

# Birmingham

2013 MEDIA KIT





## ABOUT BIRMINGHAM MAGAZINE:

Celebrating 51 years of quality of life coverage of the region, Birmingham magazine has built a loyal readership that requests every issue, every month. It has also, over the decades, built a reputation as the arbiter of all things cultural in the community, with events, e-newsletters, a digital presence within AL.com and a powerful social media voice to guide residents of our seven-county area on what to do, where to eat, who to know, where to live and so much more.

## IN EACH ISSUE:

With every monthly issue, our pages connect a smart and affluent audience to their community. With content divided into four key categories, readers explore:

- » The **SOUL** of the city through its people and places.
- » Our common **TABLE**, laid with the food and drink that have made us a culinary destination.
- » The **THREADS** that connect us all, through books, music, travel, style and homes.
- » A vision to go **WELL BEYOND** where we are today, in health, wellness, technology and innovation.



Birmingham magazine is a title of Alabama Media Group

2201 Fourth Avenue North  
Birmingham, AL 35203  
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BHAMMAG.com







# READERSHIP

Birmingham magazine reaches an influential, sophisticated readership. With high income and education levels across a broad and diverse audience, Birmingham magazine can deliver your message to the people you want to reach.

## #1 LONGEST ESTABLISHED READERSHIP

Birmingham magazine's loyal readers have made it Alabama's longest running lifestyle publication, now celebrating 51 years.



## #1 UNRIVALED REACH

Birmingham magazine's Cumulative Readership (those who have seen at least one of the last four issues) is 165,054. Monthly Readership (those who see every monthly issue) is 75,986.<sup>1</sup> When compared to the readership of our next closest competitor, only Birmingham magazine reaches 135,060 of the total 176,717 readers reached.<sup>2</sup>

**165,054 BIRMINGHAM MAGAZINE**

**41,657 CLOSEST COMPETITOR**

## #1 MOST AFFLUENT HOUSEHOLDS

Birmingham magazine has the largest local readership of persons with a household income higher than \$100,000 per year: an unmatched 34%.<sup>1</sup>



## #1 GROWING AUDIENCE

Birmingham magazine has a strong history of growth and 2013 promises to be another great year.



1. Media Audit, 2012 2. When compared to B Metro, 76.4% of Birmingham magazine's reach is unduplicated.



## DISTRIBUTION

According to the most recent certified circulation audit data (CVC), 88% of our readers request the magazine.

Our overall readership continues to grow as a result of our aggressive circulation and marketing efforts. Here are some of our audience development strategies:

- » Regular, targeted mailings to key ZIPs.
- » Additional branding throughout AL.com and with our sister publications in outside markets including Huntsville's Spark magazine, R&D Report, Coastal Alabama and Gulf Coast Weddings in Mobile.
- » Complimentary mailings to an ongoing selection of businesses and key waiting rooms.
- » Aggressive pricing and renewal opportunities mailed directly into homes—either with the publication itself or as independent messages.
- » Bulk subscriber lists, including realtors, business groups including the Birmingham Business Alliance and Birmingham Venture Club and more.
- » Almost 10,000 complimentary copies handed out yearly and special subscription rates offered at key magazine and magazine-partner events.
- » Growing newsstand placement including the following locations:

**Barnes & Noble**  
**Books-A-Million**  
**Costco**  
**Earth Fair**  
**Joe Muggs**  
**Little Professor**  
**Piggly Wiggly**  
**Publix**  
**Sam's Club**  
**Urban Standard**  
**Walgreens**  
**Walmart**  
**Western**  
**Whole Foods**





## OTHER PUBLICATIONS

Birmingham magazine has two annual publications that provide year-long marketing opportunities.

### WEDDINGS AND CELEBRATIONS

Launched in Summer 2012, Birmingham magazine's Weddings and Celebrations highlights the stunning products and inspirational ideas modern couples want when they're planning their showers, parties and wedding ceremony. Filled with helpful tips and resource information, Weddings and Celebrations is a magazine that couples will save and refer to throughout their planning process.

### CITY GUIDE

A longtime complementary title to the Birmingham magazine brand, City Guide offers locals, newcomers and visitors unique and surprising insights into the community. From the best restaurants to up and coming neighborhoods, from healthcare information to schools and events, City Guide helps you navigate life in the Magic City.



# MARKETING OPPORTUNITIES

Birmingham magazine offers a variety of non-print options for clients. From events to digital products, we have ways to engage the community with your brand in measurable ways.

## EVENTS

Through eight signature events in 2013, Birmingham magazine provides you exclusive opportunities to reach high-end guests directly and personally.

February

### » Groundbreakers Reception

March

### » Top Attorneys

June

### » Beautiful People

July

### » Digitizing

July

### » Weddings & Celebrations Bridal Tea

August

### » Super Students

September

### » Best of Birmingham

December

### » Best Doctors

## ONLINE

With BHAMMAG.com, Birmingham magazine provides an interactive platform to reach our high-profile audience. A lively companion to the magazine, the site provides the latest on what to see and do in Birmingham and is the source for the arts set to preview and book their arts calendars. BHAMMAG.com is an integral part of Alabama's largest website, AL.com, extending your ability to access an online audience of over 3.4 million unique readers every month.\*

## THE BUZZ

Reach over 8,000 highly receptive fans with your message every Thursday through The Buzz, Birmingham magazine's opt-in e-newsletter of weekly events and activities.

## SOCIAL MEDIA

Interact with an expanding market of more than 18,000 engaged fans/followers with unique promotional opportunities including contests, giveaways and custom events.



# ADVERTISING SPECS

## FILE FORMAT

- » PDF/X-1a with all fonts embedded.
- » 300 dpi Images
- » CMYK Colorspace
- » Output intent:  
U.S. Sheetfed Coated v. 2
- » PDF should be exact ad size. No printer's marks or extra whitespace.
- » Use PDF properties/metadata to include any contact information or notes, NOT the ad page
- » Submit Ads to: ftp.bhamnews.com  
user: bhammag  
password: Bh@mm@g (case-sensitive)
- » Production Questions:  
Alice Harvey  
205-325-3191  
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## MAGAZINE SPECS

8.375" x 10.875" Trim Size  
.125" Bleed On All Sides  
7.375" x 10" Live Area  
Perfect Binding  
133 Line Screen

## AD SIZES

	WIDTH	HEIGHT
Full Page, Bleed	8.625"	11.125"
Full Page, No Bleed	7.375"	10"
2/3 Page, No Bleed	4.625"	10"
1/2 Page Horizontal, No Bleed	7"	4.875"
1/2 Page Vertical, No Bleed	3.5"	10"
1/3 Page Vertical, No Bleed	2.25"	10"
1/3 Page Vertical, Full Bleed	2.8"	11.125"
1/3 Page Square, No Bleed	4.625"	4.875"
1/4 Page, No Bleed	3.5"	4.875"
1/6 Page Vertical, No Bleed	2.25"	4.875"
2 Page Spread, Full Bleed	17"	11.125"
2 Page Spread, Gutter Bleed Only	16.25"	10.375"
1/2 Page Spread, Full Bleed	17"	5"
1/2 Page Spread, Gutter Bleed Only	16.25"	4.875"

## AD SPACES

