphia Home

SPECIAL SECTIONS

Open House™
Retirement Living
12th Annual Philadelphia
Wine + Food Festival

SPONSORSHIPS

Open House™
12th Annual Philadelphia
Wine + Food Festival (5/10/13)

MAY

EDITORIAL FEATURE

Top Doctors

SPECIAL SECTIONS

Medical and Dental Profiles
Gift Guide - It List Gifts

JUNE

EDITORIAL FEATURE

Big Summer Guide to
the City & Shore

SPECIAL SECTIONS

Super Lawyers
Bucks County
Be Well Boot Camp
Medical and Dental Profiles

SPONSORSHIPS

Be Well Boot Camp

JULY

EDITORIAL FEATURE

Being Single in Philadelphia
Philadelphia Home

SPECIAL SECTIONS

Design Home®
Singles Event

AUGUST

EDITORIAL FEATURE

Best of Philly® 40th Anniversary

SPECIAL SECTIONS

Design Home®

SPONSORSHIPS

Best of Philly®

SEPTEMBER

EDITORIAL FEATURES

Arts & Events Issue:
Legends in Philly Music
Fall Fashion
Fall Travel

Be Well Philly Annual Health Issue

SPECIAL SECTIONS

Design Home®
Event Planner
Guide to Private Schools
5 Star Real Estate Agents

SPONSORSHIPS

Fashion's Night Out

OCTOBER

EDITORIAL FEATURES

Brunch Guide
Philadelphia Home

SPECIAL SECTIONS

Design Home®
Medical and Dental Profiles
Go Pink: Breast Health
Open House™
Retirement Living
10th Annual Philadelphia
Whiskey & Fine Spirits Festival

SPONSORSHIPS

Design Home®
Open House™
10th Annual Philadelphia
Whiskey & Fine Spirits Festival
Best Brunches

NOVEMBER

EDITORIAL FEATURES

50 Best Bars
How Philly Spends Its Money

SPECIAL SECTIONS

5 Star Wealth Managers
Guide to Graduate Schools
ThinkFest

SPONSORSHIPS

ThinkFest

DECEMBER

EDITORIAL FEATURE

TBD

SPECIAL SECTIONS

Travel: Winter Escapes
Gift Guide - Shop. Give. Be Merry.
Medical and Dental Profiles

*Editorial features are subject to change

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)

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

DIGITAL OPPORTUNITIES

E-NEWSLETTER SPONSORSHIP

BANNER AD PLACEMENT

ROADBLOCK EDIT CONTENT

INTERSTITIAL

SOCIAL MEDIA MARKETING

RICH MEDIA DEVELOPMENT

HOME PAGE SPONSORSHIP

ASK ABOUT CUSTOMIZABLE PROGRAMS



DEMOGRAPHIC PROFILE

GENDER

46% male
54% female

AGE

4% are between 18-24
30% are between 25-44
44% are between 45-64
22% are 65+

Average Age: 52

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, May-July 2012. Monroe Mendelsohn Subscriber Study, November 2012.

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

114,708

TOTAL PAID + VERIFIED CIRCULATION

NEWSTANDS:

Philadelphia magazine distributes **35,000** magazines each month to newstands.

RETAIL STORES:

Supermarkets:

- ACME
- Super Fresh
- Genuardi's
- Shop Rite
- Whole Foods
- Giant
- Wegmans

Drug and Mass Merchandisers:

- Target
- CVS
- Rite Aid

Bookstores:

- Barnes & Noble

Train Terminals:

- 30th Street Station
- Suburban Station
- 69th Street Terminal

Airports:

- Philadelphia International Airport

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.

Hotels:

- The Borgata
- Four Seasons
- The Loews Hotel
- Sofitel Hotel
- The Hershey Hotel
- The Inn at Penn
- Hyatt Regency Penns Landing
- Park Hyatt Philadelphia
- Rittenhouse Hotel
- Marriott Center City
- Rittenhouse 1715

Total Monthly Hotel Distribution: 5,209

*** Information Based on the June 2012 ABC Publishers Statement. All other information is based on the publishers own data and is subject to change.*



