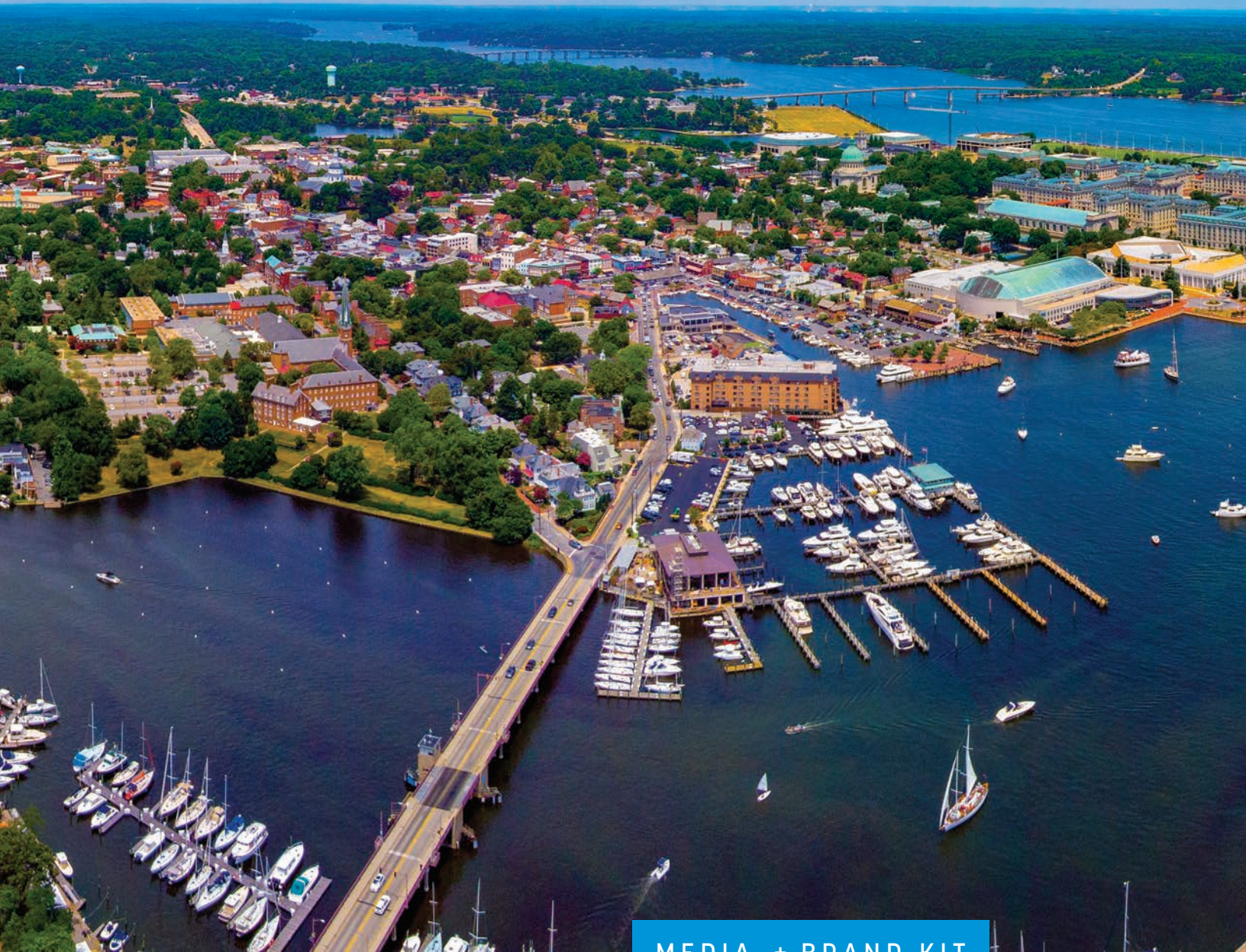


# 2023



MEDIA + BRAND KIT

**WHAT'S UP? MEDIA**  
DIGITAL MAGAZINES EVENTS

201 Defense Hwy.,  
Ste. 203, Annapolis,  
Maryland 21401  
410.267.6286  
whatsupmag.com

The original content  
provider for all things  
in Annapolis, the  
Chesapeake region,  
and beyond for over

26  
YEARS



Since 1997



#### WHAT'S UP? ANNAPOLIS

*What's Up? Annapolis* is a monthly, glossy print publication covering entertainment, sports, home and garden, health, dining and lifestyle interests of the Chesapeake region, including Annapolis, Baltimore, and Washington, D.C. The magazine began in 1997 and the publication has become the only lifestyle magazine in the area with an extensive calendar of local events.



