



P

Philadelphia

MAGAZINE



MEGHAN CIMA

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PHILLYMAG.COM

Phillymag.com has over 1.5 million monthly unique users turning to the expertise of *Philadelphia* magazine as the definitive resource for our great city and surrounding areas.

NYSTIA Rates:

Digital package includes:

Tier 1:

100,000 ROS banners: \$1,412

1 Newsletter: \$1,176

(choose from Foobooz, Wedding, LGBTQ or Things to Do)

1 Sunday Newsletter: \$1,765

Total Package: \$4,353

Tier 2:

200,000 ROS banners: \$2,824

2 Newsletters: \$2,353

(choose from Foobooz, Wedding, LGBTQ, and Things to Do)

Total Package: \$5,176

Added Value: 50,000 bonus ROS banner impressions

Reservation due date: Two weeks prior

Materials due date: One week prior



LGBTQ Channel



Phillymag.com's LGBTQ channel is a fun and informative place for Philly LGBTQ-ers to go to for news and event information. We aim to be engaged, trusted, and respected in the local LGBTQ community. www.phillymag.com/g-philly/

About the Editor:

Ernest Owens is the editor of G Philly. Odds are, you know Ernest's work already. He's a columnist for Metro US, a contributor for Huffington Post and an astute observer of the full spectrum of Philly's huge LGBTQ community.

Weekly E-newsletter:

- Deployment Day: Friday
- List Size: 1,100+ opt-in subscribers

Key Stats:

- Male: 49%
- Age: 74% 18-44

NYSTIA Rate:

100,000 banner impressions: \$1,412

200,000 banner impressions: \$2,824

300,000 banner impressions: \$4,235 (based upon availability)

Added Value: Event Listing on Road Trips page in March or September 2019 issue of *Philadelphia* magazine

Reservation Due Date: Two weeks prior

Materials Due by: One week prior

Philadelphia Wedding



Reach: 50,000

Frequency: Semi-Annually (June & Dec)

Features: The largest and most authoritative bridal brand in the region providing inspiration and trends to elegant and sophisticated brides.

NYSTIA Rates:

1/3 page color ad: \$2,941

Half page color ad: \$4,941

Full page color ad: \$7,647

Added Value: A listing on phillymag.com/wedding-vendors/ and a complimentary 30-50-word listing in “The List,” located in Philadelphia Wedding.

Publication date: Summer/Fall issue
June 2019 –December 2019

Reservation due date: April 19, 2019

Materials due date: April 26, 2019

Press support: Sarah Zlotnick, Wedding editor,
szlotnick@phillymag.com

Additional Comments: A Destinations Wedding Co-op would be good for smaller venues.

Custom Content Campaign

Highlight your brand to Phillymag.com readers through custom content created by *Philadelphia* magazine's content studio on behalf of your brand.

Sponsorship Benefits

- Customized content posts for your brand written & designed by City/Studio
- Each post is live for 2 weeks on a relevant Phillymag.com digital channel
- Ability to house client-supplied images and videos
- Engagement drivers include:
 - Mini posts in blog rolls of homepage and across Phillymag.com
 - ROS in-article headlines
 - Suggested content link: "You May Also Like"
 - Inclusion in "Trending Headlines" along the right rail
 - Organic post on *Philadelphia* magazine's Facebook page (one per content post)

Timing: (1) One post every two weeks

Engagement Drivers and guaranteed impressions: 200,000

NYSTIA Rates:

1 post Custom Content package: \$4,706 (200,000 guaranteed impressions)

2 post Custom Content package: \$8,824 (400,000 guaranteed impressions)

3 post Custom Content package: \$12,353 (600,000 guaranteed impressions)

Added Value: 40,000 banner ad impressions

Reservation/Materials due date: 4 week lead time to live post

Additional Comments: Custom Content advertising is very engaging and highly effective because it is written by Philadelphia Magazine editors and speaks to our audience. A full recap with analytics is given after the program ends.

BeWellPhilly

Be Well Philly Advertising Options



Reach: 140,000

Frequency: Annually (Nov)

Features: A collection of curated, authoritative guides to looking and feeling great, adventure travel, spas, yoga, bike trails, healthy recipes and retreats. A year-round resource for active destinations and readers of all ages and fitness levels.

