

Birmingham

magazine

2019
MEDIA KIT



Birmingham magazine readers are **always in the know** on the latest hotspots and happenings in the Magic City. Beautiful design combined with original content by local writers makes Birmingham magazine the definitive guide to everything Birmingham.

Birmingham
magazine



“We are a lot of different kind of people, places, business ideas and companies, salons and shops, communities and schools, foods... I love the magazine for covering all of Birmingham.”

GEADONNA

BIRMINGHAM MAGAZINE READER

“We love Birmingham magazine because of the variety of information it covers about the city. [We] bought our house in Crestwood based on the things we read about different neighborhoods in the magazine.”

TODD AND CAROLINE

BIRMINGHAM MAGAZINE READERS

“I loved the article on the new millennial Mayor Randall Woodfin. It was very interesting, enlightening and intriguing. I think it was a great idea to help us understand who he is and think it will be very inspiring for young men.”

CHLOE

BIRMINGHAM MAGAZINE READER



We write content that draws loyal readers and produces customers for our advertisers. Each issue always includes:

City Life: Current events, city news, and people and business profiles

Culture: Arts, entertainment, events, and happenings around town

Table: Recipes, what's in season, restaurant spotlights, and food news

Living: Decorating, interior design, fashion, home, shopping, and travel

We've worked with Birmingham magazine since we opened our doors 10 years ago, because they care about our business. If we are trying to reach couples currently shopping for rings, or simply hosting in-store events, the magazine reaches our target audience. I also love the Best of Birmingham party and look forward to [the magazine's] events each year!

**ALLIE FARLOW, MARKETING AND MERCHANDISING MANAGER
DIAMONDS DIRECT-BIRMINGHAM**



Align your brand with **Birmingham** magazine.



1) **Display advertising**

Print: Use our high-end, monthly magazine to showcase your business. Supply a beautiful ad or we can design one for you. Single, 6-time and 12-time insertions available.

Digital: Add digital advertising to reach a larger audience and capture anyone interested in Birmingham magazine content.

2) **Advertorial**

Tell your story through a written article that appears similar to our editorial content.

3) **Special Promotional Sections** **(see calendar, page 11)**

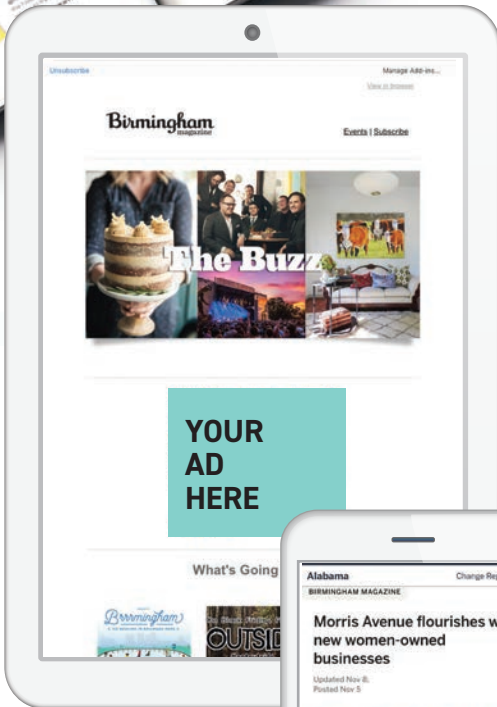
We offer themed sections throughout the year that focus on specific business sectors.

4) **Event Sponsorship**

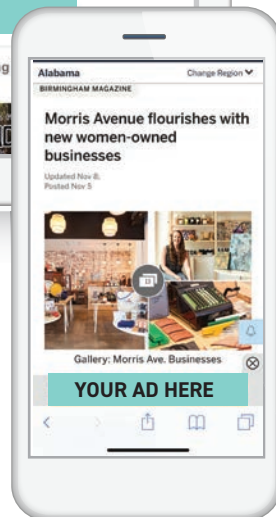
We host and produce well-attended events, such as Best of Birmingham and Women Who Shape the State.

5) **Birmingham Buzz** **(weekly email newsletter)**

Weekly round up of what's happening around town, sent every Thursday. Advertise in the newsletter or send a custom e-blast to our subscribers.



*digital ad in the
Birmingham Buzz
newsletter*



digital ad on AL.com



“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**



**DID YOU
KNOW?**

Birmingham magazine
readers are

6.5x

more likely to make
a bridal shop purchase.

Birmingham magazine's Affluent Audience

119K+

Readers -
that's 2x more than our
top two competitors!



