



Birmingham

magazine

2017 MEDIA KIT

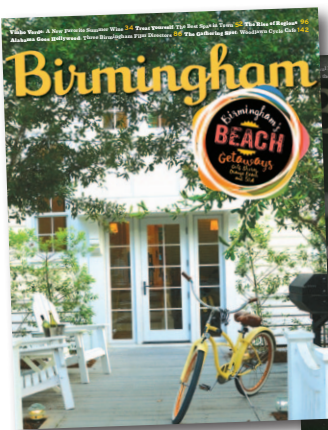
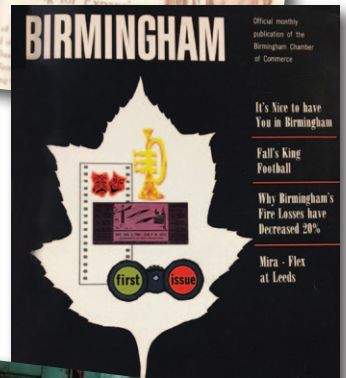


The definitive guide to life in and around the Magic City

BIRMINGHAM MAGAZINE IS THE LONGEST-RUNNING LIFESTYLE PUBLICATION IN THE CITY, PUBLISHING CONSECUTIVELY FOR 55 YEARS. IT'S SEEN BIRMINGHAM THROUGH THE YEARS, AND CONTINUES TO GROW AND CHANGE ALONGSIDE THE CITY IT SERVES.



EACH ISSUE CELEBRATES THE CULTURAL EVENTS, FLOURISHING FOOD SCENE, AND WARMTH OF BIRMINGHAM THROUGH LIVELY WRITING AND STUNNING PHOTOGRAPHY. SPECIAL ISSUES, INCLUDING OUR BEST OF BIRMINGHAM ISSUE, OFFER GREAT SPONSORSHIP OPPORTUNITIES.





AVERAGE ISSUE READERSHIP

48,680



PEOPLE PAY FOR IT **89%** PAID CIRCULATION

After 55 years of delivering unique and captivating content, people want to read Birmingham magazine—so much so that they will pay for it. And that level of reader commitment ensures a dedicated community you can reach with your brand and advertising message.


OUR READERS


44% UNDER 45

35% AGES 45-64

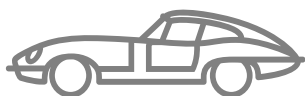


54% WOMEN

50% of our readers earn \$100,000+ per year 

70% have a college degree 

WHEN COMPARED TO THE REST OF THE MARKET, BIRMINGHAM MAGAZINE'S READERS ARE:

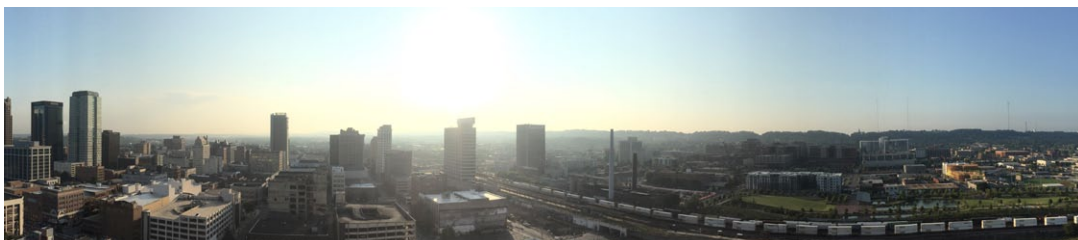


201% more likely to own a luxury vehicle

34% more likely to own a second home or real estate property



71% more likely to have significant investments

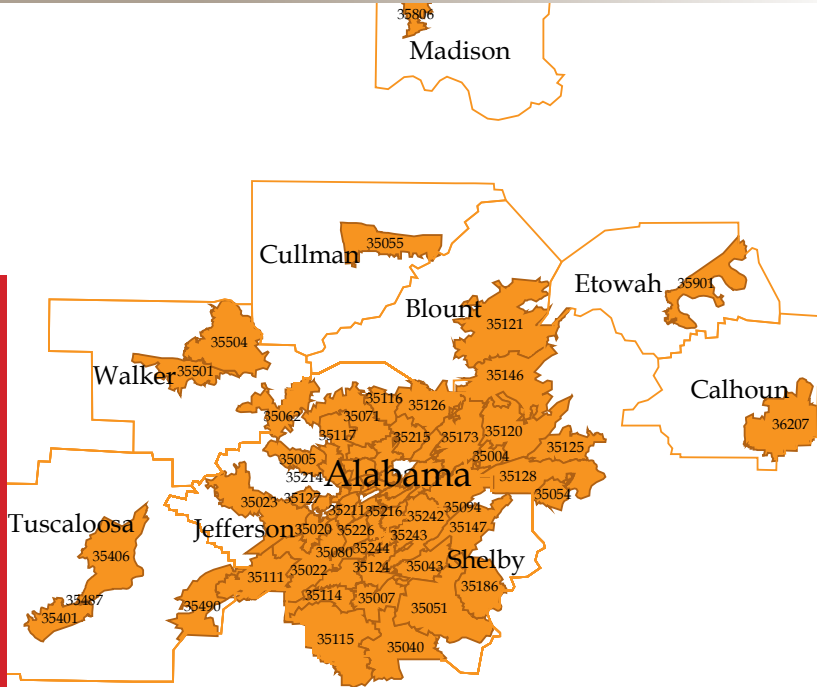


“Working with Birmingham Magazine was an incredible experience from start to finished project end. The advertising specialists made the process seamless with innovative ads and ideas that reflected my business as I had envisioned.”

SHELLY SMITH, OWNER, PURE BARRE RIVERCHASE



- » Regular, targeted mailings to over 100 ZIPs
- » Additional branding powered by AL.com and in partnership with our sister publications in outside markets
- » Complimentary mailings to a selection of influential leaders, businesses, and key waiting rooms
- » Aggressive pricing and renewal opportunities mailed directly in homes
- » Bulk subscriber lists, including realtors, business groups including the Birmingham Business Alliance
- » Over 10,000 complimentary copies handed out yearly at magazine-partner events



DISTRIBUTION



Barnes & Noble	Sprouts	Urban Standard
Birmingham International Airport	Publix	Walgreens
Books-A-Million	Little Professor	Walmart
Costco	Piggly Wiggly	Western
	Sam's Club	Whole Foods



Compelling Editorial Content

EVERY ISSUE INCLUDES SOMETHING FOR EVERYONE, COVERING A VARIETY OF TOPICS:

SOUL:

CARING CITY: Local charities and feel good stories in and around Birmingham

ARTS: Profiling exhibits, events, and local artists who stand out

MUSIC: Up-and-coming bands, music festivals, and popular concerts

LIVING:

TRAVEL: Where to visit in the Southeast region and beyond

DWELLING: Beautiful spaces and places in Birmingham

STYLE: Trend stories and up-to-date fashion from the area's best stores

TRADE:

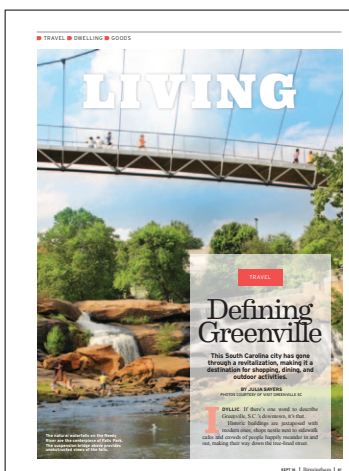
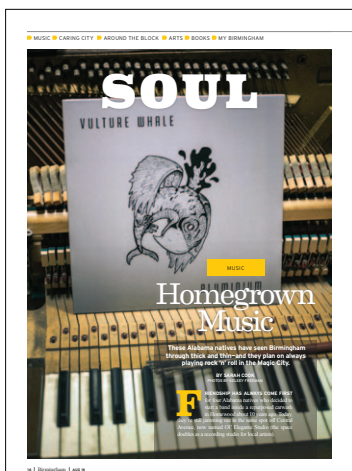
SUCCESS STORIES: Local business people and entrepreneurs share their stories

TABLE:

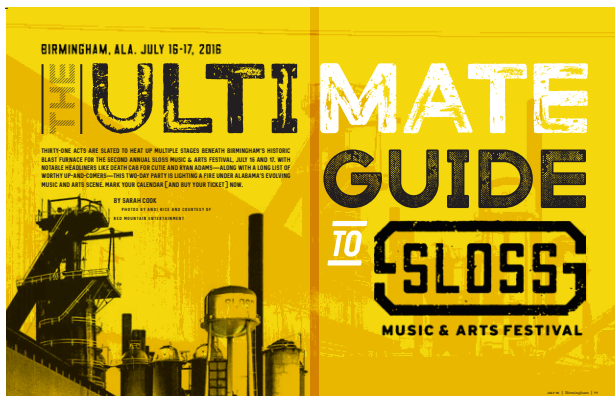
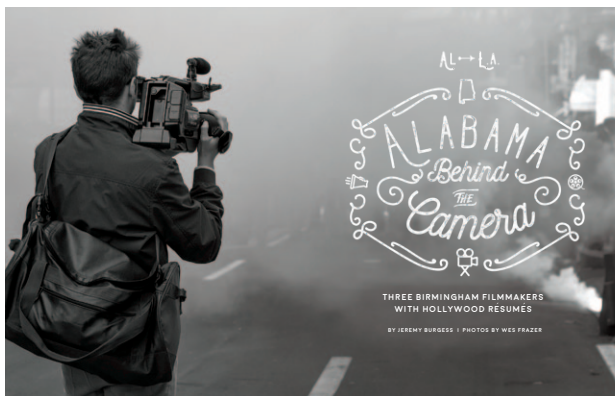
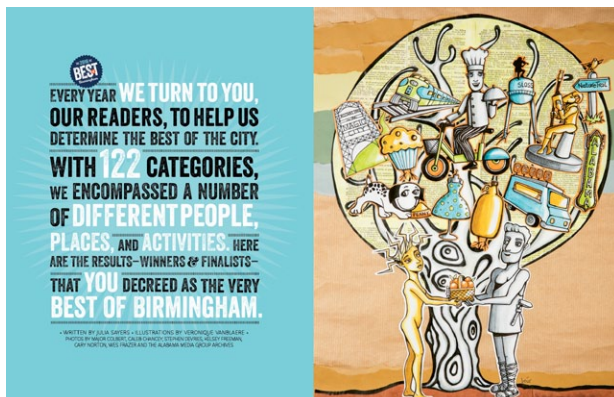
COOKING: How-tos, recipes, and what's in season

