

Birmingham

magazine

2018 MEDIA KIT

THE DEFINITIVE GUIDE TO LIFE IN
AND AROUND THE MAGIC CITY

Birmingham

AS WE ENTER A NEW YEAR of publishing Birmingham magazine, we will continue to embrace everything Birmingham has to offer and share the best of the city with you. Birmingham magazine is the longest-running lifestyle magazine in the city. In fact, we've been publishing consecutively for more than 55 years. The magazine has been a voice for the city throughout the years, and as Birmingham continues to grow and change, so does the magazine. As the definitive guide to the city, Birmingham magazine is the authority on cultural events, our flourishing food scene, and the people and places you need to know about. Featuring thoughtful writing and stunning photography, the magazine grandly portrays what life is like in The Magic City.

With 12 regular issues and two additional weddings issues, numerous sponsorship opportunities are available, especially in themed issues like the annual Best of Birmingham issue. We are excited to share another year of strong content, and look forward to working with you and your business.



Julia Sayers
Editor in Chief



Compelling Editorial Content

IN EVERY ISSUE:

THE BUZZ

- Compelling, thoughtful stories about current events
- Newsy happenings, city updates, and business openings
- Success stories of people and places

A&E

- Arts, music, and entertainment coverage
- Events not to miss
- What to read, watch, listen to, and follow

TABLE

- Food news: the latest things to eat and drink
- Technique-focused recipes
- How to use seasonal produce

LIVING

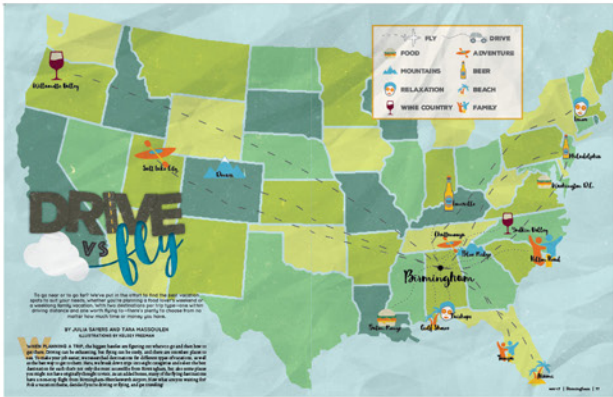
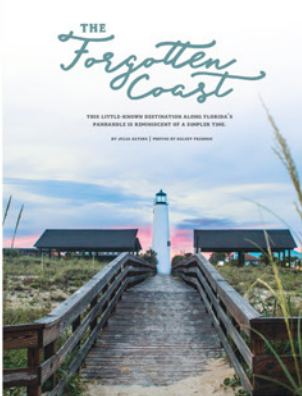
- Visually strong homes stories
- Local product spotlights
- Travel destinations near and far



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Voted Best Magazine for 2017 by the Alabama Press Association



FEATURE CONTENT THAT DIGS DEEPER: In addition to our regular sections, each issue includes feature stories. These articles find the untold stories; tell the history of people, places, and things; offer guides to events; or share the results of annual polls, such as our Best of Birmingham feature. These are the stories that give a deeper look into our city.



2018 Editorial Calendar

LEVERAGE YOUR BRAND IN MEANINGFUL WAYS BY ADVERTISING IN BIRMINGHAM MAGAZINE AND BIRMINGHAM WEDDINGS & CELEBRATIONS.

