

2022

# BmoreArt

## Media Kit



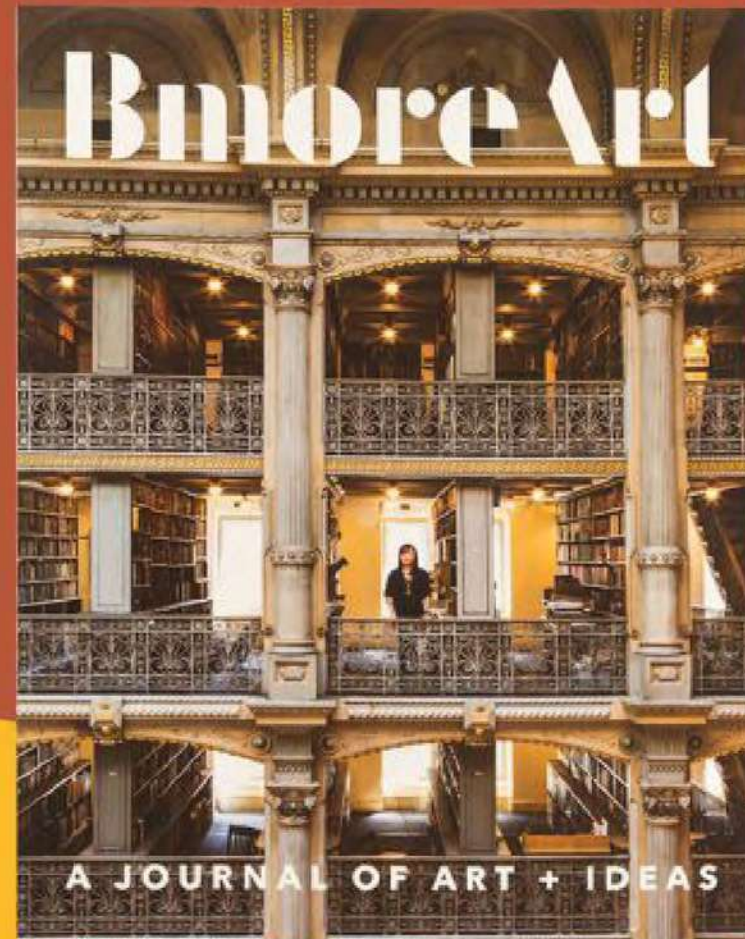


# BmoreArt is

unique



highly valued



respected





BmoreArt is really a gift  
to the city and to the arts.

BMOREART SUBSCRIBER, 2022

BmoreArt



## OUR MISSION



**BmoreArt** is a leading resource for contemporary art and culture in the Baltimore region, a platform for creative and critical discussions.

We apply editorial and community-building capabilities including digital publication, a biannual print journal, community events, lectures, and social media, to further the cultural and economic interests of artists, arts organizations, cultural institutions, and diverse audiences for arts and culture in the region.



A publication centered on Baltimore's art communities places the work of artists here in context, both regionally and globally.

BmoreArt's stories are on par and often exceed the reporting in national publications.