#### WHAT'S UP? EASTERN SHORE

*What's Up? Eastern Shore* is a monthly, glossy print publication covering entertainment, sports, home & garden, health, dining and lifestyle interests of Maryland's Eastern Shore. Originally an extension in *What's Up? Annapolis*, *What's Up? Eastern Shore* had developed into its own full-print publication in 2007 and has since proven to be the most complete resource for events and local issues in the community.



#### WHAT'S UP? CENTRAL MARYLAND

*What's Up? Central Maryland* is published 7 times a year, covering entertainment, sports, home & garden, health, dining and lifestyle interests of Crofton, Fort Meade, Gambrills, Hanover, Millersville, Odenton, Severn, Bowie and Prince George's. *What's Up? Central Maryland* debuted in January 2022 (originally in May 2012 as *What's Up? West County*) and continues to grow annually.



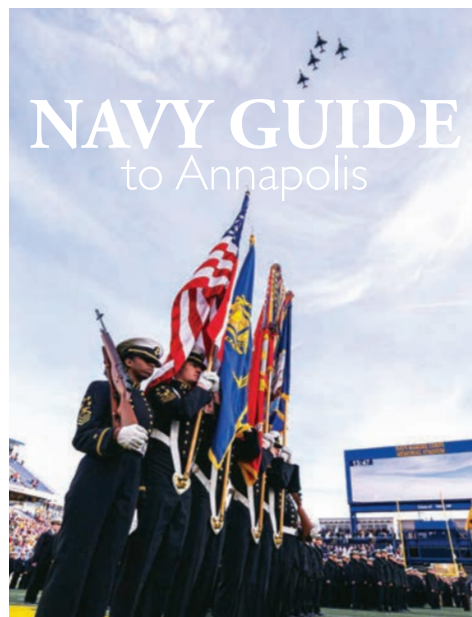
#### WHAT'S UP? WEDDINGS

*What's Up? Weddings* began as a wedding guide featured in February issues of *What's Up? Annapolis*. Now published twice a year (Fall/Winter & Spring/Summer) since 2008, *What's Up? Weddings* is the exclusive bridal magazine to the central Chesapeake region and covers the latest trends in stylish gowns, innovative caterers, unique wedding locations, bouquet trends, real local weddings and more.



#### ANNE ARUNDEL COUNTY SERVICES FOR SENIORS DIRECTORY

The *Anne Arundel County Services for Seniors Guide* is published once a year in conjunction with the Anne Arundel County Department of Aging to provide area seniors and their families a resource directory of services. The guide features business and service listings imperative for seniors, their families and caregivers, and for adults with disabilities.



#### GUIDE TO THE U.S. NAVAL ACADEMY IN ANNAPOLIS

The *Annual Guide to the U.S. Naval Academy in Annapolis* is the primary information source provided to the tens of thousands of people who live, work and visit the Naval Academy complex. The guide includes essential information for all midshipmen, families and visitors, including maps of the Annapolis area and advertisers such as hotels, restaurants, retail stores and services.

**Why are we audited?** An audit statement offers detailed information about a publication's circulation. Circulation Verification Council (CVC) is an independent, third-party reporting audit company, it verifies that What's Up? Media is reaching the number and covering the area that we claim. CVC audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration. Magazines that are not audited may ask you to rely on the number of copies that are printed. Be careful. The number of copies printed or the "size of the print run" is not an indication of the number of readers.



WHAT'S UP?  
ESTIMATED  
MONTHLY  
READERSHIP

310,739

## Engagement

On a monthly basis, *What's Up?* Annapolis, *What's Up? Eastern Shore*, and *What's Up? Central Maryland* reach active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

