

# M A G A Z I N E charmed



## about

**charmed magazine** is a **bi-monthly, direct-mail magazine** reaching more than **65,000 affluent residents** in Canton/Highlandtown/Butcher's Hill/Brewer's Hill; Federal Hill/Locust Point/Otterbein; Fells Point /Harbor East; Little Italy/Downtown; Mt. Vernon, Charles Village and at various local events. **charmed magazine** can also be found at the **Admiral Fell Inn** in Fells Point, the **Sheraton Inner Harbor**, **Mt. Vernon Hotel**, **Hilton**, and **Hyatt** reaching an affluent tourist market as well! The colorful, Baltimore City inspired covers are designed by nationally and internationally acclaimed local artist, **Robert McClintock**.

The **complimentary, lifestyle magazine** features interesting articles and information on a variety of categories, dining reviews and nightlife, area events and attractions, new businesses and services, fitness tips, ask the expert columns, professional services advice, city savings and more! **charmed magazine** is a valuable resident and tourist guide to Charm City!

## circulation

### Households Mailed [29,066]

21224 Canton/Highlandtown/Butcher's Hill/Brewer's Hill [8,492]    21231 Fells Point /Harbor East [5,028]  
21230 Federal Hill/Locust Point/Otterbein [10,003]    21202 Little Italy/Downtown [5,543]

### Distribution Points & Hotels [2,000]

Eddie's Market [Charles Village] • Eddie's Market [Mt. Vernon] • Firehouse Coffee Co [Canton]  
Prudential Carruthers Realtors [Federal Hill] • Magnolia Designs [Highlandtown] • Teavolve [Harbor East]  
Admiral Fell Inn [Fells Point] • Sheraton Inner Harbor [Downtown] • Hilton [Downtown] • Mt. Vernon Hotel [Mt. Vernon] • Hyatt [Downtown]

## demographics

zip code	single-family	apt complex	business	median HH income*
21224	78%	13%	9%	\$47,565
21230	74%	18%	7%	\$63,304
21231	51%	39%	10%	\$56,263
21202	13%	73%	14%	\$39,788

[\*Baltimore City's median household income is \$36,894. Data is based on carrier routes mailed. Sources: U.S. Census Bureau, 2009; Maponics, 2008; Data Management, Inc, 2009]

zip code	own	rent	avg. HH size	median HH age
21224	64%	36%	2.4	36.3
21230	58.3%	41.7%	2.33	34.1
21231	35.3%	64.7%	2.1	32.8
21202	13%	73%	2.14	32.4

[Data is based on overall zip code data. Source: U.S. Census Bureau, 2000.]



## features

City Scene • Taste • Dining Reviews • Fresh on the Scene • Home • Wellness • Arts & Culture • Style • Travel  
• Green • Spotlight • Ask the Vet • Charmed Rewards • Pets • Local Biz • Family • Expert Advice • Charities

## features/benefits

### Guaranteed Circulation

• Your ad reaches over 65,000 affluent residents and tourists, with a guaranteed direct-mail magazine circulation of 29,000 Baltimore City households.

### Key Distribution Points

• An additional 2,000 copies distributed at high profile locations, which include: realtor offices, coffee houses, and local events

### Targeted Reach

• Reach affluent demographic households in targeted areas of Baltimore City.

### Cost-Efficient

• Reach your customers for pennies per household; making it an efficient and effective advertising medium.

### 6-Week Shelf-Life

• The magazine is a valuable reference guide to residents and tourists, increasing exposure to your message, and your ads impact.

### Customized Ad Options

• A custom campaign works with your budget and compliments other media efforts.

### Complimentary Services

• Complimentary marketing, design and photography services add value and saves time and money!

## 2010 print schedule

charmed magazine is published 6 times a year.

Issue	Deadline	In-Home Delivery Schedule
January/February	December 15	December 28 – 31
Mar/April	February 12	February 22 - 25
May/June	April 15	April 26 – 29
July/August	June 16	June 27 – 30
September/October	August 16	August 27 – 31
November/December	October 15	October 25 - 28

## partnerships [partial list]

FOX 45 - TV  
600Block.com  
Baltimore Greenworks  
Baltimore Area Conference & Visitors Association  
Baltimore Office of Promotion & the Arts (BOPA)  
Baltimore Sports & Social Club (BSSC)  
Certified Tourism Ambassador Network