BMOREART SUBSCRIBER, 2022

BmoreArt



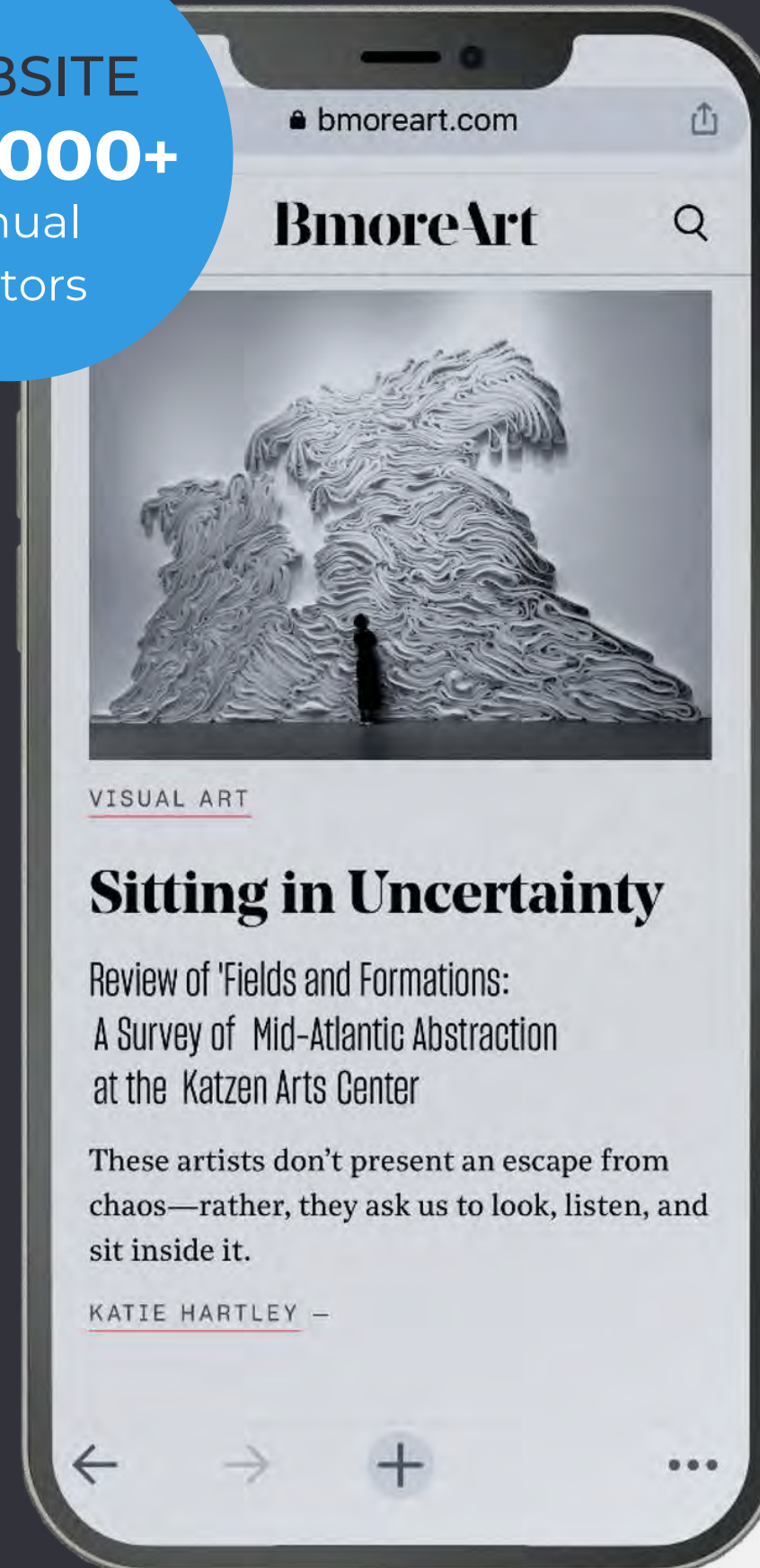
## OUR REACH

Our readers are creative and discerning individuals who love to support local businesses and organizations.

When you become an advertising partner, BmoreArt works with you build relationships with a highly engaged regional and global audience through a dynamic multimedia platform.

Through the power of print, digital, and events of all sizes, we can customize a program to authentically connect with the target market you desire.

WEBSITE  
**200,000+**  
annual  
visitors



EVENTS  
**2000+**  
participants  
annually



PRINT  
**7,000**  
copies  
per year



# READER DEMOGRAPHICS

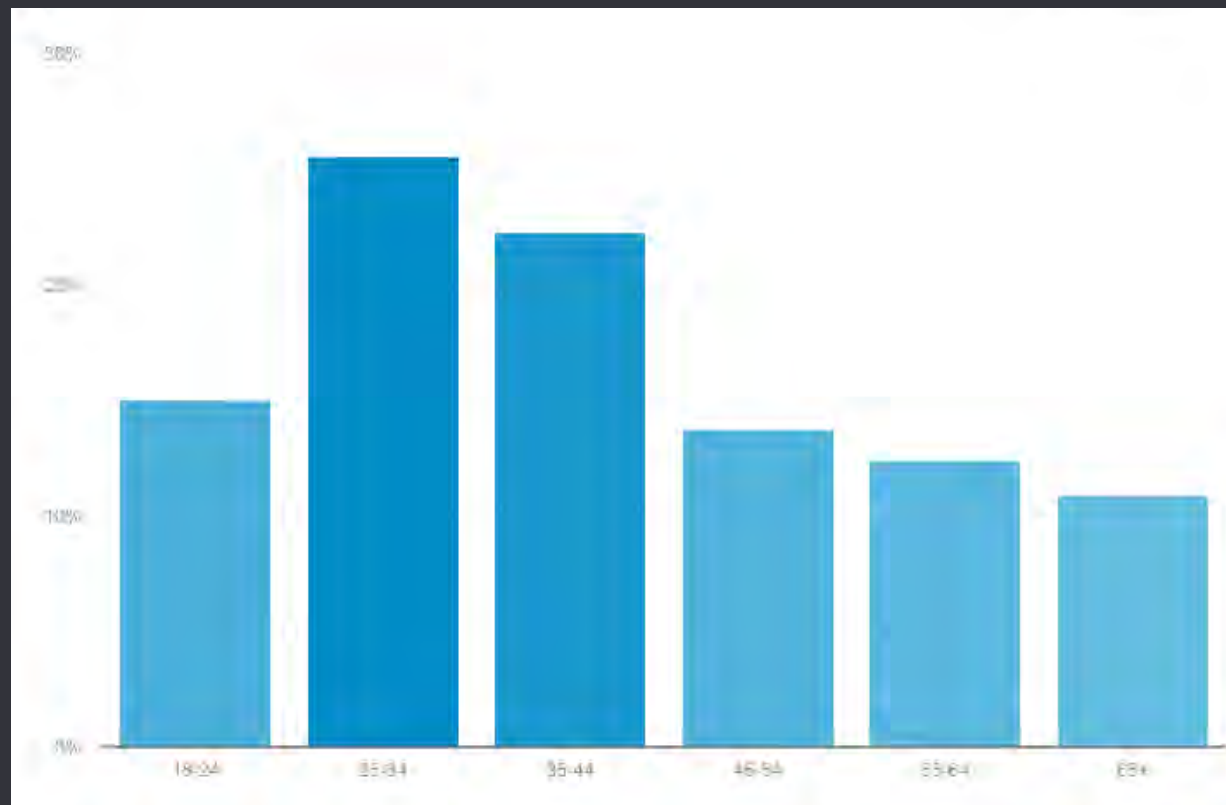
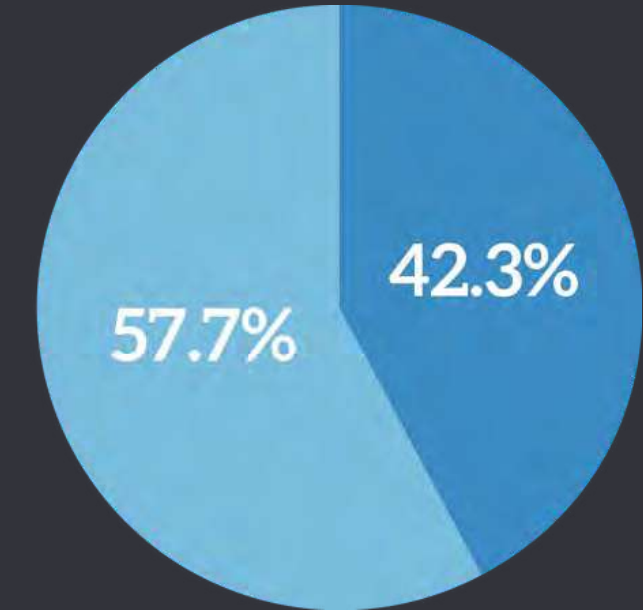
Online, our traffic is brisk and **100%** focused on  
**ARTS & CULTURE**  
with an average of **200,000+** visitors per year.

