



Birmingham magazine



Birmingham magazine readers are **always in the know** on the latest hotspots and happenings in the Magic City. Beautiful design combined with original content by local writers makes Birmingham magazine the definitive guide to everything Birmingham.

**2020
MEDIA KIT**

We write content that draws loyal readers and produces customers for our advertisers. Each issue always includes:

CITY LIFE: current events, city news, people, business profiles, arts, entertainment, and events

TABLE: recipes, libations, restaurant spotlights, and food news

LIVING: decorating, fashion, home, shopping, travel, goods



We've worked with Birmingham magazine since we opened our doors, because they care about our business. If we are trying to reach couples currently shopping for rings, or simply hosting in-store events, the magazine reaches our target audience. I also love the Best of Birmingham party and look forward to [the magazine's] events each year!

**ALLIE FARLOW, MARKETING AND MERCHANDISING MANAGER
DIAMONDS DIRECT-BIRMINGHAM**

Print Advertising

There are three main ways to appear in the printed edition of Birmingham magazine:

1. Standard display advertising (see ad sizes on page 7)
2. Advertorial advertising (a paid article about your business)
3. An ad or advertorial in a special promotional section

Camera-ready artwork is due five weeks in advance of the issue date.

This applies to both display and advertorial ads.



BIRMINGHAM MAGAZINE IS SOLD AT

Alabama Goods

Books A Million

Piggly Wiggly

Target

Alabama
Peanut Company

Costco

Publix

Walgreens

Barnes & Noble

CVS

Sam's Club

WalMart

Little Professor Books

Sprouts

Whole Foods

We are also the exclusive local magazine sold at the Birmingham Shuttlesworth International Airport.

Align your brand with **Birmingham** magazine.



◀ *full-page ad*

- 1) **Display advertising**
Use our high-end, monthly magazine to showcase your business. Supply a beautiful ad or we can design one for you. Single, 3-time, 6-time, and 12-time insertions available.
- 2) **Advertorial**
Tell your story through a written article that appears similar to our editorial content.
- 3) **Special Promotional Sections**
We offer themed sections throughout the year that focus on specific business sectors.
- 4) **Event Sponsorship**
We host and produce well-attended events, such as Best of Birmingham and Women Who Shape the State.
- 5) **Birmingham Buzz**
(weekly email newsletter)
Weekly round up of what's happening around town, sent every Thursday.

*digital ad in the
Birmingham Buzz ▶
newsletter*





Best Doctors

Champions of Care



Great Places to Work



Top Attorneys



College Guides



Birmingham magazine's Affluent Audience

108K+

Readers –
that's 2x more than our
top two competitors!



111K+

Social Media
Followers
(Facebook, Instagram, Twitter)

41%

have a net worth of over
\$1 million**



42%

of readers have a
household income
over \$100,000

1.5x

More likely to own a
second home



59%

of readers plan to take a
beach or lake vacation in
the next 12 months

49%

more likely to have
purchased jewelry in
the past year

34%

more likely to
purchase furniture
in the next year



3x

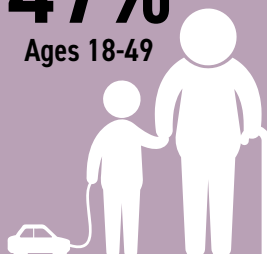
more likely to
purchase a vehicle
valued at over
\$45,000