74

PERCENT OF READERS  
FREQUENTLY PURCHASE  
PRODUCTS OR SERVICES FROM  
ADS SEEN IN THIS MAGAZINE

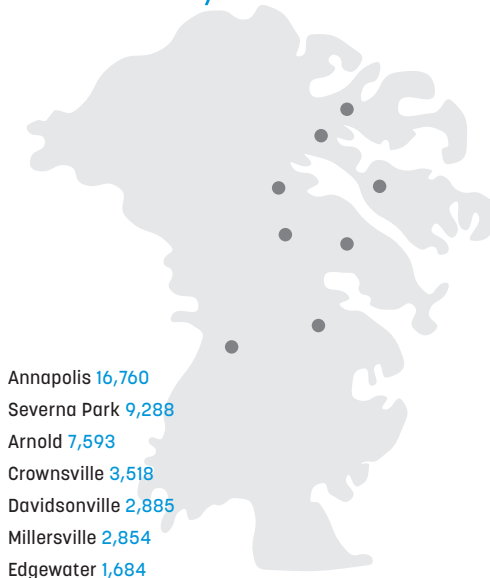
### Annapolis

CIRCULATION

44,582

ESTIMATED READERSHIP

160,045



70

PERCENT OF READERS  
FREQUENTLY PURCHASE  
PRODUCTS OR SERVICES FROM  
ADS SEEN IN THIS MAGAZINE

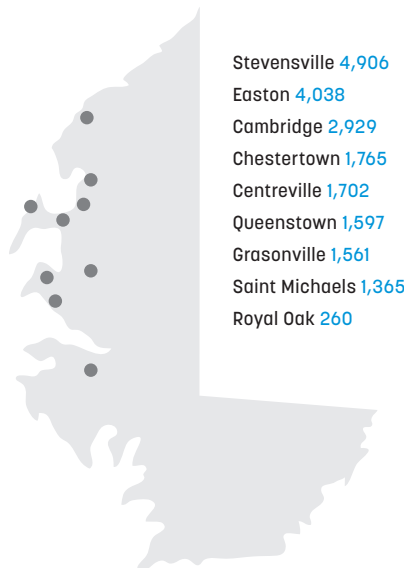
### Eastern Shore

CIRCULATION

20,123

ESTIMATED READERSHIP

60,675



72

PERCENT OF READERS  
FREQUENTLY PURCHASE  
PRODUCTS OR SERVICES FROM  
ADS SEEN IN THIS MAGAZINE

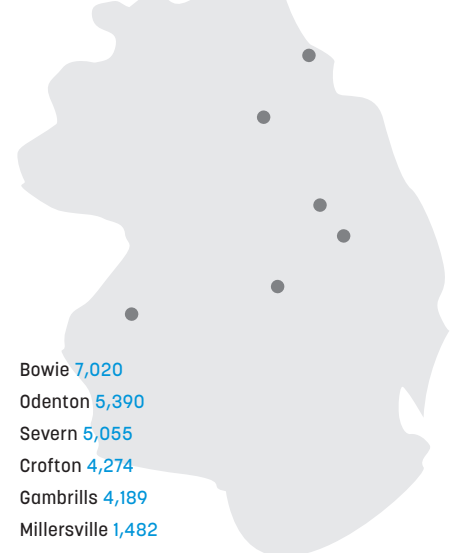
### Central Maryland

CIRCULATION

27,410

ESTIMATED READERSHIP

90,019



# whatsupmag.com

Whatsupmag.com is a highly trafficked regional website with original content focusing on events and entertainment in and around Annapolis and the Eastern Shore. Site advertising includes premium banner placements and sponsorships promoting area businesses.

% ORGANIC TRAFFIC



% DIRECT\* TRAFFIC



AVG. PAGEVIEWS PER MONTH

92,849

AVG. UNIQUE VISITORS PER MONTH

55,887

\*Direct, Referral, Social, Email. Source: Google Analytics

AGES 18 - 24

9%

AGES 25 - 34

17%

AGES 35 - 44

21%

AGES 45 - 54

19%

AGES 55 - 64

19%

AGES 65 + UP

15%

DEMOGRAPHICS 35% MALE 65% FEMALE

NEWSLETTER SUBSCRIBERS

17,865

AVG. OPEN RATE

41%



AVG. CLICK RATE

3%

AVG. PAGE TIME

2:22



## ANNAPOLIS + EASTERN SHORE

## JANUARY

Private School Guide  
2023 Maryland General Assembly  
Legislative Preview  
Pet Photo Contest Winners

**SPECIAL AD SECTION**

Leaders in Education Profiles

Pet Care Services

**ONLINE CAMPAIGN**

Best of 2023 Voting 1/1 - 2/28

Up & Coming Lawyer Nominations  
Close 1/31

**SALES CLOSE:** NOV 22

**ADS DUE:** DEC 2

## FEBRUARY

1st Annual Home Excellence Awards  
Summer Camp Guide

State of Maryland Business (Meet  
New Comptroller & Our Chamber  
Leaders)

Maryland Firsts: Our State Quarries

The Underground Railroad on the  
Eastern Shore

Local Leaders: Dr. John Martin & Dare  
to Care Heart Campaign

**SPECIAL AD SECTION**

Leading Business & Financial Profiles

Leading Home Building Profiles

Summer Camps You Should Know

Valentine's Day Gift Guide

**ONLINE CAMPAIGN**

Best of 2023 Voting 1/1 - 2/28

**SALES CLOSE:** JAN 4

**ADS DUE:** JAN 13

## MARCH

Real Estate Feature TBD  
Home Resource Guide

Annie Gay: The Chesapeake's  
Grandfather of Sailing

Rebirth of a Legend: Packing  
House Cambridge

Local Leaders: Jackie Coleman  
of Maryland Hall

**SPECIAL AD SECTION**

Leading Real Estate & Home Profiles

**ONLINE CAMPAIGN**

2023-2024 Top Docs Peer  
Nominations 3/1 - 4/30

**SALES CLOSE:** FEB 1

**ADS DUE:** FEB 10

## APRIL

High Point Market Trends &  
Interior Organization

Tour a Historic Estate:  
Hancock's Resolution

Your Holistic Self: Spas, Wellness  
& Therapeutic Practices

Forever Chemicals: What They Are,  
Why They Matter

Local Leaders: Paul Pearson of  
Annapolis (Posthumous)