## GENDER

Majority women

**57.7% female**

**42.3% male**



## AGE

Young professionals make up our largest age group at 25-34, second to 35-44, and the third highest group is 18-24 year olds, including a large college and graduate school population



## BUYING HABITS

Our readers are interested in purchasing:

- real estate
- apparel and accessories
- travel
- art & home decor



Our readership is concentrated in cities, with 80% in the Baltimore/Washington region with a global following in cultural hubs



## READER DEMOGRAPHICS



**Conclusions:** Our readers are individuals who want to participate in the cultural life of their city, engage with the arts and artists, support local businesses, and buy high quality, locally made products.



## WHAT MAKES US DIFFERENT: OUR STORYTELLERS

Diversity and authenticity of our content creators who tell compelling stories from an insider's perspective that is both creative and critical has been repeatedly cited by our readers as our main source of strength.

In 2021, **BmoreArt published 332 articles**, including print and online platforms, **hosted 10 Connect+Collect Talks on Zoom**, and **hosted two large magazine release events** for our subscribers, contributors, and media partners.



Our content creators (writers, photographers, designers, and guest speakers) fit the following demographics:

### GENDER / SEXUAL ORIENTATION

Women 84.7% | Men 11.3% | Nonbinary 4% | LGBTQIA 30%

### RACE

White 54% | Black 37% | Asian, Latino/a, and Indigenous 9%





It's jaw-droppingly gorgeous. It's local, and it features a wide range of artists, and their artwork is beautifully featured in the photography. It's just a slice of local beauty in my mailbox that I look forward to!

BMOREART SUBSCRIBER, 2022

BmoreArt



## BIANNUAL PRINT JOURNAL

Our award-winning print publication is a highly collectible, beautifully designed art object with an evergreen shelf life, adorning coffee tables and bookshelves throughout the region. Printed on heavy paper stock, it is not throwaway reading.

Each thematic issue is released in fall and spring, emphasizing the artists, organizations, small businesses, and institutions that make Baltimore such a special place to live and work.

Featuring full bleed, full color images by the region's best photographers and artists, the BmoreArt print journals provide an unparalleled opportunity for brand alignment with an object that is synonymous with quality, excellence, and dedicated local engagement.

PRINT  
**7,000**  
copies  
per year





## BIANNUAL RELEASE EVENTS

Our large release parties celebrate the accomplishments of the artists featured in our print journals and present an opportunity to come together as a creative community in Baltimore's most iconic locations.

Hosted each spring and fall, BmoreArt's magazine release parties attract 250-500+ guests and each location is selected based on the theme of the publication. Past parties include the Engineer's Club (Beauty Issue), The Walters Art Museum (Legacy Issue), The Parkway Theatre (Body Issue) and the Pratt Library Central Branch (Archive Issue).

