






# Baltimore's CHILD

## MEDIA KIT 2024

baltimoreschild.com



TARGET PARENTS IN THE  
GREATER BALTIMORE METRO AREA

Print | Digital |   

p 410.902.2300, ext. 2 | advertising@baltimoreschild.com | BaltimoresChild.com  
9200 Rumsey Road, Suite 215 | Columbia, MD 21045 | Please submit ad materials to your sales consultant

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## 2024 EDITORIAL CALENDAR



PUB DATE	THEME	DIRECTORIES	ADVERTORIAL FOCUS	SALES DEADLINE	CAMERA READY ADS DUE
<b>JANUARY</b>	Camps, Indoor Fun	Overnight Camps	School Open Houses Spotlight on Camps	December 14	December 16
<b>FEBRUARY</b>	Camps and Summer Programs Valentine's Day	Camps and Summer Programs, Education Guide	School Open Houses Spotlight on Camps	January 18	January 20
<b>MARCH</b>	Youth Arts   Education	Camp, Family Entertainment	Camps	February 15	February 17
<b>APRIL</b>	Health & Fitness/Sports Easter & Passover Events	Sports, Camp	Spotlight on Camps	March 15	March 17
<b>MAY</b>	Party   Teachers of the Year, Mother's Day   Pets	Party		April 12	April 14
<b>JUNE</b>	Summer Fun with Expanded Calendar Pregnancy   Father's Day   Dental Health	Pregnancy Guide	Spotlight on OB/GYN & Pediatrics, Dentists/Orthodontists	May 17	May 19
<b>JULY</b>	Special Needs   <b>Readers Choice</b>	Special Needs	Spotlight on Special Needs	June 14	June 16
<b>AUGUST</b>	Back-to-School	Open House Dates, Back-to-School Guide, Medical, Aftercare		July 12	July 14
<b>SEPTEMBER</b>	Education   The Arts   Dance   Theatre	Arts, Open House Dates, Education Guide	Spotlight on Preschool	August 16	August 18
<b>OCTOBER</b>	Private Schools   Halloween Happenings   Pets Mom Health, BMore Inclusive, A Resource Guide for Families of Children with Special Needs	Private Schools	Spotlight on Arts & Education Spotlight on Special Needs	September 13	September 15
<b>NOVEMBER</b>	Preschool and Day Care   Santa Sightings Charitable Giving   National Adoption Month	Open House Dates, Preschool and Day Care	Spotlight on Preschool	October 11	October 13
<b>DECEMBER</b>	Holiday Happenings   Gift Guide Charitable Giving   Family Health   Camps	Holiday Gift Guide		November 15	November 17

All themes/directories subject to change.

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## AUDIENCE AND DEMOGRAPHICS

Each month of Baltimore's Child focuses on different topics that Baltimore parents need or want information on.

Print | Digital |     
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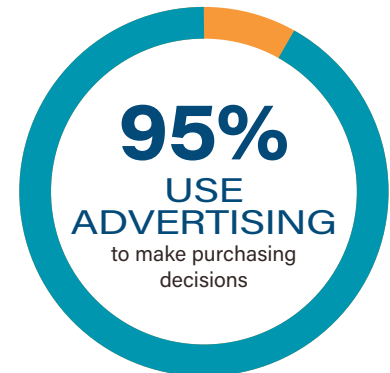


 **87%** ARE COLLEGE EDUCATED

 **89%** ARE BETWEEN THE AGES OF 25 AND 54

 **76%** ARE THE PRIMARY HOUSEHOLD SHOPPER

 THE AVERAGE READER IS FEMALE AND 34



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## ADVERTISING RATES

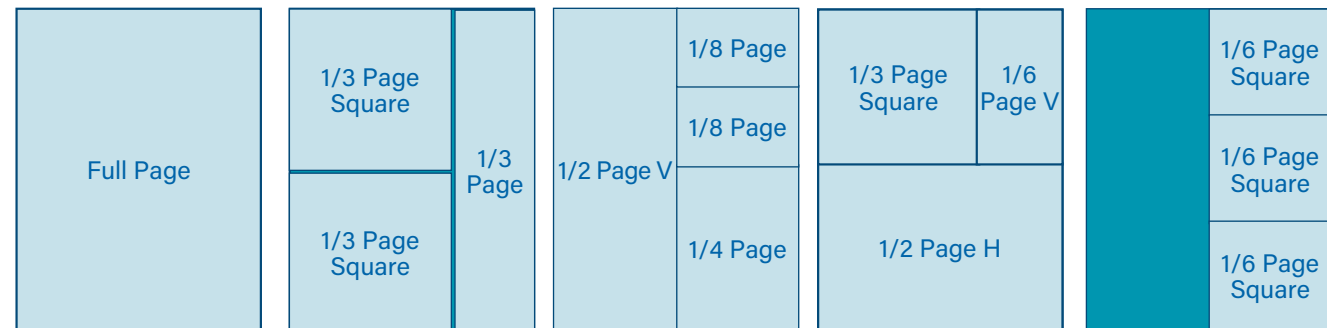
Effective January 1, 2024

Reach an affluent audience of 77,000 engaged parents with BC's print & digital magazine.