MENU:

RESTAURANTS: Where to dine out in the city



Voted Best Niche Publication in the State for 2015 by the Alabama Press Association



FEATURE CONTENT THAT DIGS DEEPER: In addition to our regular sections, each issue includes feature stories. These articles find the untold stories; tell the history of people, places, and things; offer guides to events; or share the results of annual polls, such as our Best of Birmingham feature. These are the stories that really give a deeper look into our city.



Experience the Brand

WE HOST EVENTS AS UNIQUE AS OUR PRODUCT

Birmingham magazine events are unparalleled in the market; they support our content and our marketing partners, while making a statement in the city's social scene. Our Best of Birmingham and Women Who Shape the State events are just a few of our top-notch, well-attended events held each year.



BEST OF BIRMINGHAM: A celebration of our annual Best of Birmingham winners.



WOMEN WHO SHAPE THE STATE: This event is in its fifth year and continues to highlight outstanding female leaders from across the state.





Inspiring Weddings



TWICE A YEAR, WE PUBLISH BIRMINGHAM WEDDINGS & CELEBRATIONS, A LOOK INTO LOCAL WEDDINGS, BRIDAL VENDORS, AND MORE. FROM GOWNS TO CATERING TO FLOWERS, IT'S THE BIRMINGHAM BRIDE'S SOURCE FOR IDEAS.



BY THE NUMBERS

Birmingham magazine readers are in the top 3% of people who will spend \$100k or more on their wedding. Birmingham magazine has more female readers age 18+ and working women earning \$75K+ than any other local publication.

We have more readers in both categories for first and possibly second weddings in the 21-34 and 35-44 age groups; and 54% of our readers are female.







2017 Editorial Calendar

LEVERAGE YOUR BRAND IN MEANINGFUL WAYS BY ADVERTISING IN BIRMINGHAM MAGAZINE AND BIRMINGHAM WEDDINGS & CELEBRATIONS.



January

The 55th Anniversary Issue

- » 55 Icons of Birmingham
- » Best Doctors & Medical Profiles

Space: 11/14/16 Materials: 11/18/16



February

The Love/Mardi Gras Issue

- » Honeymoon Travel
- » College Profiles
- » Private & PreSchool Guide
- » Diversity/Black History
- » Travel

Space: 12/16/16 Materials: 12/20/16



February Weddings

- » Weddings

Space: 1/4/17 Materials: 1/6/17

March

The Family Issue

- » Health: A guide for Family & Kids
- » Best of Birmingham's Family Edition

Space: 1/12/17 Materials: 1/19/17



April

The Home & Garden Issue

- » Birmingham's Most Beautiful Homes & Lake Homes
- » Home & Garden Feature
- » Top Attorneys
- » Travel

Space: 2/8/17 Materials: 2/15/17

May

The Travel Issue

- » Outdoor Living
- » Mother's Day Gift Guide

Space: 3/15/17 Materials: 3/22/17

June

The Summer/Men's Issue

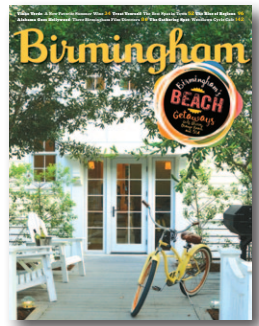
- » Guide to Summer
- » Father's Day Gift Guide
- » Travel
- » Men's Health & Fitness

Space: 4/13/17 Materials: 4/20/17

June Weddings

- » Weddings

Space: 5/1/17 Materials: 5/5/17



July

The Music Issue

- » Travel
- » Music & Festivals Resource Guide
- » Young Professionals/Millennial Business
- » Wealth Management Profiles

