

THE NEXT  
**50**  
YEARS

*New*

# media kit 2012

Rethought. Redesigned. Re-imagined. Remarkable.

# Birmingham

MAGAZINE



# mission statement

2012 marks a new beginning for *Birmingham* magazine.

Already the pre-eminent quality-of-life publication for the greater metro Birmingham area, a redesign has taken that rich tradition in new directions, making *Birmingham* a magazine that projects the culture and celebrates the soul of the region. *Birmingham* magazine reaches a vast readership within the largest metropolitan area in Alabama and tells thought-provoking stories about those things that make this community what it is—food, style, health, technology, arts, business and, of course, people and neighborhoods. *Birmingham* magazine also challenges the community to think by asking questions and by showing readers how the city is moving forward. We want to provoke progress in everything we do.

With a readership that has grown 20 percent in the past two years, *Birmingham* magazine has a broad reach unmatched by any other magazine in the market. With significant online presence, innovative digital products, partnerships with other organizations and media outlets, and signature events, *Birmingham* magazine is perfectly positioned for a new era.

“With a readership that has grown 20 percent in the past two years, Birmingham magazine has a broad reach unmatched by any other magazine in the market.”

Source: Media Audit, 2011 Survey





“... 88 percent of readers pay for their copy of the magazine ... the paid percentage measures the level of readers’ engagement with and commitment to the magazine.”

# our story

More than a print publication.

## A Half-Century of Branding

Since its beginning in 1961, *Birmingham* magazine has embraced and celebrated its community. Everyone has heard of it, has seen it, has read it. That’s hard to beat when you’re trying to reach customers. With a name synonymous with the community it serves, “*Birmingham* magazine” says it all—and it has for two generations. Now refreshed and re-envisioned for a new half-century, *Birmingham* magazine will increase both its print and online readership almost immediately, as new readers are drawn to the fresh design and longtime readers return to the publication they remember. It’s the best of both worlds—a solid, well-respected brand that has been repositioned for a new era. It is your city magazine.

## More Than a Print Publication

Now a part of Birmingham News Multimedia, *Birmingham* magazine is better positioned than ever to deliver a sophisticated marketing campaign to businesses of all sizes. In addition to a highly effective print advertising schedule in one of the state’s largest four-color magazines, clients can benefit from targeted placement in a number of special promotional sections within *Birmingham* magazine; on bhammag.com, al.com, the Buzz e-newsletter and future digital products; through custom publishing inserts or ride-alongs; through highly effective direct mail strategies; or through sponsorships of one of *Birmingham* magazine’s signature events.

## YOU SHOULD KNOW

### We appeal to readers of all age groups

21-34	23%
35-44	26%
45-54	24%
55-64	15%
65+	13%

Male	35%
Female	65%

**Our readers are homeowners** 84%  
Median household value \$208,450

**Our readers are affluent**  
\$50,000/year 71%  
\$100,000+/year 40%  
Median household income \$89,000

**Our readers are well educated**  
Some college 32%  
College graduate 26%  
Some graduate school 21%

Source: Scarborough Research 2011 Release 2, Sep 2010 - Aug 2011; Media Audit, 2011 Survey.



THE NEXT  
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# circulation

The NEW *Birmingham* magazine.

**T**he printed number of copies of *Birmingham* magazine will increase in 2012. People want to read the magazine—they request copies. They also pay for the magazine in significant numbers. And we can show you where our issues are going at any given time.

## People Want to Read It

More than 88 percent of our readers request the magazine. Although we will begin using Birmingham News Multimedia's sophisticated research and large databases to send potential new readers sample copies of the magazine, we send the vast bulk of our print order to people who have requested, and who are paying for, the publication.

## People Pay For It

The large majority of our readers pay for their copy of the magazine. Why is that important to advertisers? It's because the paid percentage measures the level of readers' engagement with and commitment to the magazine. After 50 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. They will be there, month after month. And they have proven that they will pay for what they value. That means your products and services, too.

## We Can Prove It

We can back up all of our circulation data with audited numbers from the Circulation Verification Council (CVC). We can also support our distribution with postal statements. With the power of the Birmingham News Multimedia's circulation and distribution networks, we are well positioned to grow the circulation of the state's largest lifestyle magazine and significantly increase its footprint.

## We Are Actively Marketing to New Subscribers

Even with our significant readership, we know there are many more people to reach. Here are some of our strategies for 2012:

- Enhance our social media marketing to offer subscriptions to our more than 15,750 followers and fans.
- Place copies in more than 800 new and different lobbies, waiting rooms, salons and other outlets in key ZIP code locations.
- Target readers of *The Birmingham News*.
- Sample copies on a monthly basis to a rotating list of high-income homes in key ZIP codes.

## NEWSSTAND

We're everywhere.

Walgreens  
Whole Foods  
Barnes & Noble  
Publix  
Piggly Wiggly  
Western  
Joe Muggs  
Books A Million  
Urban Standard  
Little Professor  
Sam's Club  
And many more ...

# digital

Compelling content across all platforms.

**W**hat *Birmingham* magazine does best is create soulful and authentic content about the people of our community. What it is uniquely able to do as a result of its ownership by Birmingham News Multimedia is better deliver that content across a variety of platforms, including a redesigned website housed within al.com.