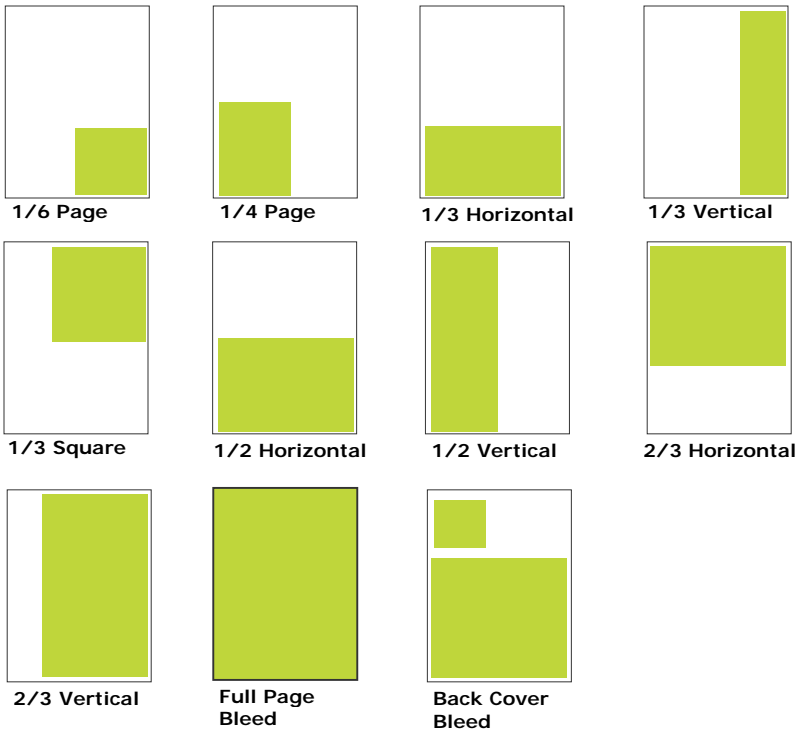
Chesapeake Sustainable Business Alliance  
Downtown Baltimore Family Alliance (DBFA)  
Downtown Partnership of Baltimore (DPOB)  
Historic Federal Hill Main Street Association  
Mayor's Office of Cable & Communications  
Office of the Mayor  
Relify.com

## clients [partial list]

Verizon Wireless  
Pasticcio Italian Kitchen  
600Block.com  
Prudential Carruthers Realtors  
Frank & Nic's West End Grille  
The Cruise Lady  
The Canton Club  
Brocatos Studio of Hair Design  
The Edge on Central A Salon & Spa  
Obsidian Realty  
Sushi San  
Doc Side Vet  
Nectar Boutique  
Ladybugs & Fireflies  
The Doghouse Girls  
City Pet Center  
Priority Financial Services  
Steve Murphy Real Estate  
Titan Development  
Garceau Realty  
Handbags in the City  
Kashmir Imports

Amaryllis  
Talara  
Chiu's Sushi  
Elevation Burger  
South Moon Under  
FreshFarm Markets  
Wine Express  
Pratt Street Ale House  
Camden Pub  
Lucy's  
THE Pearl Spa  
Peter Devine Hair Design  
Green Apple Cleaning  
Nail Care & Spa  
Vitamin  
Legend Management Group  
Relify.com  
Baltimore's Fashion Week  
Urban Pirates  
The Everyman Theatre  
The Canton Car Wash

**print ad sizes**



**PRINT AD SPECS**

**1/6 Page** | 3.8125" w x 3.125" h

**1/4 Page** | 3.8125" w x 4.8125" h

**1/3 Page (H)** | 7.875" w x 3.125" h

**1/3 Page (V)** | 2.4583" w x 9.875" h

**1/3 Page (S)** | 5.167" w x 4.8125" h

**1/2 Page (H)** | 7.875" w x 4.8125" h

**1/2 Page (V)** | 3.8125" w x 9.875" h

**2/3 Page (H)** | 7.875" w x 6.6667" h

**2/3 Page (V)** | 5.167" w x 9.875" h

**Full Page** | 8.375" w x 10.875" h  
 (add .125" bleed on all sides)

**Back Cover** | 8.375" w x 7.876" h  
 (add .125" bleed to sides & bottom)

**1/8 BC** | 2.5" w x 2.5" h

**web ad sizes**



**WEB AD SPECS**

**Large Banner:**  
 160px wide x 475px tall

**Small Banners:**  
 160px wide x 120px tall

**ART REQUIREMENTS**

- Submit ads on CD, or as a ZIP file via e-mail to [madeline@charmedmag.com]. We cannot accept hard copy format.
- Acceptable file formats: .pdf, .ai, .eps, .psd, .tif or high resolution .jpeg (no less than 300 dpi).
- All vector files (.ai or .eps) must have fonts created to outlines.
- Include fonts embedded in graphic files.
- All colors and images must be in CMYK format ONLY.
- Final layout must be made at specified size. Allow 1/8 of an inch between the ad copy and ad border.