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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*	123,994
People	99,809
National Geographic	104,210
Newsweek	58,884
Cosmopolitan	72,598
Glamour	69,885
O, the Oprah Magazine	73,707
Entertainment Weekly	60,817
Redbook	57,731
Real Simple	58,329
Martha Stewart Living	60,821
Men's Health	58,373
In Style	53,862
Bon Appetit	44,796
Vogue	36,958
Allure	35,992
Vanity Fair	32,984
New Yorker	31,966
Elle	30,771
GQ	29,253
Conde Nast Traveler	22,637
Architectural Digest	23,356
House Beautiful	21,926
Harpers Bazaar	20,205
Town & Country	15,331
Elle Décor	14,819
Bride's	9,551
New York Magazine	9,233
Martha Stewart Wedding	5,265

*The 2012 ABC Magazine Market Coverage Report Identifies the DMA Circulation of National ABC Audited publications. The 2012 report lists the circulation of these publications in the Philadelphia DMA. This is the latest data available and is based on the 2011 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 2011 ABC publishers statement.

Total Population in the Philadelphia DMA - 8,077,567 Total Households -3,055,961





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CIRCULATION BY COUNTY

County	Subscription Copies	Verified Copies	Newsstand Copies	Total Copies	% Circulation
Bucks, PA	9,118	4	975	10,097	8.82%
Chester, PA	8,430	8	1,412	9,850	8.60%
Delaware, PA	10,803	—	942	11,745	10.26%
Montgomery, PA	18,884	—	2,942	21,826	19.06%
Philadelphia, PA	19,273	2,609	2,450	24,332	21.25%
Burlington, NJ	3,525	9	559	4,093	3.58%
Camden, NJ	4,638	—	562	5,200	4.54%
Gloucester, NJ	1,836	90	314	2,240	1.96%
SMSA TOTAL	76,507	2,720	10,156	89,383	78.07%
Berks, PA	1,180	6	155	1,341	1.17%
Lehigh, PA	779	—	51	830	0.72%
Monroe, PA	66	1	5	72	0.06%
Northampton, PA	412	3	44	459	0.40%
Schuykill, PA	139	—	3	142	0.12%
Atlantic, NJ*	1,016	2,101	150	3,267	2.85%
Cape May, NJ	752	—	174	926	0.81%
Cumberland, NJ	341	—	61	402	0.35%
Mercer, NJ	738	3	146	887	0.77%
Salem, NJ	136	—	35	171	0.15%
Warren, NJ	15	—	15	30	0.03%
Kent, DE	43	—	19	62	0.05%
New Castle, DE	979	11	133	1,123	0.98%
Section Total	6,882	2,100	1,584	10,566	8.6%
ADI TOTAL	83,103	4,845	11,147	99,095	86.55%
ALL OTHER COUNTIES AND STATES					
Delaware	149	—	71	220	0.19%
Maryland	438	66	15	519	0.45%
New Jersey	1,124	550	101	1,775	1.55%
Pennsylvania	2,604	379	217	3,200	2.80%
All Other US States	6,423	3,169	87	9,679	8.45%
SECTION TOTAL	10,738	4,164	491	15,393	13.45%
GRAND TOTAL	93,841	9,009	11,638	114,488	100.00%

*Includes Hotel Copies and Public Place
 Publisher's Own Data - based on February 2012 Issue



SPACE AND MATERIAL DEADLINES

ISSUE	SPACE DEADLINE	AD MATERIAL DUE	COMPLETED DIGITAL AD DUE	ON SALE DATE
JANUARY 2013	November 20	November 28	December 7	January 2
FEBRUARY 2013	December 12	December 19	January 11	February 4
MARCH 2013	January 24	January 30	February 8	March 4
APRIL 2013	February 21	February 27	March 8	April 1
MAY 2013	March 21	March 27	April 5	April 29
JUNE 2013	April 18	April 24	May 3	May 28
JULY 2013	May 23	May 29	June 7	July 1
AUGUST 2013	June 20	June 26	July 5	July 29
SEPTEMBER 2013	July 25	July 31	August 9	September 3
OCTOBER 2013	August 22	August 28	September 6	September 30
NOVEMBER 2013	September 19	September 26	October 4	October 28
DECEMBER 2013	October 17	October 23	November 1	November 25
JANUARY 2014	November 19	November 27	December 6	December 30

AD PREPARATION

▪ **Platform:** Macintosh format preferred. IBM/PC format accepted.

▪ **Software:** Hi-res Adobe Acrobat PDF (recommended)

PDF Settings:

- Hi-res PDF for press: PDF/X-1a:2001 (recommended) or Press Quality
- All fonts embedded

Image settings:

- Color images: 300 DPI
- Monochrome images (Graphic & Art Settings): 1200 DPI

Note: Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended.