NYSTIA Rates:

Full Page \$10,000

2/3 Page \$4,706

1/3 Page \$2,941

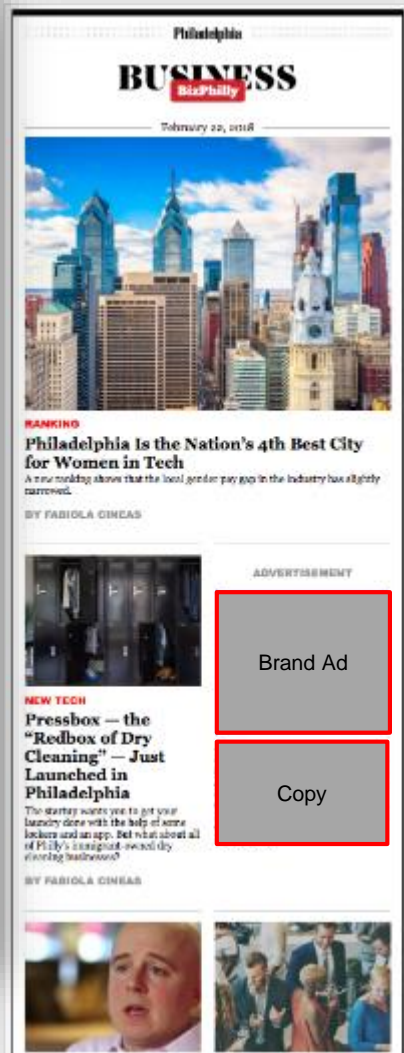
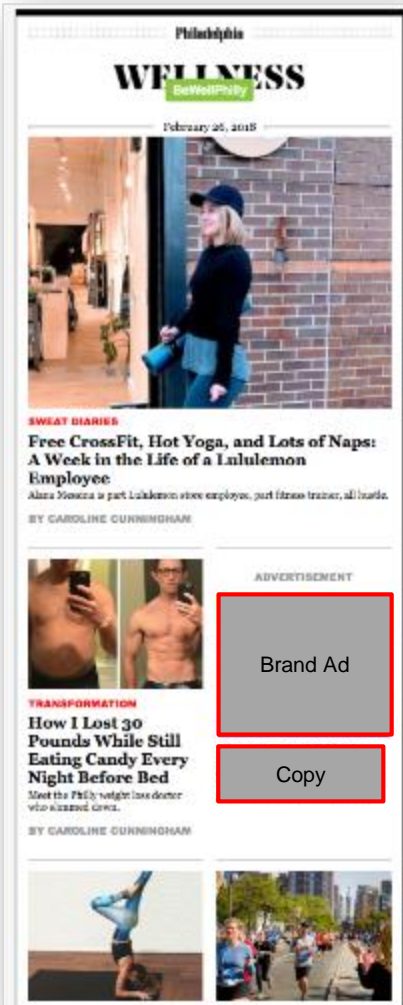
Added Value: Photo and listing on the September 2019 Road Trips page in *Philadelphia* magazine OR an Excel list of 500 subscribers to *Philadelphia* magazine

Publication date: November 2019

Reservation due date: September 6, 2019

Materials due date: September 13, 2019

APPENDIX



E-newsletter Sponsorships

To extend your brand's campaign reach to Phillymag.com's highly-engaged opt-in e-newsletter audience, your brand will also sponsor editorial e-newsletters throughout the campaign.

E-newsletter Sponsorships:

- Philly Mag Daily (Mon-Sat)
- Wedding (Mondays)
- Be Well Philly (Mondays & Fridays)
- Foobooz (Tuesdays and Thursdays)
- BizPhilly (Thursdays)
- Home & Real Estate (Thursdays)
- Weekender (Fridays)
- LGBTQ (Fridays)
- Philadelphia Sunday (Sundays)
- Scout (1st of each month)

Total Average Open Rate: 31%

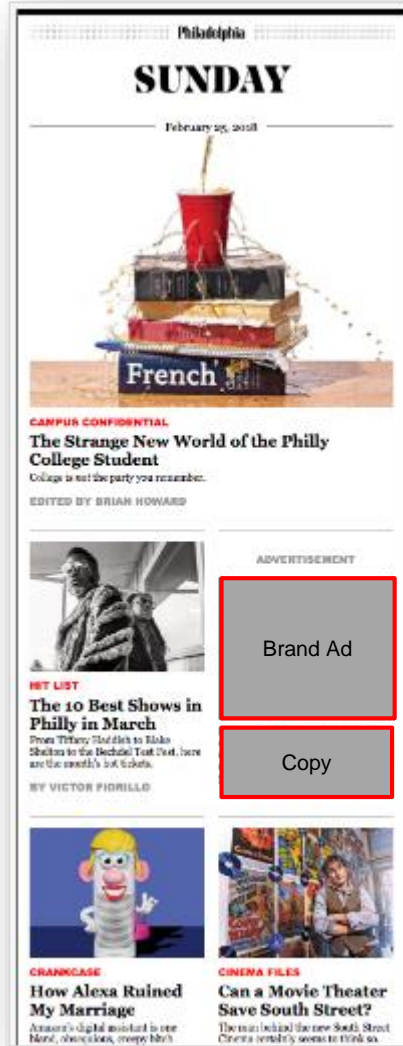
Sponsorship Benefits:

- One 300x250 ad unit
- 20-25 words of promotional text
- Link to your brand's URL of choice

Timing: (1) newsletter



Philadelphia Sunday Sponsorship



Reach smart, influential, plugged-in Philadelphians with a sponsorship of *Philadelphia Sunday*—the modern Sunday “newspaper” providing timely news stories, thought provoking columns and witty reads once a week.

Weekly E-newsletter:

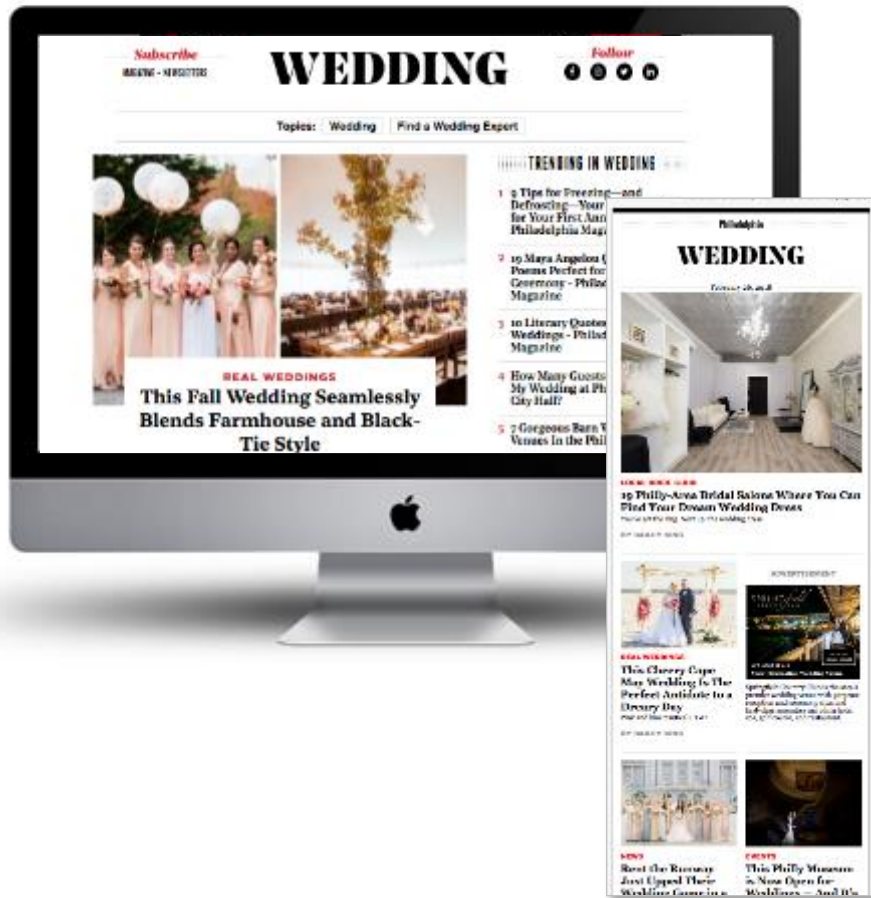
- Deployment Day: Sunday
- List Size: 21,000+ opt-in subscribers

Sponsorship Benefits

- One 300x250 ad unit
- 20-25 words of promotional text
- Link to your brand’s URL of choice

Timing: Sundays

Philadelphia Wedding Channel



Phillymag.com's Wedding channel gives Philadelphia brides ideas, inspiration, tips and advice for their weddings. This includes everything from local news and spotlighting local experts and events to national wedding coverage and things they need to know about, no matter where they live.

About the Editor:

Sarah Zlotnick previously served as editor-in-chief of Washingtonian Bride & Groom and worked as a national editor at WeddingWire. Her work has been spotlighted on Good Morning America, CNBC, WUSA's Great Day, Refinery29, Huffington Post, and Bethesda Magazine. Sarah was born in Pennsylvania and spent holidays and summers growing up with her father's family in Ardmore.