EVENTS

**2000**

participants  
annually





# PRINT OPPORTUNITIES

**BACK COVER** • \$4,725

**TWO PAGE SPREAD** • \$4,400

**FULL PAGE** • \$2,350

**HALF PAGE** • \$1,650

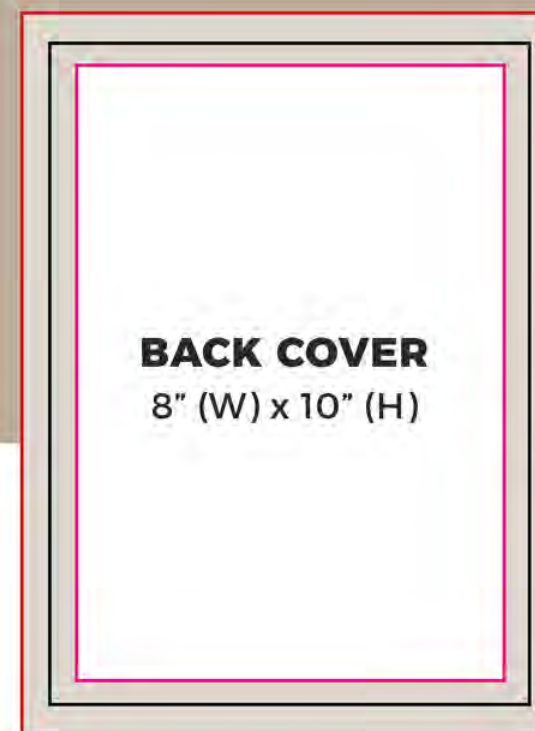
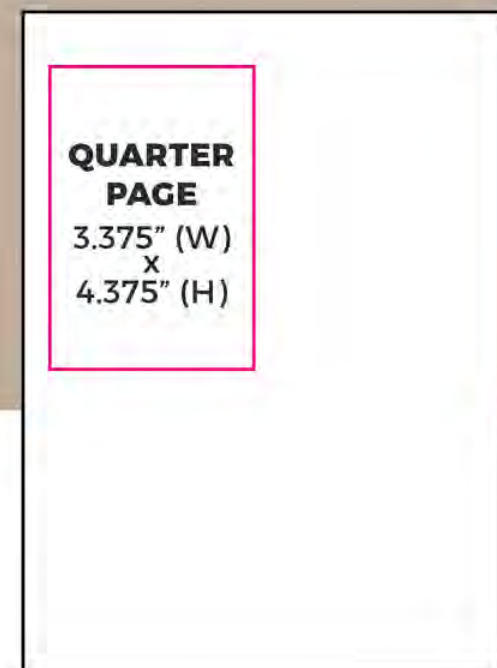
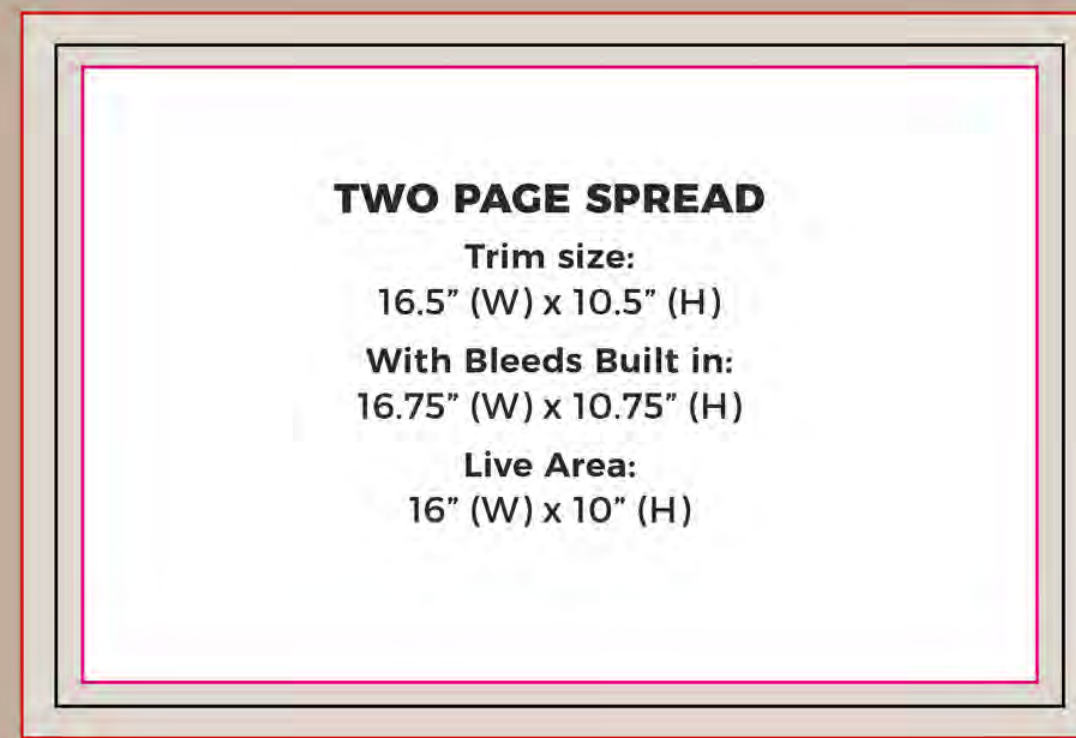
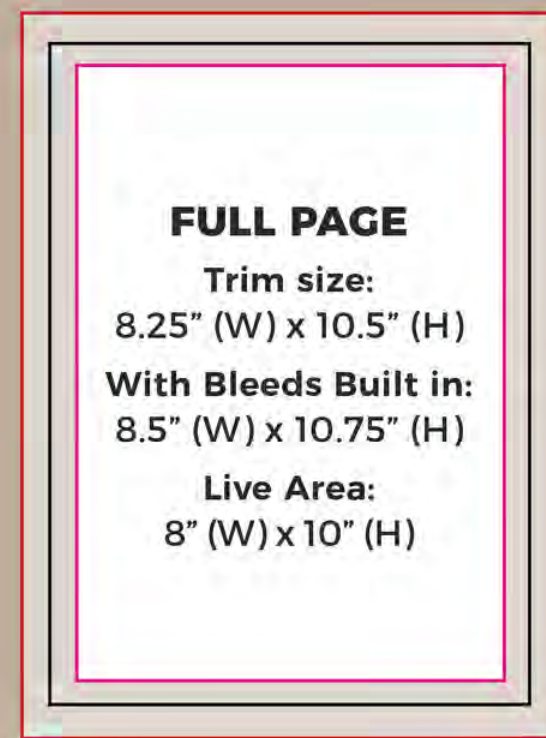
**QUARTER PAGE** • \$850