The new site features a cleaner structure and easier navigation that corresponds to the design of the print publication. Features and departments from the magazine are uploaded to the site throughout the month. Web-exclusive content, including blogs, audio files, photos and videos from magazine shoots and more will be posted regularly and will attract digital readers from throughout al.com as well as from the magazine itself.

More ways for readers to engage with the magazine will also appear on the site throughout 2012:

- Polls and online contests
- Ongoing promotions and giveaways
- Party and event pics posted directly by readers
- Comprehensive event info and calendars
- More blogs

**BUZZ e-newsletter**

*Birmingham* magazine will continue to deliver weekly and bi-monthly event information via our popular Buzz e-newsletter. With almost 7,500 subscribers, the Buzz is a great place for quick and focused marketing messages that reach people via computer, tablet or mobile device.

**The Social Media Community**

*Birmingham* magazine can claim more than 15,750 followers and fans on Facebook and Twitter. Whether they are connected to the magazine's account or following our Bridal or Birmingham Box Set, these fans are engaged with the magazine and interested in our content and message. With a simple tweet or status update we can speak directly to this audience—about events, promotions, stories and more.

**Future Plans**

With the Birmingham News Multimedia behind us, we can explore more sophisticated tablet and mobile applications for our core brand, as well as for additional products like our Birmingham Bridal and City Guide publications.


**A POWERFUL PARTNERSHIP**

The largest media website in Alabama, al.com is the exclusive home for Alabama's three largest newspapers.

al.com audience:

- Over 2.8 million unique users per month\*
- Over 55 million page views per month\*
- \*comScore Media Matrix (hybrid date), June 2010

- 50% men, 51% women\*
- 87% are ages 18 - 54\*
- Median age is 38\*
- Median HH Income is \$78,200\*
- 35% earn 75K or more annually
- 78% attended college +\*
- 87% are homeowners\*\*
- 78% are married\*\*
- \* comScore Media Matrix (hybrid data) June 2010, \*\*The Media-Audit, April -June 2008



# production specs

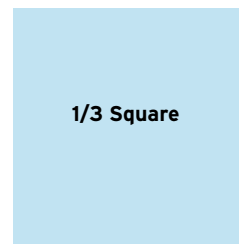
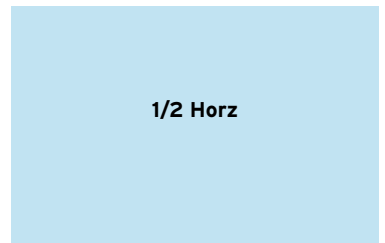
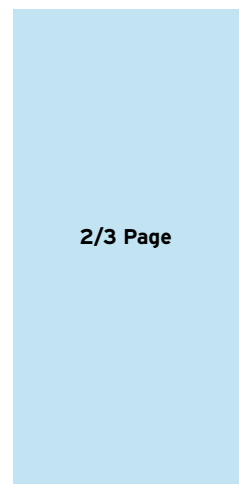
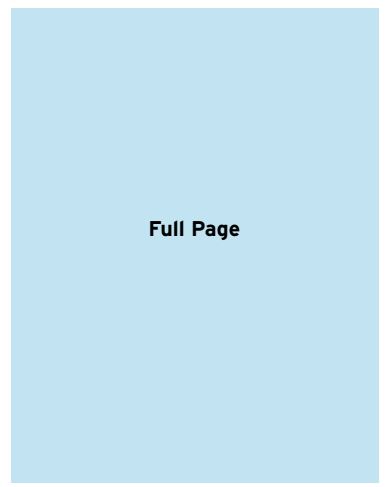
Bleed and trim sizes included.

## PRODUCTION SPECS

	Dimensions (inches, wxh)
Ad size	8.625 x 11.125
Full page, bleed	7 x 10
Full page, no bleed	4.625 x 10
2/3 page, no bleed	7 x 4.875
1/2 page horizontal, no bleed	3.5 x 10
1/2 page vertical, no bleed*	2.25 x 10
1/3 page vertical, no bleed	2.8 x 11.125
1/3 page vertical, full bleed	4.625 x 4.875
1/3 page square, no bleed	3.5 x 4.875
1/4 page, no bleed*	2.25 x 4.875
1/6 page vertical, no bleed	17 x 11.125
2 page spread, full bleed	16.25 x 10.375
2 page spread, gutter bleed only	17 x 5
1/2 page spread, full bleed	16.25 x 4.875
1/2 page spread, gutter bleed only	

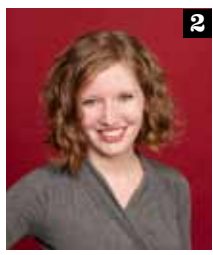
### OTHER

Trim size	8.375 x 10.875
Bleed	.125 on all sides
Binding	Perfect bound
Line screen	133



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Call today with questions or to secure your space.



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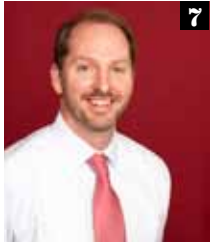
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