



# MEDIA KIT 2024

montgomerymag.com



REACH READERS IN ONE OF THE  
WEALTHIEST COUNTIES IN THE COUNTRY.

Print | Digital |   

p 301.230.2222, ext. 2 | advertising@montgomerymag.com | montgomerymag.com  
9200 Rumsey Road, Suite 215 | Columbia, MD 21117 | Please submit ad materials to your sales consultant

## 2024 EDITORIAL CALENDAR

**PLUS in every issue:** *Discover new trends in arts and culture, food, health/wellness, home and garden, profiles on local newsmakers, shopping, Taste of Montgomery and travel.*

	SPECIAL ADVERTISING PAGES	RESERVATION & ART DUE	CAMERA READY
<b>FEBRUARY/MARCH</b> Home, Real Estate, Heart Health, Self-Improvement, Weddings	Camps, Private Schools, Weddings, Health, Realtors/Movers	Jan. 17	Jan. 19
<b>APRIL/MAY</b> Home Improvement, Retirement, Mental Health	Builders/Architects/Interior Designers, Seniors, Small Business, Mental Health Professionals, Camps, Private Schools, Mother's Day	Mar. 13	Mar. 15
<b>JUNE/JULY</b> Outdoor Living, Travel/Summer Fun, Men's Health	Lawn & Garden, Outdoor Dining, Men's Health & Wellness, Last Chance Camps, Private Schools, Experts on Aging, Dental, Father's Day	May 15	May 17
<b>AUGUST/SEPTEMBER</b> Education, Pets, Dental Health, Seniors, Summer Entertaining	Schools/Colleges, Automotive, Vets, Weddings, Plastic Surgeons, Dining, Luxury Apartments, Best of Montgomery Finalists	July 17	July 19
<b>OCTOBER/NOVEMBER</b> Women's Health/Breast, Cancer, Small Business/Shop Local, Fall Arts, Women of Strength	Shop Small, Oncology (Breast Cancer), Women in Business, Performing Arts/Music Venues, Beauty, Readers' Choice Finalists, Medical Cannabis, Orthopedics, 55+ Communities, Private Schools	Sept. 11	Sept. 13
<b>DECEMBER/JANUARY</b> Best of Montgomery Winners, Holiday Entertaining, Charitable Giving, Gift Guide, New Year/New You	Best of Montgomery Winners, Gift Guide, Private Schools, Arts, Home Builders, Focus on Montgomery County Restaurants, Spas, Nonprofit Organizations, Gyms/Personal Trainers, Financial, Legal, Accounting	Nov. 13	Nov. 15

*All themes subject to change.*

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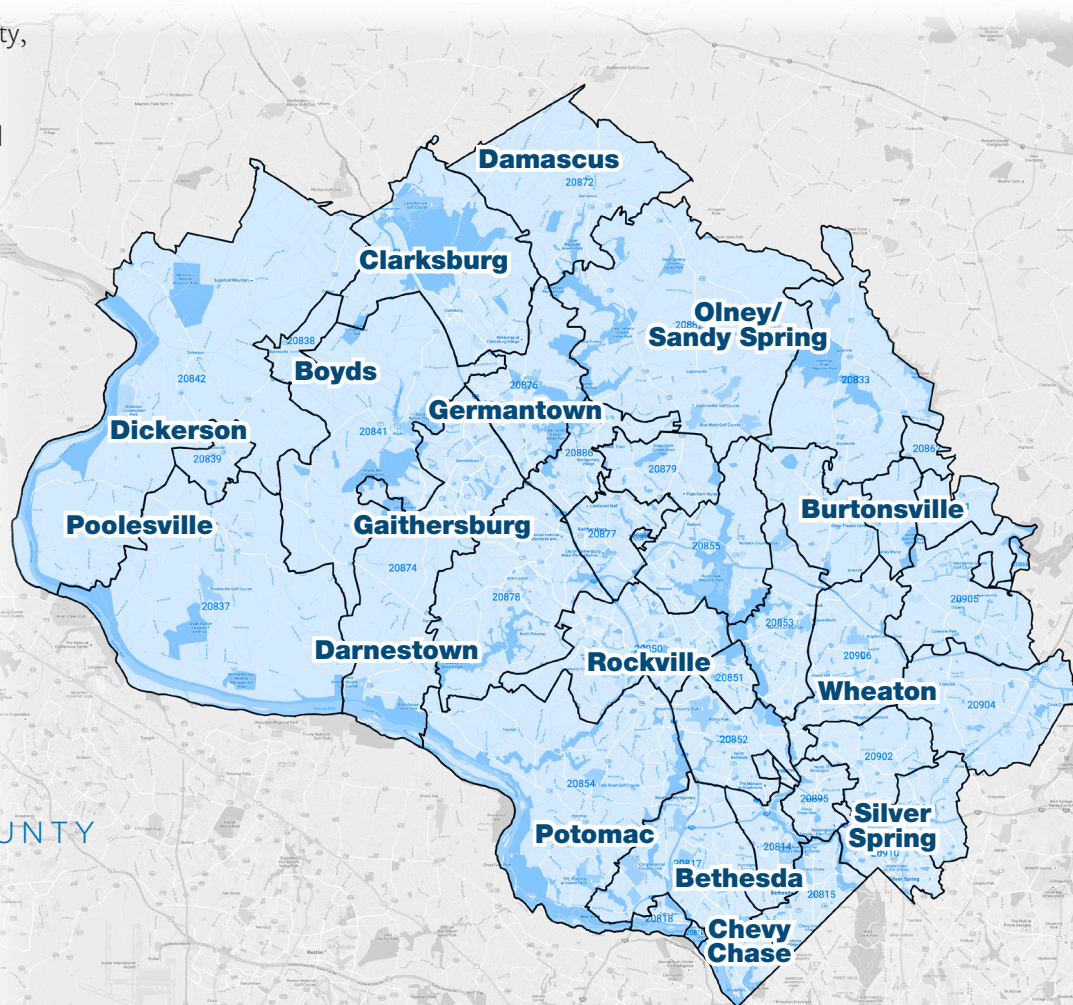