**Deadline for Fall 2022: October 1st, 2022**

**Submit your ad to:** [aya@bmoreart.com](mailto:aya@bmoreart.com)

Please create a PDF using the press-quality settings. All artwork should be 300 PPI at the size it is placed in the file. All color art must be CMYK. We do not guarantee color quality unless a color SWOP proof is received. Preferred rich black: 50/40/40/100 and small text should always be 100% black.

\*NOTE: Microsoft Publisher, PowerPoint, and Word files are not accepted.



- Live Area (no text / fonts / important content should fall outside this central area)
- Trim
- Bleed



# BMOREART ONLINE

At BmoreArt.com and on social media  
our readers have access to:

- Daily articles, features, and photo essays by Baltimore-based artists and writers
- Online Calendar of the best openings, events, and performances
- Resource Guide with a comprehensive list of museums, galleries, residencies, and organizations
- Weekly Newsletter and Events Picks to help you plan your weekend
- Artist opportunities, calls for entry, and participation

WEBSITE  
**200,000+**  
annual  
visitors





# ONLINE OPPORTUNITIES

## BANNER ADS ON HOMEPAGE OF BMOREART.COM

25K+ visits per month

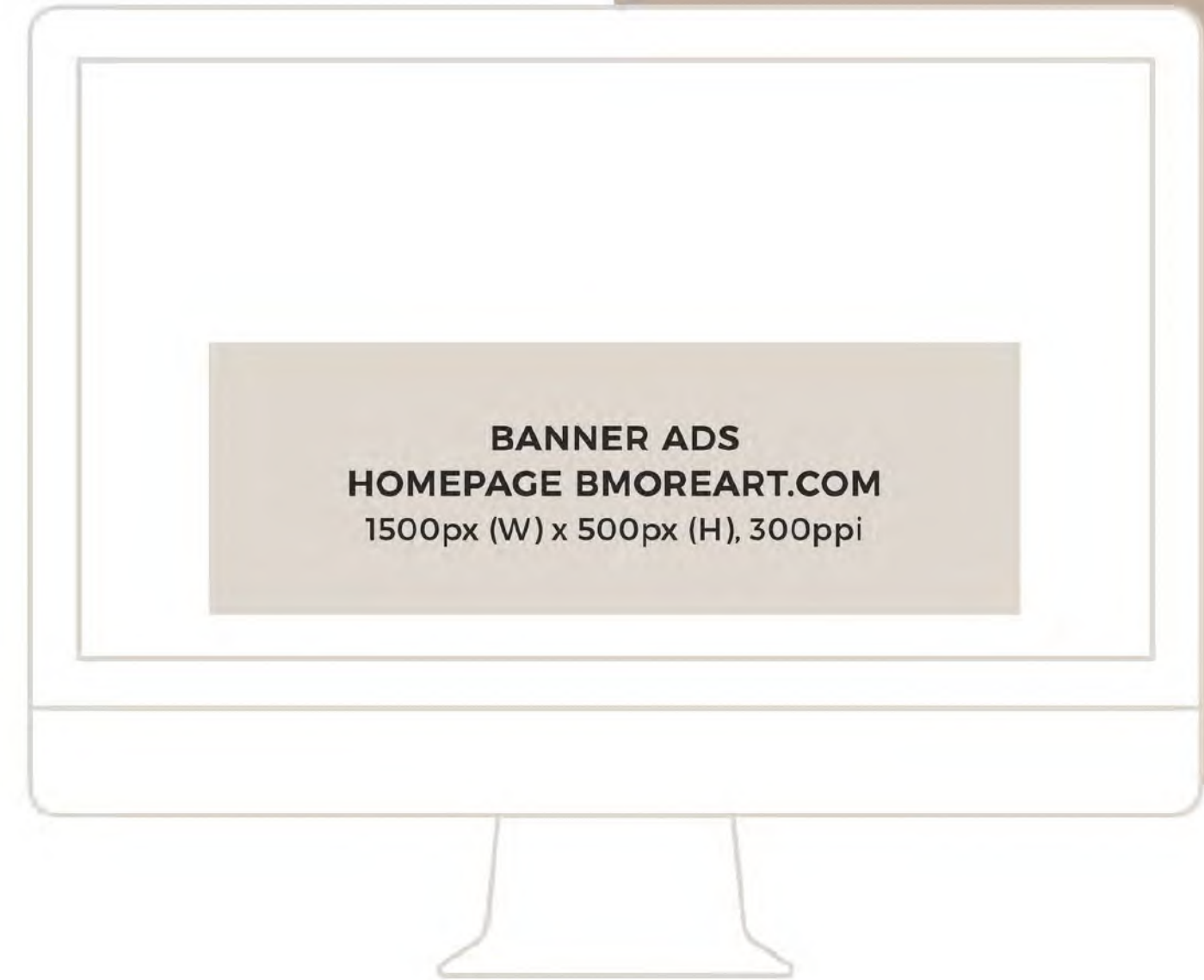
Full width tile, 1500 px (W) x 500 px (H) pixels, 300 ppi