99K+

Social Media
Followers
(Facebook, Instagram, Twitter)

41%

have a net worth of over
\$1 million**



26%

of readers have a
household income
over \$100,000

6x

More likely to own a
second home



57%

of readers plan to take
a beach or lake vacation
in the next 12 months



9x

more likely to
purchase a vehicle
valued at over
\$45,000



54%

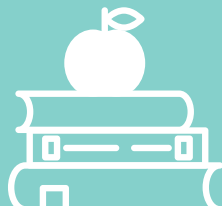
more likely to have
purchased jewelry in
the past year

44%

more likely to
purchase furniture
in the next year

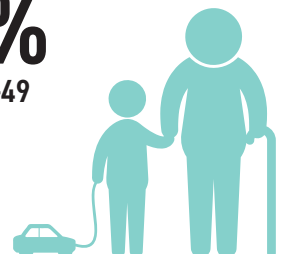
78%

More likely to have
graduated from college



47%

Ages 18-49





Print Advertising

There are three main ways to appear in the printed edition of Birmingham magazine:

1. Standard display advertising (see ad sizes on page 12)
2. Advertorial advertising (a paid article about your business)
3. An ad or advertorial in a special promotional section

Camera-ready artwork is due five weeks in advance of the issue date. This applies to both display and advertorial ads.

Every single issue of Birmingham magazine covers a wide range of content that draws our affluent audience: current events, city news, people and business profiles, arts, entertainment, food news, decorating, fashion, home, shopping, and travel.

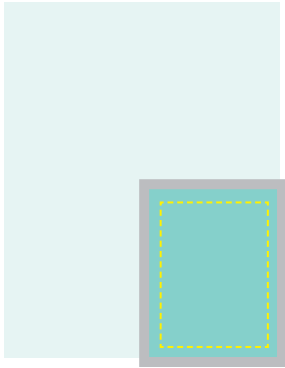
Calendar

ISSUE	EDITORIAL FEATURES	SPECIAL PROMOTIONAL SECTION*	ADVERTORIAL SPACE RESERVATION DEADLINE	AD SPACE RESERVATION DEADLINE	FINAL CREATIVE DUE
JAN	HEALTH & BEAUTY	Best Doctors of America: Birmingham	11/8/18	11/19/18	11/28/18
FEB	LOVE & WEDDINGS	College Profiles Weddings Honeymoon Destination Guide	12/11/18	12/20/18	12/27/18
MAR	NEIGHBORHOODS	Private & Preschool Guide	1/11/19	1/23/19	1/30/19
APR	HOME & GARDEN	Beautiful Homes Top Attorneys Realtor Profiles	2/11/19	2/20/19	2/27/19
MAY	BEACH	Moms in Business Travel Power 50	3/11/19	3/20/19	3/27/19
JUN	BEER & BBQ	Guide to Summer City Guide Senior Lifestyles	4/8/19	4/17/19	4/24/19
JUL	BEAT THE HEAT	Young Professionals / Top Influencers Loft Living / Real Estate Great Places to Work	5/9/19	5/20/19	5/28/19
AUG	FOOD	College Guide Private & Preschool Guide	6/7/19	6/18/19	6/25/19
SEP	BEST OF BIRMINGHAM	Best of Birmingham Komen Race for the Cure	7/8/19	7/17/19	7/24/19
OCT	TRICK OR TREAT	Medical Champions of Care Travel	8/9/19	8/20/19	8/27/19
NOV	WOMEN	Women Who Shape the State Travel	9/9/19	9/18/19	9/25/19
DEC	HOLIDAY	Holiday Faith & Worship Guide	10/14/19	10/23/19	10/30/19