## AUDIENCE & DEMOGRAPHICS

Montgomery Magazine serves the population of Montgomery County, Maryland, one of the wealthiest counties in the country. Our portfolio includes print and digital editions of *Montgomery Magazine*, social media channels and [montgomerymag.com](http://montgomerymag.com). The print magazine, published six times per year, reaches over 61,000 readers in Montgomery County and available digitally on our website. In addition to the stories published in *Montgomery Magazine*, the website also features unique digital content that appeals to readers across the county. Engaged and highly-educated, our readers view *Montgomery Magazine* as an invaluable part of their Montgomery County lifestyle.



### MONTGOMERY COUNTY DEMOGRAPHICS

Median Income: \$166,779

Median Home: \$677,793

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9200 Rumsey Road, Suite 215 | Columbia, MD 21045

410-902-2300, ext. 2

[midatlanticmedia.com](http://midatlanticmedia.com)

Print | Digital |





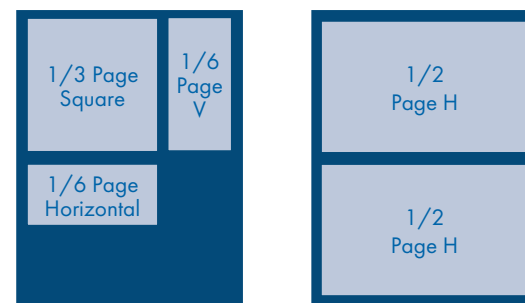
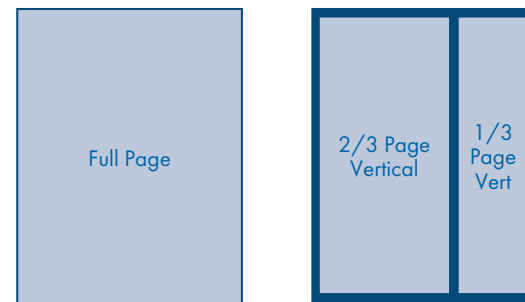
## PRINT RATES & SPECIFICATIONS

PRINT RATES	OPEN	3X	6X
<b>FULL COLOR</b>			
INSIDE FRONT/BACK	\$2000	\$1850	\$1700
DOUBLE TRUCK	\$3940	\$3340	\$2700
FULL PAGE	\$1800	\$1650	\$1500
2/3 PAGE	\$1350	\$1240	\$1150
1/2 PAGE	\$900	\$825	\$750
1/3 PAGE	\$545	\$475	\$380
1/6 PAGE	\$450	\$405	\$365

\*All prices are net & per ad insertion.

AD SIZE	DIMENSIONS
FULL PAGE (bleed size)	8.375" x 10.875"
FULL PAGE (trim size)	8.125" x 10.625"
FULL PAGE (live copy area)	7.125" x 9.4375"
DOUBLE TRUCK (bleed size)	16.5" x 10.875"
DOUBLE TRUCK (trim size)	16.25" x 10.625"
DOUBLE TRUCK (live copy area)	15.25" x 9.75"
2/3 PAGE	4.75" x 9.4375"
1/2 PAGE (horizontal)	7.125" x 4.625"
1/3 PAGE (vertical)	2.25" x 9.4375"
1/3 PAGE (square)	4.75" x 4.625"
1/6 PAGE (vertical)	2.25" x 4.625"
1/6 PAGE (horizontal)	4.75" x 2.22"

### DISPLAY AD SIZES



Trim Size is 8.125" x 10.625"

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Montgomery Magazine has a lively monthly e-newsletter that reaches a growing list of county residents, extending the magazine's brand and providing advertisers with another platform to connect with readers.