- \$450 for one week
- \$1200 for one month
- \$5,200 for six months

## UNDERWRITTEN CONTENT

An online article or series sponsored by advertiser with content to be determined and created by BmoreArt. Not available for print articles.

- \$1,250 for article with professional images provided by advertiser
- \$1,700 for article with images produced by BmoreArt
- Series pricing available upon request with a discounted rate
- Content partnerships on specific topics with an advertorial message are available as a collaboration





# ONLINE OPPORTUNITIES

## E-NEWSLETTER ADS

Sent out every Tuesday and Thursday morning

Emailed to a subscriber list of 8000+ with a 40% open rate

Tuesday E-Newsletter: Articles

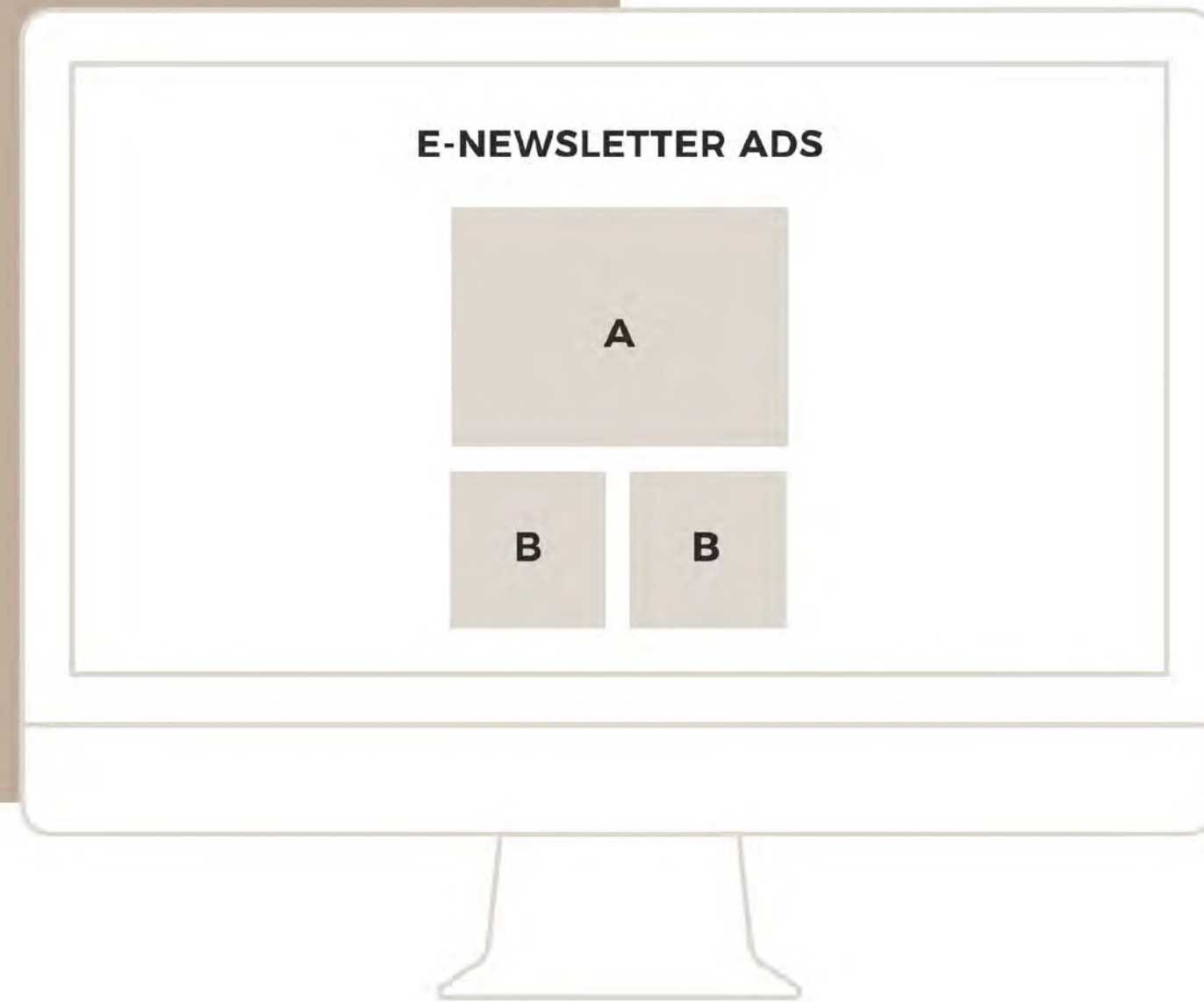
Thursday E-Newsletter: Event picks from our calendar