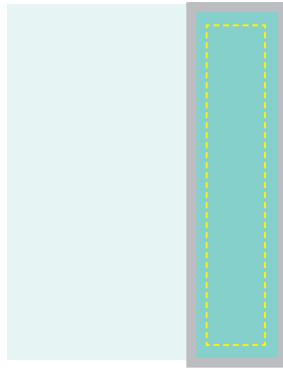
**Subject to change.*

Birmingham magazine Ad Specifications

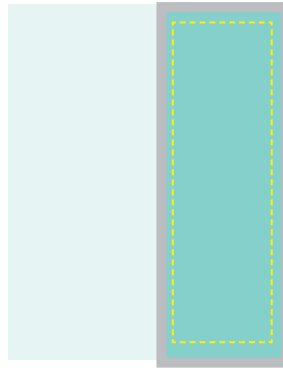
quarter page



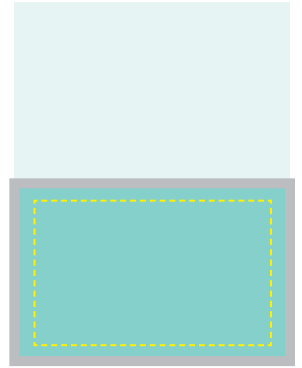
third page



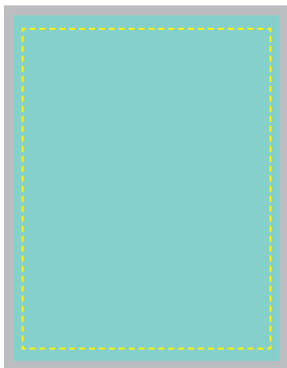
half page - V



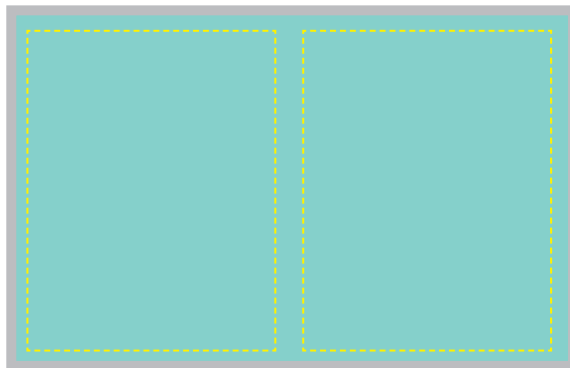
half page - H



full page



2-page spread



- **Trim size:** This represents what your final ad looks like after printing and trimming.
- **Bleed area:** We require that all ads include an additional 1/8 inch of bleed image on all four sides of your final artwork. Designers, add .125" of bleed on all sides.
- **Live (a.k.a. safe area):** This represents the area that all important information such as text or logos should stay in. This is for two reasons: 1) to provide the printer room for error when trimming the page, and 2) to keep your message out of the center gutter. Live area is inset .5" from the trim size on all four sides.

	Trim Size (in inches)		Bleed Size (trim + .125" on all sides)	
	Width	Height	Width	Height
1/4 page	4.0625	5.3125	4.3125	5.5625
1/3 page	2.625	10.875	2.875	11.125
1/2 page Horz.	8.375	5.3125	8.625	5.5625
1/2 page Vert.	4.0625	10.875	4.3125	11.125
Full page	8.375	10.875	8.625	11.125
2-page spread	16.75	10.875	17	11.125

File submission

Your ad must be submitted as a PDF (preferred), with all fonts embedded

- PDF Setting: PDF/X4
- Images: 300 dpi; Colorspace: CMYK
- Output intent: Web Coated SWOP 2006 Grade 3 Paper
- Document set up tips:
 - **Option 1:** Set your document size to the trim size above. Set your live area margins to .5" on all sides. Set your bleed to .125" on all sides. Export as PDF with document bleed: .125" on all sides; no printer marks.
 - **Option 2:** Set your document size to the bleed size above. Set your live area margins to .625" on all sides. Export as PDF; no printer marks.

Submit your ad to: bhammagads@al.com

“Birmingham magazine (one of the best looking magazines in America) keeps me up to date on all things Birmingham between visits. Now when I hit town, I’m in the loop on what’s hot and what’s happening!”

DAVID DANGLE
CHIEF EXECUTIVE OFFICER
JOAN RIVERS WORLDWIDE





BIRMINGHAM

BIRMINGHAM

Sweet Tea

Sweet Tea

Sweet Tea

GREAT BEAR

GREAT BEAR

GREAT BEAR

HAM AF

BIRMINGHAM

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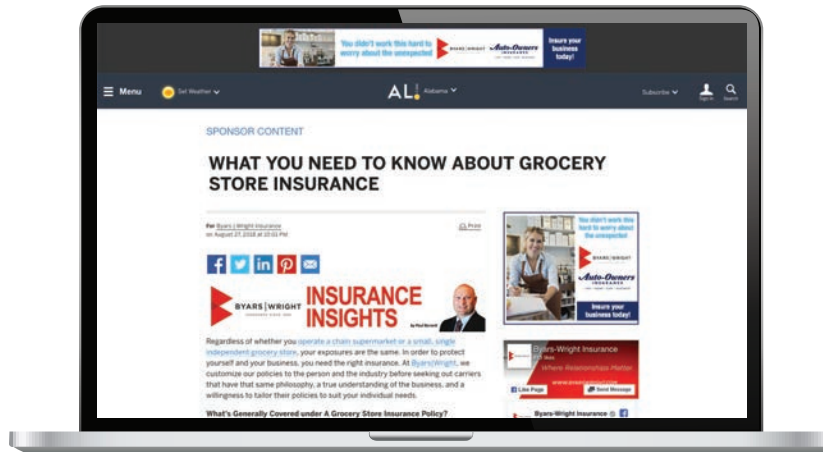
PLAYTIME

Birmingham Advertorial



Readers are able to connect with your brand through authentic stories. Our professional content writers are ready to craft the perfect piece. Content resembles editorial and is professionally written and designed.

Companion digital display ads will surround your article on AL.com or our affiliate sites.





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Birmingham magazine | Located in the heart of the Magic City: 1731 First Ave. North, Birmingham, AL 35203 | bhammag.com