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## DIGITAL ADVERTISING

### DIGITAL ADVERTISING RATES

HOME PAGE		eNewsletter Ads	
<b>LEADERBOARD</b> (1097 x 100 pixels)		<b>1 ISSUE:</b>	\$150
3 MONTHS	\$550	600 X 90 (Limit 1 Per Email)	
6 MONTHS	\$860	260 X 300 (Limit 1 Per Email)	
<b>RECTANGLE</b> (300 x 250 pixels)		<b>eBLAST</b>	
3 MONTHS	\$550	1 TIME USE	\$599
6 MONTHS	\$860	<b>Premium eBLAST*</b>	
		1 TIME USE	\$750
		<b>Description:</b> 30,000 targeted Montgomery Magazine audience emails.*	
IN-ARTICLE ADVERTISING			
<b>(468 X 60 pixels)</b>		<b>FACEBOOK</b>	\$250/POST
1 MONTH	\$450/MONTH	<b>INSTAGRAM</b>	\$250/POST
3 MONTHS	\$325/MONTH	<b>SPONSORED CONTENT</b>	\$450*
6 MONTHS	\$250/MONTH		

### eNEWSLETTER SCHEDULE

Second and fourth Thursday of each month

### SPECIFICATIONS:

**ADS** accepted as jpeg, gif, animated gif and third party ad serving.

**ADVERTISER EBLASTS** accepted as jpeg, gif or HTML. Width of blast should not exceed 600px wide. "Subject Line" and eblast content is subject to approval/change by MAM.





# Tastes of Montgomery

EAT **SMART.**

TASTES OF MONTGOMERY  
IS NOW IN EVERY ISSUE OF  
MONTGOMERY MAGAZINE.

County residents spend more than \$3,000 a year dining out, and most prefer to drive less than three miles to enjoy a good meal. Specials, coupons and value menus are frequently motivating factors when choosing where to eat.

Reach this hungry audience with an ad in our  
Tastes of Montgomery section.

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**Sabal Thai**  
Cute, cozy, casual family-owned restaurant serving delicious and authentic Thai cuisine since 2009. Vegetarian & gluten-free friendly.  
Enjoy dinner made with family and friends - or call us for take out and delivery!  
18667-04 Century Blvd, Germantown, MD 20874  
301-528-1400  
www.sabalthai.com

**Laredo Grill**  
The place where PUERTO RICAN & MEXICAN CUISINE COMBINE! LET THE GOOD TIMES ROLL!  
• Open Monday through Saturday 11am - 10pm  
• Salsas, Guacamole, Empanadas, Pasa, & Sandwiches, Specialty Shakes, Smoothies, Daily Specials & More!  
• Special Theme Nights Every Night! Please check our website!  
• Catering  
• Outdoor Patio  
• Call for a Special Event Catering & Bar  
• Come for the Food, Stay for the Party!  
10000 Lanesboro Rd, Columbia, MD 21046  
301-515-8151  
www.laredogrill.com

**Lc**  
The place where PUERTO RICAN & MEXICAN CUISINE COMBINE! LET THE GOOD TIMES ROLL!  
• Open Monday through Saturday 11am - 10pm  
• Salsas, Guacamole, Empanadas, Pasa, & Sandwiches, Specialty Shakes, Smoothies, Daily Specials & More!  
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10000 Lanesboro Rd, Columbia, MD 21046  
301-515-8151  
www.lc.com

**Singr Tacos**  
Casual atmosphere, dine in or carry out  
• Also offering Fajitas, Bowls & Burritos, Grilled Salmon & Shrimp  
• Fresh Salads  
• Beer & Wine  
• Homemade desserts  
353 Main Street  
Gaithersburg, MD 20878  
301-977-5595  
www.singrintacos.com

**Rotisserie Chicken, Buffalo Wings and Fusion Tacos with a Sinful Twist**

**\$5 OFF**  
Purchase of \$30 or more

**\$10 OFF**  
Purchase of \$60 or more

With this Tastes of Montgomery coupon. Valid daily for dine-in or carryout. One coupon per visit. Not valid in combination with other offers. Expires April 19, 2020

**We Deliver!**

**DOORDASH**

Advertisers who sign a 3x plus contract also receive a FREE 30 word listing with a logo.

Listing value \$200