January

Health & Wellness Issue

- » Health & Medical Issue
 - » Physician Profiles
- Space: 11/8/17 Materials: 11/15/17

February

The Suburbs Issue

- » A Neighborhood Guide
 - » Spring Break Travel
 - » College Profiles
- Space: 12/16/17 Materials: 12/20/17

February Weddings

- » Weddings
 - » Honeymoon Travel
- Space: 1/4/18 Materials: 1/6/18



June Weddings

- » Weddings
 - » Honeymoon Travel
- Space: 5/1/17 Materials: 5/8/17

March

The Family Issue

- » Best of Birmingham's Family Edition
 - » Health: A guide for Family & Kids
 - » Private & Preschool Guide
 - » Summer Camp Guide
- Space: 1/12/18 Materials: 1/19/18

April

The Home & Garden Issue

- » Birmingham's Most Beautiful Homes
 - » Home & Garden Feature
 - » Top Attorneys
 - » Realtor Profiles
- Space: 2/8/18 Materials: 2/15/18

May

The Beach Issue

- » Beach Homes
 - » Mother's Day Gift Guide
 - » Summer Travel
- Space: 3/15/18 Materials: 3/22/18

June

The Outdoors Issue

- » Lake Homes
 - » Guide to Summer
 - » Father's Day Gift Guide
 - » Men's Health & Fitness
- Space: 4/13/18 Materials: 4/20/18



July

The Young Professionals Issue

- » Music & Festivals Resource Guide
- » Loft Living/Real Estate
- » Top Young Professionals/Millennial in Business
- » Wealth Management Profiles

Space: 5/17/18 Materials: 5/24/18

August

The Travel Issue

- » Fall Travel Guide
- » Senior Lifestyles & Retirement Section
- » Alabama College Guide
- » Private & PreSchool Guide

Space: 6/14/18 Materials: 6/21/18

September

The Best of Birmingham Issue

- » Best of Birmingham

Space: 7/12/18 Materials: 7/19/18

October

The Food Issue

- » Medical Champions of Care
- » Food Lover's Guide to Birmingham
- » Antiques in the Gardens
- » Best Venues
- » Travel

Space: 8/16/18 Materials: 8/23/18



November

The Women's Issue

- » Women Who Shape the State
- » Women's Health & Wellness Section
- » Great Places to Work
- » Holiday Travel

Space: 9/13/18 Materials: 9/20/18

December

The Holidays Issue

- » Holiday Gift Guide
- » Autos Special Section
- » Year-end Giving
- » Holiday Venues/Events

Space: 10/11/18 Materials: 10/18/18

Cancellation requests past the space reservation deadline will not be honored. Ads bill the month prior to the issue. Ex: February issue bills in January, March bills in February, etc.



Inspiring Weddings

TWICE A YEAR, WE PUBLISH BIRMINGHAM WEDDINGS & CELEBRATIONS, A LOOK INTO LOCAL WEDDINGS, BRIDAL VENDORS, AND MORE. FROM GOWNS TO CATERING TO FLOWERS, IT'S THE BIRMINGHAM BRIDE'S SOURCE FOR IDEAS.

BY THE NUMBERS

Birmingham magazine readers are in the top 3% of people who will spend \$100k or more on their wedding. Birmingham magazine has more female readers age 18+ and working women earning \$75K+ than any other local publication.

We have more readers in both categories for first and possibly second weddings in the 21-34 and 35-44 age groups; and 54% of our readers are female.





Spectra

say I do to the 'do

By the time you're ready to say your wedding vows...

THE PERFECT BRIDE
 The bride of the day is the one who has the most fun. She's the one who is in charge of the party. She's the one who is the life of the party. She's the one who is the most beautiful. She's the one who is the most loved. She's the one who is the most cherished. She's the one who is the most precious. She's the one who is the most wonderful. She's the one who is the most amazing. She's the one who is the most incredible. She's the one who is the most extraordinary. She's the one who is the most magnificent. She's the one who is the most magnificent.



Birmingham

weddings

Given's to fall in Love with

Love in India

Go Bright & Bold

Flower Power



Birmingham

weddings

& CELEBRATIONS

Your day Your way

IDEAS FOR THE CLASSIC, CONTEMPORARY & CASHI

Couture Cakes

In the Valley of Love

Flower Power

logos of love

Experience the Brand

WE HOST EVENTS AS UNIQUE AS OUR PRODUCT

Birmingham magazine events are unparalleled in the market; they support our content and our marketing partners, while making a statement in the city's social scene. Our Best of Birmingham and Women Who Shape the State events are just a few of our top-notch, well-attended events held each year.



