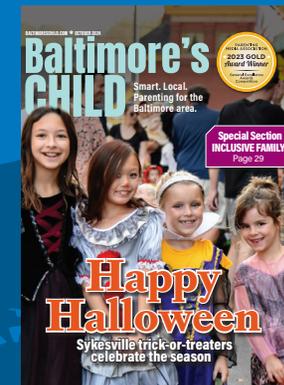


Baltimore's CHILD

Media Guide 2025

Smart. Local.
Parenting for the
Baltimore area.



advertising@baltimoreschild.com | 410-902-2300 ext. 2

BaltimoresChild.com

Magazine Reach

Baltimore's Child is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in the greater Baltimore metro.

Newsstand

- 97% pickup

Magazine Audience

Targeted Email

- 100% Female
- 100% Children Ages 0-12
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+



Survey Results

- 96%** Look for Entertainment and Things to Do
- 72%** Look for Local Parenting News
- 81%** Use ads in in BC to make buying decisions
- 76%** Use ads for Sales and Specials
- 92%** Use ads for information about products and services

60,700
Magazines
distributed with
a mix of print
and digital.

BC 2025 Editorial Calendar

Monthly coverage includes health, education, home & garden, parenting, inclusive, travel and fun.

January

Sales Deadline Dec. 11
Camera Ready Ads Due Dec. 13

Magazine

- New Year's Checklist
- Camps and Summer Programs
- Preschool and Childcare
- Travel: Virginia
- Indoor Fun

Directories: Camps; Preschool/Day Care, Education Open House
Advertorial Focus: Open Houses, Camps, Preschool

February

Sales Deadline Jan. 15
Camera Ready Ads Due Jan. 17

Magazine

- Camps and Summer Programs
- BIG Book for Families
- Valentine's Day
- Travel: Kent and Queen Anne's Counties
- National Children's Dental Health Month

Directories: Camps and Summer Programs, Education Guide, Dental

Advertorial Focus: Open Houses, Camps

CAMP FAIR

March

Sales Deadline Feb. 12
Camera Ready Ads Due Feb. 14

Magazine

- Youth Arts
- Education
- Spring Events: Easter
- Travel: Beaches

Directories: Camps and Summer Programs, Family Entertainment
Advertorial Focus: Camps

April

Sales Deadline Mar. 12
Camera Ready Ads Due Mar. 14

Magazine

- Health & Fitness/Sports
- Amusement Parks and Carnivals
- Best Places to Live
- Spring Events
- Musical Theatre
- Travel: Annapolis, Howard and Carroll Counties

Directories: Camps and Summer Programs, Sports, Performing Arts
Advertorial Focus: Camps

May

Sales Deadline Apr. 16
Camera Ready Ads Due Apr. 18

Magazine

- Parties
- Mother's Day
- Family Friendly Workplace
- Women in Business
- Travel: Deep Creek and West Virginia

Directories: Parties
Advertorial Focus: Parties

June

Sales Deadline May 14
Camera Ready Ads Due May 16

Magazine

- 100 Days of Summer
- Pregnancy
- Father's Day
- Dental Health
- Travel: Explore the Mid-Atlantic

Directories: Pregnancy Guide
Advertorial Focus: OB/GYN & Pediatrics, Dentists/Orthodontists

July

Sales Deadline Jun. 11
Camera Ready Ads Due Jun. 13

Magazine

- Readers' Choice
- Medical
- Special Needs
- Summer Fun
- Travel: Talbot County

Directories: Special Needs, Medical
Advertorial Focus: Special Needs

August

Sales Deadline Jul. 16
Camera Ready Ads Due Jul. 18

Magazine

- Back-to-School
- Family Wellness
- After School Activities
- Travel: Camping and RV

Directories: Open House Dates, Back-to-School Guide, Medical, Aftercare
Advertorial Focus: Open House Dates, Medical, Aftercare

September

Sales Deadline Aug. 13
Camera Ready Ads Due Aug. 15

Magazine

- Big Book of Education
- The Arts: Visual, Dance and Theatre
- Apple Picking
- Travel: Sports Trips

Directories: Arts, Open House Dates, Education Guide
Advertorial Focus: Education, Preschool, Afterschool Activities

October

Sales Deadline Sept. 17
Camera Ready Ads Due Sept. 19

Magazine

- Special Needs Resource Guide
- Fall Fun
- Mom Health
- Independent Schools
- Travel: Winter Sports Preview
- Children's Mental Health Month