**[A]** Featured E-Banner 640px x 430px (max), 300 ppi

- \$1,200 for a monthly placement – four newsletters
- \$450 for a single placement

**[B]** Standard E-Banner is 350 (W) x 350 (H) pixels, 300 ppi

- \$800 for a monthly placement – four newsletters
- \$325 for a single placement



**Click here** to check the placement of ads A and B versions in our Newsletter.



# ONLINE OPPORTUNITIES

## SPONSORED SOCIAL MEDIA POST

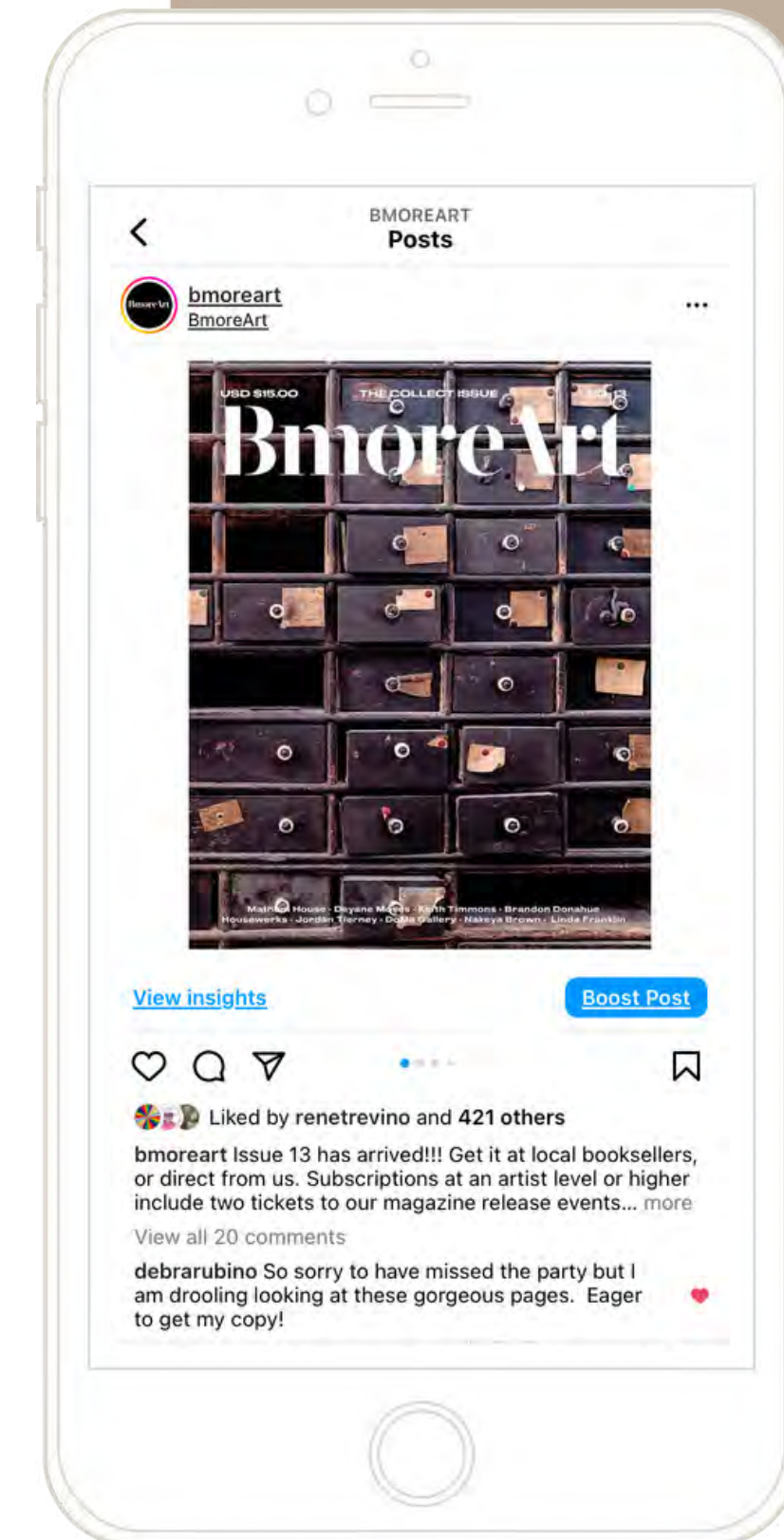
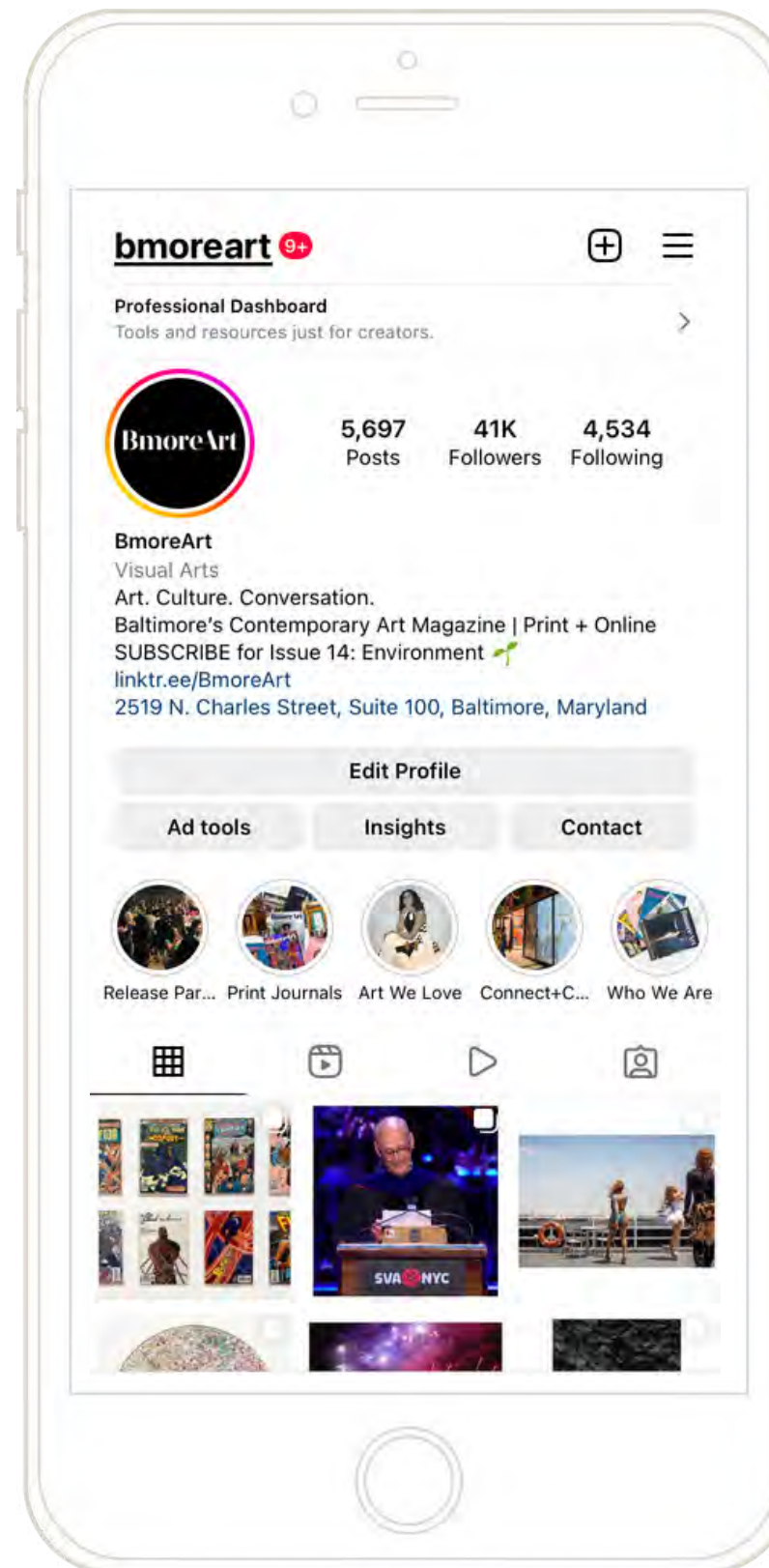
41K+ Instagram followers