BEST OF BIRMINGHAM: A celebration of our annual Best of Birmingham winners

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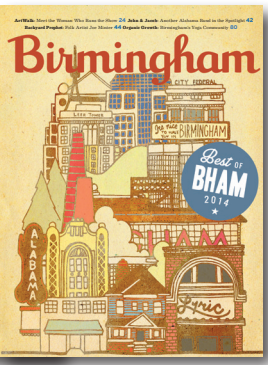
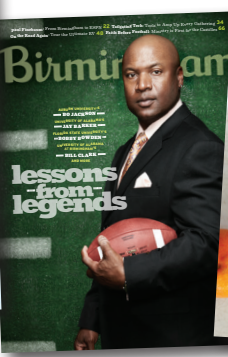
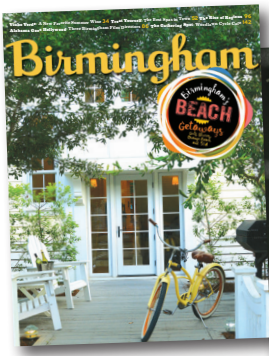


WOMEN WHO SHAPE THE STATE: This event is in its fifth year and continues to highlight outstanding female leaders from across the state.





AVERAGE
ISSUE
READERSHIP




PEOPLE PAY FOR IT **89%** PAID CIRCULATION


OUR READERS

41% UNDER 45
36% AGES 45-64



64%
WOMEN

31% of our readers earn \$100,000+ per year 

70% have a college degree 

WHEN COMPARED TO THE REST OF THE MARKET, BIRMINGHAM MAGAZINE'S READERS ARE:



83%

more likely to own a luxury vehicle

42% more likely to have significant investments



SOURCES: SCARBOROUGH, 2017; CVC AUDIT, 2017



“ Working with Birmingham Magazine was an incredible experience from start to finished project end. The advertising specialists made the process seamless with innovative ads and ideas that reflected my business as I had envisioned. ”

SHELLY SMITH, OWNER, PURE BARRE RIVERCHASE



- » Regular, targeted mailings to over 100 ZIPs
- » Additional branding powered by AL.com and in partnership with our sister publications in outside markets
- » Complimentary mailings to a selection of influential leaders, businesses, and key waiting rooms
- » Aggressive pricing and renewal opportunities mailed directly in homes
- » Bulk subscriber lists, including realtors, business groups including the Birmingham Business Alliance
- » Over 10,000 complimentary copies handed out yearly at magazine-partner events

DISTRIBUTION



Barnes & Noble
 Birmingham International Airport
 Books-A-Million
 Costco

Sprouts
 Publix
 Little Professor
 Piggly Wiggly
 Sam's Club

Urban Standard
 Walgreens
 Walmart
 Western
 Whole Foods

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Beyond Newsstands

DIGITAL DISPLAY ADVERTISING

Take your advertising campaign

to the next level by extending your advertising campaign to Birmingham magazine readers online. We can target readers wherever they are, increasing frequency and impact.

- BANNER ADS
- VIDEO ADS
- REMESSAGING

Sponsored Content

Reinforce your expertise and value to your customers in a non-intrusive, authentic way. We offer both print and online positioning for your brand story.

Birmingham Buzz

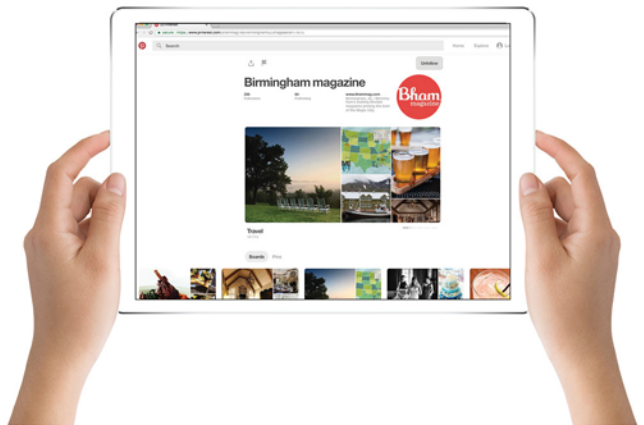
Every week, we publish and push out the most comprehensive coverage of what's happening and worth attending in Birmingham. Readers look forward to reading the upcoming weekend's events, as well as features on local establishments. The Birmingham Buzz email newsletter reaches 9,500 Birmingham residents. Premium, dedicated email advertising options are available.