Weekly E-newsletter:

- Deployment Day: Monday
- List Size: 4,000+ opt-in subscribers

Key Stats:

- Female: 75%
- Age: 42% 25-34
- Time Spent: :46

Things To Do Channel



Phillymag.com's Things To Do channel is a go-to source for art and event recommendations and coverage in Philadelphia. Things To Do provides a fun way of keeping up with big-name entertainers with a Philly connection and is a place for Philadelphians to share in national pop-cultural happenings.

Regular features:

- Philly Guide (Mondays)
- Things to Do With Kids and Family (Wednesdays)
- Things to Do in Philly This Weekend (Fridays)

Weekly E-newsletter: "Weekender"

- Deployment Day: Friday
- List Size: 7,500+ opt-in subscribers

Key Stats:

- Female: 48%
- Age: 59% 18-44
- Time Spent: :29

Phillymag.com's Foobooz channel is the authority for food and drink news in Philadelphia. It constantly answers this essential question: Where and what should I eat/drink next?



Regular features:

- Ask the Editor (weekly)
- Timely Guides & Reviews (weekly)
- Weekend Guide (weekly)

Year-round guides:

- 50 Best Restaurants (updated: Winter, Spring, Summer, Fall)
- 50 Best Bars (updated: November)
- The "Top" Series: Our collection of guides to Philly food & drink

Weekly E-newsletter:

- Deployment Days: Tuesday & Thursday
- List Size: 15,000+ opt-in subscribers

Key Stats:

- Female: 52%
- Age: 58% 25-44
- Time Spent: 1:06

CUSTOM CONTENT ENGAGEMENT DRIVERS



Mini Post in Blog Roll



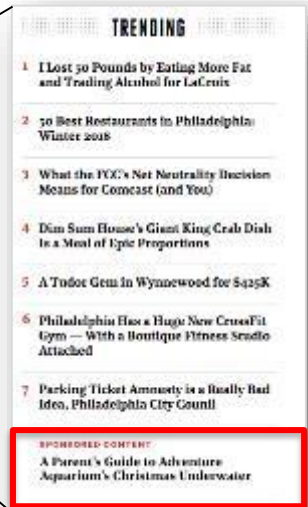
Organic Facebook Post



"You May Also Like" Suggested Content Link



In-Article Headline



Trending Headlines



Be Well Philly's Active Destinations

Be Well Philly's Active Destinations

Fire Tower Hikes Fit for All
Mt. Arab Fire tower hike, a 150 mile lake loop trail and remote waterfalls are easy access, offering incredible views in Northern New York's Adirondack Foothills. Fall colors peak the first week in October.

Visit Bucks County
Bucks County is home to the scenic 5,286-acre Nockamixon State Park! The park is close enough to Philadelphia for a day trip, but far enough away for a getaway. Tonolowick Creek, Three Mile Run and Haycock Run feed the 1,450-acre Lake Nockamixon - a great spot for migrating waterfowl and a fun spot for those seeking recreation on the water.

The Endless Mountains
The Endless Mountains of Northeastern PA is the perfect place to kayak the Susquehanna River, take in nature while hiking or biking, explore one of our historic small towns or attend a fair or festival. 1.800.768.8999

ST. LAWRENCE COUNTY, NY
northcountryguide.com

BUCKS COUNTY, PA
visitbuckscounty.com

NORTHEAST PA
endlessmountains.org

Be Well Philly Travel Guide Sponsorship *Philadelphia* magazine's annual Be Well Philly issue is the region's go-to guide for looking and feeling great and living a healthy lifestyle. Published in December, *Be Well Philly* reaches 150,000 readers year-round with fresh, reliable, exciting content for every season.

Why Advertise To The Be Well Philly Audience?

They are not only into Health and Fitness, they also love to shop and travel, are home décor enthusiasts, technophiles and music lovers. They invest in their appearance, are avid readers, TV watchers and sports fans. And they love their pets!

Distribution:

- 95,000 *Philadelphia* magazine subscribers
- 25,000 movers looking for doctors, dentists, food stores, salons, gyms and other lifestyle resources
- 10,000 subscribers to other women's health publications
- 5,000 participants of the Philly 10K
- Reaches influential audiences and household decision makers via regional health events such as the Heart Ball and the Go Red Luncheon
- Other distribution includes *Philadelphia* magazine and Be Well Philly events year-round, doctors and dentist offices

Investment:

1/3 Page formatted ad \$1,765 Includes photo and 35 words of copy to be provided by client

Commitment Deadline: September 6, 2019

Materials Due: September 11, 2019

THANK YOU



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