Space: 5/17/17 Materials: 5/24/17

August

The Beach Homes Issue

- » Beach Living/Beach Homes
- » Senior Lifestyles & Retirement Section
- » Alabama College Guide
- » Private & PreSchool Guide

Space: 6/14/17 Materials: 6/21/17

September

The Best of Birmingham Issue

- » Best of Birmingham

Space: 7/12/17 Materials: 7/19/17

October

The Food Issue

- » Medical Champions of Care
- » Food Lover's Guide to Birmingham
- » Best Venues
- » Travel

Space: 8/16/17 Materials: 8/23/17

November

The Women's Issue

- » Women Who Shape the State
- » Women's Health & Wellness Section
- » Great Places to Work
- » Holiday Gift Guide

Space: 9/13/17 Materials: 9/20/17

December

The Holidays Issue

- » Holiday Gift Guide
- » Autos Special Section
- » Travel

Space: 10/11/17 Materials: 10/18/17

January 2018

The Health Issue

- » Health & Medical Issue
- » Physician Profiles

Space: 11/8/17 Materials: 11/15/17

Cancellation requests past the space reservation deadline will not be honored. Ads bill the month prior to the issue. Ex: February issue bills in January, March bills in February, etc.





Beyond Newsstands

DIGITAL DISPLAY ADVERTISING

Take your advertising campaign

to the next level by extending your advertising campaign to Birmingham magazine readers online. We can target readers wherever they are, increasing frequency and impact.

- BANNER ADS
- RESPONSIVE RICH MEDIA
- VIDEO
- REMESSAGING

Sponsored Content

Reinforce your expertise and value to your customers in a non-intrusive, authentic way. We offer both print and online positioning for your brand story.

Birmingham Buzz

Every week, we publish and push out the most comprehensive coverage of what's happening and worth attending in Birmingham. Readers look forward to reading the upcoming weekend's events, as well as features on local establishments. The Birmingham Buzz email newsletter reaches 9,500 Birmingham residents. Premium, dedicated email advertising options are available.

Social Media



A POWERFUL PARTNERSHIP

Birmingham magazine is a part of Alabama Media Group along with AL.com, the state's largest news and entertainment network. All Birmingham magazine content is published on AL.com where we attract the same influential audience, offering advertisers additional opportunities to reach their customers while also leveraging the best ad delivery technology available.

2017 Rates

SCHEDULE YOUR ADS TODAY FOR UPCOMING ISSUES

STANDARD POSITIONS	OPEN	3X	6X	9X	12X
Full	\$3500	\$3343	\$3010	\$2769	\$2443
2/3	2880	2764	2488	2289	2073
1/2	2268	2177	1961	1804	1668
1/3	1760	1689	1519	1397	1261
1/6	1179	1132	1018	935	850

PREMIUM POSITIONS

Spread	\$5666	\$5438	\$4935	\$4634	\$4328
1/2 Spread	4570	4386	3948	3619	3290
Back Cover	4477	4284	3981	3849	3246
Inside Front Cover	4234	4052	3800	3559	3078
Inside Back Cover	4234	4052	3800	3559	3078

1/4 page positions are available for some special sections.

WEDDINGS ISSUE

AD SIZE OPTIONS

FULL PAGE	\$2995
HALF PAGE	\$1795
QUARTER PAGE	\$995

FEBRUARY WEDDINGS

Space: 1/4/17 Materials: 1/6/17

JUNE WEDDINGS

Space: 5/1/17 Materials: 5/5/17

“I have advertised with Birmingham magazine for several years because their audience is loyal and has buying power. Whether it’s a print ad, event sponsorship or community engagement opportunity, I always get incredible value with my advertising dollars. ”

CURT MORRIS, OWNER, LA-Z-BOY FURNITURE GALLERIES



Specifications

STANDARD ADVERTISING SPECS

- PDF/X-1a with all fonts embedded.
- PDF should be exact ad size.
- No printer's marks or extra whitespace.
- 300 dpi images
- CMYK Colorspace
- Output intent: U.S. Sheetfed Coated v. 2

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 (including .125" 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"

ADVERTISING INQUIRIES:

Deidra Perry
205.325.3343
dperry@al.com

alabamamediagroup.com/bhammag



HIGH IMPACT ADS

Birmingham magazine has more than 20 different ways to make your advertising stand apart from the competition including:

- » French Door Covers
- » Printed Polybags
- » Posters
- » Inserts
- » Belly Bands
- » Tippings
- » Reader Service Cards
- » Business Reply Cards
- » Bind-In Cards
- » Gatefold Covers
- » Gatefold Ads
- » Double Gate Ads
- » Advertorials
- » Cover Flaps
- » Bind-In Cards
- » Fold-Out Tabs
- » Ride Along Outserts
- » CD/DVD Carriers
- » Post-It® Notes
- » Stickers