

Baltimore's Child

Media Guide 2026



Smart. Local.
Parenting in
Greater Baltimore.



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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.



2026 Editorial Calendar

In every issue: Family Fun, Seasonal Events, Regional Travel and Parenting Resources

January

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

Magazine

- Camps and Summer Programs
- Preschool and Childcare
- Indoor Fun

Directories:

- Camps and Activities
- Education
- Preschool

February

Sales Deadline Jan. 14
Camera Ready Ads Due Jan. 16

Magazine

- BIG Book for Families
- Dental Health

Directories:

- Camps and Activities
- Education
- Dental

CAMP FAIR

March

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

Magazine

- Youth Arts
- Disability Awareness
- Spring Holidays

Directories:

- Camps and Activities
- Youth Arts & Theater

April

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

Magazine

- Fitness/Sports
- Performing Arts

Directories:

- Camps and Activities
- Sports
- Performing Arts

May

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

Magazine

- Parties
- Mother's Day

Directories:

- Camps and Activities
- Parties

June

Sales Deadline May 13
Camera Ready Ads Due May 15

Magazine

- Welcome Summer
- Dental
- Father's Day
- Pregnancy

Directories:

- Dental
- Pregnancy

July

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

Magazine

- Readers' Choice
- Special Needs
- Summer Fun

Directories:

- Medical

August

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

Magazine

- Back-to-School
- Family Wellness
- After School Activities

Directories:

- Education
- Medical
- Aftercare

September

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

Magazine

- Big Book of Education
- The Arts

Directories:

- Arts
- Open House
- Education

October

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

Magazine

- Fall Festivals
- ADHD
- Favorite Schools
- Inclusive Resource Guide

Directories:

- Independent Schools
- Special Needs

November

Sales Deadline Oct. 14
Camera Ready Ads Due Oct. 16

Magazine

- Thanksgiving and Holiday Countdown
- Preschool and Day Care
- Winter Party Guide
- Adoption

Directories:

- Preschool

December

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

Magazine

- Reader's Choice
- Holiday Happenings & Seasonal Traditions
- Camps

Directories:

- Holiday Gift Guide