Social Media



Our reach extends to a growing audience on social media.

- 28,000 Facebook Fans
- 17,000 Instagram Followers



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2018 Rates

SCHEDULE YOUR ADS TODAY FOR UPCOMING ISSUES

STANDARD POSITIONS	OPEN	3X	6X	9X	12X
Full	\$3500	\$3343	\$3010	\$2769	\$2443
2/3	2880	2764	2488	2289	2073
1/2	2268	2177	1961	1804	1668
1/3	1760	1689	1519	1397	1261
1/6	1179	1132	1018	935	850
PREMIUM POSITIONS					
Spread	\$5666	\$5438	\$4935	\$4634	\$4328
1/2 Spread	4570	4386	3948	3619	3290
Back Cover	4477	4284	3981	3849	3246
Inside Front Cover	4234	4052	3800	3559	3078
Inside Back Cover	4234	4052	3800	3559	3078

1/4 page positions are available for some special sections.

WEDDINGS ISSUE

AD SIZE OPTIONS

Full	\$2995
1/2	\$1795
1/4	\$995

FEBRUARY WEDDINGS

Space: 1/4/18 Materials: 1/6/18

JUNE WEDDINGS

Space: 5/1/18 Materials: 5/5/18

“I have advertised with Birmingham magazine for several years because their audience is loyal and has buying power. Whether it’s a print ad, event sponsorship or community engagement opportunity, I always get incredible value with my advertising dollars. ”

CURT MORRIS, OWNER, LA-Z-BOY FURNITURE GALLERIES

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Specifications

STANDARD ADVERTISING SPECS

- PDF/X-1a with all fonts embedded
- PDF should be exact ad size
- No printer's marks or extra white space
- 300 dpi images
- CMYK Colorspace
- Output intent: U.S. Sheetfed Coated v. 2

MAGAZINE SPECS

- » 8.375" x 10.875" Trim
- » 7.375" x 10" Live Area Size
- » .125" Bleed On All Sides
- » Perfect Binding
- » 133 Line Screen

AD SIZES

	WIDTH	HEIGHT
Full Page, Bleed (including .125" bleed)	8.625"	11.125"
1/2 Page Horizontal, Bleed	7"	4.875"
1/2 Page Vertical, No Bleed	3.5"	10"
1/3 Page Vertical, Full Bleed	2.8"	11.125"
1/4 Page Vertical, No Bleed	3.5"	4.875"
2 Page Spread, Full Bleed	17"	11.125"

DIGITAL AD SPECS

Buzz Newsletter	300 x 250
Rectangle	300 x 250
Leaderboard	728 x 90

ADVERTISING INQUIRIES:

Deidra Perry
205.325.3343
dperry@al.com
bhammag.com/advertise



HIGH IMPACT ADS

Birmingham magazine has more than 20 different ways to make your advertising stand apart from the competition including:

- » French Door Covers
- » Printed Polybags
- » Posters
- » Inserts
- » Belly Bands
- » Tippings
- » Reader Service Cards
- » Business Reply Cards
- » Bind-In Cards
- » Gatefold Covers
- » Gatefold Ads
- » Double Gate Ads
- » Advertorials
- » Cover Flaps
- » Bind-In Cards
- » Fold-Out Tabs
- » Ride Along Outserts
- » CD/DVD Carriers
- » Post-It® Notes
- » Stickers