88%

More likely to have
graduated from college



47%
Ages 18-49



Magazine Media Fact Book, 2019

91%

Americans of
all ages read
magazines

Magazine
readers are

129%

more likely to buy
products in ads

Readers are

146%

more likely to
pay attention to
or notice ads in
magazines

Print
magazines are

#1

in reaching super
influentials with
higher incomes

Birmingham 2020 Calendar

ISSUE	EDITORIAL FEATURES	SPECIAL PROMOTIONAL SECTIONS	AD SPACE RESERVATION DEADLINE	FINAL CREATIVE DUE
JAN	HEALTH & BEAUTY	Regional College Profiles + School Guide New Year Resolution Guide Travel	11/18/19	11/25/19
FEB	LOVE & WEDDINGS	Best Doctors	12/23/19	1/3/20
MAR	RESTAURANTS	The Ultimate City Guide	1/22/20	1/29/20
APR	HOME & GARDEN	Birmingham's Beautiful Homes	2/19/20	2/26/20
MAY	BEACH	Top Attorneys Travel	3/18/20	3/25/20
JUN	ROADTRIPS	Senior Lifestyles Outdoor Guide Travel	4/22/20	4/29/20
JUL	LUXURY	Pets & Vets Great Places to Work	5/20/20	5/27/20
AUG	FOOD	Regional College Guide + School Guide Travel	6/17/20	6/24/20
SEP	BEST OF BIRMINGHAM	Best of Birmingham	7/22/20	7/29/20
OCT	AUTUMN	Medical Champions of Care Go Pink: Breast Cancer Awareness	8/19/20	8/26/20
NOV	WOMEN	Women Who Shape Alabama Holiday Travel	9/16/20	9/23/20
DEC	HOLIDAY	Non-Profits to Watch Holiday	10/20/20	10/27/20

Birmingham magazine Ad Specifications

FULL PAGE

8.375 X 10.875

ALWAYS ADD .125" BLEED

Use a .5" margin to
keep all information safely
within this area

2-PAGE SPREAD

16.75 X 10.875

ALWAYS ADD .125" BLEED

Use a .5" margin to
keep all information safely
within this area

TRIM SIZE: 8.375" X 10.875"

FULL PAGE AND 2-PAGE SPREAD REQUIRE BLEED:

Add .125" bleed on all sides

TWO PAGE SPREAD TRIM SIZE:

16.75" X 10.875"

HALF PAGE HORIZONTAL: 7.875" X 5"

HALF PAGE VERTICAL: 3.75" X 10.375"

ONE THIRD PAGE VERTICAL:

2.5" X 10.375"

QUARTER PAGE:

3.75" X 5"

All ads must be provided as
a high resolution PDF.

Submit your ad to:
bhammagads@al.com

1/2 HORIZONTAL

7.875 X 5

NO BLEED

Use a .5" margin to
keep all information safely
within this area

1/2 VERT

3.75 X 10.375

NO BLEED

Use a .5" margin
to keep all
information safely
within this area

1/3 VERT

2.5 X
10.375

NO BLEED

Use a .5"
margin
to keep all
information
safely
within this
area

1/4 PAGE

3.75 X 5

NO BLEED

Use a .5" margin
to keep all
information safely
within this area

DISPLAY AD RATES

STANDARD POSITIONS	OPEN	3X	6X	9X	12X
Full	\$2275	\$2240	\$1865	\$1715	\$1490
1/2	\$1475	\$1350	\$1215	\$1120	\$1035
1/3	\$1165	\$1045	\$940	\$860	\$785
1/4	\$765	\$700	\$630	\$580	\$525

\$3000 – 2 page spread

For more information, contact Deidra K. Diaz
at 205-325-3343 or ddiaz@al.com

Readers are able to connect with your brand through authentic stories.

[illegible][illegible]



Best of Birmingham

Birmingham magazine's **Best of Birmingham** is the original reader's choice awards survey taken annually to award the best in business for the greater Birmingham region. Our Best of Birmingham seal signifies a treasured magazine tradition to find and honor the best of the city. As Birmingham continues to grow and change, the event following the announcement of the honorees becomes even more exciting each year, with new places opening and old favorites being revisited.

Our categories this year include: Best Workplaces, Family & Kids, People & Places, See & Do, Shop & Splurge, and Wine & Dine--providing more opportunity than ever to recognize excellence in the Magic City.

76,000
VOTES

140
CATEGORIES

500
ATTENDEES AT THE
PARTY OF THE YEAR



THIS IS ALABAMA Women who SHAPE the State 2019



Women Who Shape the State

Birmingham magazine's November issue recognizes women impacting the state of Alabama through local, regional and national efforts in philanthropy, commerce, public service, nonprofit, small business and advocacy.

We also host the **Women Who Shape the State** event bringing together an unmatched network of the most significant influencers in Alabama. Event sponsorships and special section placements available.





Birmingham magazine

Birmingham magazine | Located in the heart of the Magic City: 1731 First Ave. North, Birmingham, AL 35203 | bhammag.com