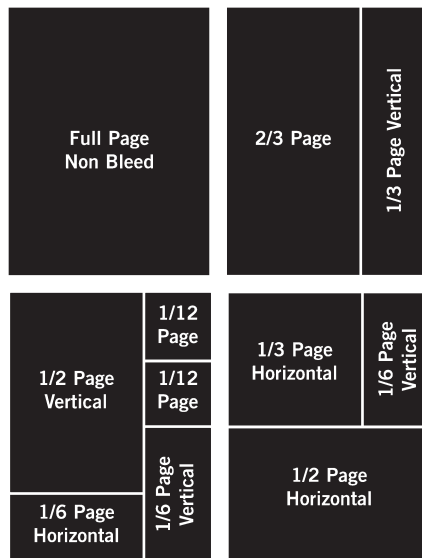
Also accepted: InDesign, Photoshop (saved as a TIFF or EPS file) or Illustrator (saved as an EPS file). Convert all fonts used in art files to outlines. Native files may be sent with all screen and printer fonts and all art files used in the ad.

▪ **Images:** All hi-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixelated, blurry or lower quality image. Black and white scans must be grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK not RGB. Do not use spot colors, or call your sales representative to discuss PMS ink charges.

▪ **Printing specifications:** 20-25% dot gain. Heat-set web offset. Perfect bound. Jogs to head.

▪ **Prep specifications:** 133 line screen. Screened tone values over 85% may print solid. Screen tone values under 3% may drop to white. Total density in any one area must not exceed 280%. Publisher can not guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

▪ **Production Charges:** A production charge will be assessed if an advertiser does not supply a complete usable file, and for files resupplied by an advertiser for revisions. Disc intervention on supplied files will incur production charges except for correction of publisher's errors.



AD SPECIFICATIONS

FULL PAGE

Full page non-bleed	7"(w) x 9.5" (h)
Full page Bleed Size	8.25" (w) x 10.75" (h)
Trim Size	8" (w) x 10.5" (h)
Live Area	7.25" (w) x 9.75" (h)

Bleed ads allow .125" bleed on all sides and keep live matter .375" from all trim edges.

SPREAD

Two Page Bleed Size	16.25" (w) x 10.75" (h)
Trim Size	16" (w) x 10.5" (h)
Live Area (Each Page)	7.25" (w) x 9.75" (h)
1/2 horizontal Bleed spread	16.5" (w) x 5.375" (h)
Trim size	16"(w) x 5.25" (h)

For 2 page spread bleed ads, keep live matter .375" from all trim edges and from gutter.

FRACTIONAL

2/3 page	4.5" (w) x 9.5" (h)
1/2 Page vertical	4.5" (w) x 7" (h)
1/2 horizontal	6.875" (w) x 4.625" (h)
1/3 vertical	2.125" (w) x 9.5" (h)
1/3 horizontal	4.5" (w) x 4.625" (h)
1/6 vertical	2.125" (w) x 4.625" (h)
1/6 horizontal	4.5" (w) x 2.25" (h)
1/12	2.125" (w) x 2.25" (h)
1"	2.125" (w) x 1" (h)

FRACTIONAL BLEED ADS

1/3 Vertical Bleed ad	3" (w) x 10.75" (h)
Trim size	2.75" (w) x 10.5" (h)
2/3 page Bleed ad	5.375" (w) x 10.75" (h)
Trim size	5.125" (w) x 10.5" (h)
1/2 horizontal Bleed ad	8.25" (w) x 5.375" (h)
Trim size	8"(w) x 5.25" (h)

Bleed ads allow .125" bleed on all sides. Keep live matter .375" from all trim edges. Ad may run on a left or right-hand page. The ad must be set up to allow for trim and safety on all sides. When printed, all bleed edges are removed.

AD SUBMISSION

▪ **Upload files to:** www.phillymag.com/ad_upload/index.html

This method is recommended. Please compress files prior to uploading. Keep file name short and remove and special characters such as commas, extra periods, or ampersands.

▪ **Email (under 2MB, only):**

- Philadelphia magazine: prodmac@phillymag.com
- Philadelphia Wedding, Gphilly, Be Well Philly, or Taste: prodmcpc@phillymag.com

▪ **Proofs:** Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

▪ **Discs and Proofs** may be mailed to:

MetroCorp-Philadelphia Production, 1818 Market St Suite 3600, Philadelphia, PA 19103

Call your sales representative for a complete digital requirements sheet. 215.564.7700. If you have further questions, please call the Production Department at 215.940.4603.