6.2K+ Facebook followers

5.5K+ Twitter followers

Post content (professional photos or designed imagery with text, links and hashtags) must be supplied by advertiser. Advertisement must be appropriate for BmoreArt's audience and made in accordance to BmoreArt's Media Guidelines.

\$800 for a single post, advertiser option of Facebook or Instagram





CURRENT MEDIA PARTNERS







I use BmoreArt print magazines personally as a gift when I travel. I use them as an ambassador for Baltimore.

BMOREART SUBSCRIBER, 2022

BmoreArt



## BULK BUY OUR MAGAZINES

Be an ambassador for Baltimore art and culture!  
Give targeted groups an authentic and rich read that  
highlights Baltimore's strength and excellence.

Purchase the BmoreArt print journal for use as event  
swag, conference takeaways, gifts for your  
organization's members, and educational programs.

We offer reduced rates for bulk orders of over 50  
copies as well as reduced rates for educational  
institutions. All proceeds from magazine sales go  
toward the production costs of our next print issue.

Wholesale Price:  
\$6 per copy





## BOOKSELLERS

If you are interested in selling the print magazine in your space, this is for you!

All of our stockists earn a commission for selling the magazine and are often linked in our weekly E-newsletter that goes out to 6,000+ subscribers, or in a print advertisement as well as featured on our social media feeds.

Our current booksellers include Atomic Books, the Baltimore Museum of Art, Bird in Hand, Charm City Books, Good Neighbor, Greedy Reads (both locations), Hunting Ground, Normals, the Ivy Bookshop, the MICA Store, the National Museum of Women in the Arts, The Store Ltd., and Viva Books.







**There is no other publication,  
anywhere, like BmoreArt!**

Your partnership supports our mission to elevate  
Baltimore and to catalyze support for artistic  
excellence throughout the region.

To learn more, contact:

**Aya Dixon**

Coordinator of Media and Community Partnerships

[aya@bmoreart.com](mailto:aya@bmoreart.com)