Directories: Independent Schools
Advertorial Focus: Special News, Arts, Education

November

Sales Deadline Oct. 15
Camera Ready Ads Due Oct. 17

Magazine

- Holiday Countdown
- Preschool and Day Care
- Charitable Giving
- National Adoption Month
- Travel: Getaways for the Holidays

Directories: Independent Schools
Advertorial Focus: Preschool

December

Sales Deadline Nov. 10
Camera Ready Ads Due Nov. 12

Magazine

- Favorite Doctors
- Holiday Happenings
- Family Health
- Camps
- Travel: Ocean City in Winter

Directories: Holiday Gift Guide
Advertorial Focus: Charitable Giving

BC 2025 Digital Editorial Calendar

January

- Expanded Digital Magazine

Newsletters:

- School Open Houses
- Camps and Activities
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

February

- Expanded Digital Magazine
- BIG Book for Families Digital Magazine

Newsletters:

- Medical
- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

March

- Expanded Digital Magazine
- Summer Activities and Sports Camp Digital Magazine

Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Camps and Activities

April

- Expanded Digital Magazine

Newsletters:

- Camps and Activities (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports

May

- Expanded Digital Magazine

Newsletters:

- Party Planning
- Last Chance Camps
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Spring Events and Sports

June

- Expanded Digital Magazine
- Summer Fun Guide Digital Magazine

Newsletters:

- Medical
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

July

- Expanded Digital Magazine

Newsletters:

- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

August

- Expanded Digital Magazine

Newsletters:

- Medical
- Back To School
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- 100 Days of Summer

September

- Expanded Digital Magazine
- BIG Book of Education Digital Magazine

Newsletters:

- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media

- Focus on Education

October

- Expanded Digital Magazine
- Special Needs Resource Guide Digital Magazine

Newsletters:

- Medical
- Education (2)
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

Website and Social Media:

- Focus on Education / The Arts

November

- Expanded Digital Magazine

Newsletters:

- Education / Preschool
- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

December

- Expanded Digital Magazine

Newsletters:

- Holiday
- Things To Do This Week (weekly)
- Explore the Mid-Atlantic (reach 100,000)

PRINT & DIGITAL MAGAZINE Advertising Rates

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	\$500	\$250
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2395	2270	2165	2055	500	250
Full Page	7.125" x 9.4375"	2395	2270	2165	2055	500	250
1/2 Page Horizontal	7.125" x 4.625"	1195	1135	1080	1030	500	250
1/2 Page Vertical	3.5" x 9.4375"	1195	1135	1080	1030	500	250
1/3 Page Square	4.75" x 4.625"	875	835	795	760		
1/3 Page Vertical	2.25" x 9.4375"	875	835	795	760		
1/4 Page	3.5" x 4.625"	610	580	560	530		
1/6 Page Square	3.5" x 3.0625"	455	430	405	390		
1/6 Page Vertical	2.25" x 4.625"	455	430	405	390		
1/8 Page	3.5" x 2.25"	335	315	300	285		

Trim Size is 8.125 x 10.625 | *All prices are per ad insertion. Rates are net, non-commissionable.

Effective January 1, 2025

Baltimore's CHILD

DIGITAL Advertising Rates

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.

ADDITIONAL WEBSITE OPTIONS

DIRECTORY LINK & LOGO

Adjustable size
1 YEAR \$600

Logo, URL and description.

CONTENT HUB

Adjustable size
1 YEAR \$300

Photo, 100 word write-up and contact information. Links to sponsored content if available.

WEB PACKAGE

1 YEAR \$900

Includes both Directory Link & Logo and the Content Hub.

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.

SPONSORED CONTENT

STORY

500 Maximum Words
1 MONTH \$400

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

STORY WITH VIDEO

1 MONTH \$500
Up to 60 seconds

EMAIL MARKETING

ELETTER

600 x 90 pixels

BANNER AD
\$349

SPONSORED CONTENT
\$700

**THEMES:
WEEKLY EVENTS
MEDICAL
TRAVEL
EDUCATION
CAMP
PARTIES**

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 area parents with children pre-K to 8th grade.

COMBO PREMIUM EBLAST

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

\$999

30,000 targeted emails plus our opt-in subscriber emails

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 OR INSTAGRAM \$250/POST

Image and short write-up.

*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 (URL's) 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.

Rates are net, non-commissionable. Effective January 1, 2025