Size	Width" x Height"	1-2x	3-5x	6-11x	12x	ADD VIDEO	ADD SLIDESHOW
Premium Positions Inside Front, Inside Back, Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	\$2500	\$2375	\$2250	\$2150		
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2325	2200	2100	1995	\$500	\$250
Full Page	7.125" x 9.4375"	2325	2200	2100	1995	500	250
1/2 Page Horizontal	7.125" x 4.625"	1160	1100	1050	995	500	250
1/2 Page Vertical	3.5" x 9.4375"	1160	1100	1050	995	500	250
1/3 Page Square	4.75" x 4.625"	850	810	770	735		
1/3 Page Vertical	2.25" x 9.4375"	850	810	770	735		
1/4 Page	3.5" x 4.625"	590	565	545	515		
1/6 Page Square	3.5" x 3.0625"	440	415	395	375		
1/6 Page Vertical	2.25" x 4.625"	440	415	395	375		
1/8 Page	3.5" x 2.25"	325	305	290	275		

Trim Size of Baltimore's Child is 8.125 x 10.625 | \*All prices are per ad insertion.

## DISPLAY AD SIZES



### DEADLINES

The deadline for all advertising is the second Wednesday of each month.

### PRODUCTION NOTES

Camera-ready art accepted by email. Ask your sales representative for a current list of acceptable formats and production guidelines.

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# DIGITAL ADVERTISING rates

EFFECTIVE JAN. 1, 2024

## ONLINE ADVERTISING

### WEBSITE ADS

#### JUMBO LEADERBOARD

994 pixels x 100 pixels

1 MONTH \$600

*Jumbo leaderboard appears on the home page.*

#### IN-ARTICLE ADVERTISING

468 x 60 pixels

1 WEEK \$750

4 WEEKS 600

12 WEEKS 450

26 WEEKS 300

52 WEEKS 150

*These ads appear within an article on our website.*

#### PREMIUM JUMBO TILE AD

300 pixels x 250 pixels

1 MONTH \$900

*Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.*

#### STANDARD TILE ADS

300 x 250 pixels

1 MONTH \$450

*Tile ad appears on the home page and all other pages throughout the website.*

### ADDITIONAL WEBSITE OPTIONS

#### DIRECTORY LINK & LOGO

Adjustable size

1 YEAR \$600

*Logo, URL and description.*

#### DIGITAL SPOTLIGHT

Adjustable size

1 YEAR \$300

*Photo, 100 word write-up and contact information.*

#### WEB PACKAGE

1 YEAR \$900

*Includes both Directory Link & Logo and the Digital Spotlight.*

### SPONSORED CONTENT

#### STORY

500 Maximum Words

1 MONTH \$400

*The article title is listed on our home page for one month under "Sponsored Articles."*

#### VIDEO

1 MONTH

Up to 60 seconds \$500

### PROGRAMMATIC AUDIENCE EXTENSION

#### ★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 2 locations  
Publisher site retargeting — **\$600 per month**

#### ★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 4 locations  
Publisher site retargeting — **\$900 per month**

#### ★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location  
Keyword retargeting • Geo-fencing of up to 5 locations  
Publisher site retargeting • Advertiser site retargeting (requires pixel placement) — **\$1,200 per month**

#### AD SIZES

320x50    300x50    300x250    728x90    160x600

*\*For a single business location only.*

*\*\*Client supplies five keywords for us to build from.*

*\*\*\*Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*\*\*\*\*Three-month campaign minimum*

### SOCIAL MEDIA

FACEBOOK AND INSTAGRAM \$250/POST

*Image and short write-up.*

### EMAIL MARKETING

#### ELETTER

600 x 90 pixels

TOP BANNER AD \$299

BOTTOM BANNER AD \$249

#### EBLAST\*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$599

*To our opted-in database*

#### PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750

*30,000 targeted emails to Baltimore-area parents with children pre-K to 8th grade.*

\*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. <http://sampledomain.com/images/Myimage.jpg>). In-house build: Client must supply all images, text and links (URLs) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.