**SPECIAL AD SECTION**

Leading Home Design Profiles

Wellness & Beauty Profiles

Ask The Doc Q&As

**ONLINE CAMPAIGN**

2023-2024 Top Docs Peer  
Nominations 3/1 - 4/30

**SALES CLOSE:** MAR 1

**ADS DUE:** MAR 10



## MAY

Up & Coming Lawyers

THE Season's Charity Events Guide

Rowing the Chesapeake:  
The Sport & Culture

Local Leaders: Kathleen  
McCollum of BWMC

**SPECIAL AD SECTION**

Leading Legal Profiles

Nonprofits & Charities You  
Should Know

Mother's Day Gift Guide

**SALES CLOSE:** MAR 29

**ADS DUE:** APR 6

## JUNE

Best of Results

Chill Out! Coolest Places to Have Fun  
(Indoor Recreation Guide)

Indigenous Americans of the Shore:  
New Archeology Reveals

**SPECIAL AD SECTION**

Best Of Winners Circle Profiles

Graduation Congratulation  
Announcements

Father's Day & Graduates Gift Guide

**SALES CLOSE:** APR 26

**ADS DUE:** MAY 3

## JULY

Summer Dining Guide: Waterfront, AI  
Fresco & Destination Restaurants

Chesapeake Marinas Guide

Chesapeake Retirement Guide:  
Aging Well

**SPECIAL AD SECTION**

Summer's Hottest Restaurants

Maritime Service Profiles

Chesapeake Retirement Guide

**SALES CLOSE:** MAY 31

**ADS DUE:** JUN 9

## AUGUST

Real Estate Feature TBD

Cheap Eats & Hidden Gems

Hurricane Season: Emergency  
Preparation Tips

**SPECIAL AD SECTION**

Leading Real Estate & Home Profiles

Best Bites Marketplace

**SALES CLOSE:** JUN 28

**ADS DUE:** JUL 7

## SEPTEMBER

School Open House & Tours Guide  
Family/Child Care Guide

Seasonal Celebrations & Wedding  
Planning Checklists

Fall Exploration Guide: Camping,  
Hiking, Biking, Etc.

**SPECIAL AD SECTION**

Schools You Should Know

Home Preparation & Party  
Planning Profiles

**SALES CLOSE:** AUG 2

**ADS DUE:** AUG 11

## OCTOBER

2023-2024 Top Docs

Best Scenic Drives of the Mid-Atlantic

Maryland Fly Fishing & DNR's Trout  
Stocking Program

Stewards of the Land: How Hunters  
Are Nature's Best Friend

Spooky Season! Attractions,  
Events & Pumpkin Patches

**SPECIAL AD SECTION**

Leading Medical Profiles

Chesapeake Drives

**ONLINE CAMPAIGN**

2nd Annual Home Excellence  
Awards Entries 10/1 - 11/30

**SALES CLOSE:** AUG 30

**ADS DUE:** SEP 8

## NOVEMBER

Giving Back: Philanthropy &  
Volunteerism

Shop Local Guide

Holiday Hosting & Pampering

Holiday Dinner Served: Local  
Restaurants Share Recipes

**SPECIAL AD SECTION**

Leading Business & Financial Profiles

Home Preparation & Party  
Planning Profiles

Holiday Restaurant & Catering Guide

Holiday Gift Guide

Winter School Visitations/  
Applications Guide

**ONLINE CAMPAIGN**

2nd Annual Home Excellence  
Awards Entries 10/1 - 11/30

2024-2025 Leading Lawyers  
Nominations 11/1 - 1/31

**SALES CLOSE:** SEP 27

**ADS DUE:** OCT 6

## DECEMBER

Leadership Development 101

Regional Arts & Entertainment Guide

**SPECIAL AD SECTION**

Faces of the Chesapeake Profiles

Seasonal/Winter Arts &  
Entertainment Guide

Holiday Gift Guide

**ONLINE CAMPAIGN**

2024-2025 Leading Lawyers  
Nominations 11/1 - 1/31

**SALES CLOSE:** OCT 25

**ADS DUE:** NOV 3



## CENTRAL MARYLAND

### JAN

Private School Guide  
Pet Photo Contest Winners  
2023 Maryland General Assembly  
Legislative Preview  
Going Digital: New Age of Museum  
Curation & Presentation  
**SPECIAL AD SECTION**  
Leaders in Education  
Petcare Services  
**ONLINE CAMPAIGN**  
Best of 2023 Voting 1/1 - 2/28  
Up & Coming Lawyer Nominations  
Close 1/31  
**SALES CLOSE:** NOV 22  
**ADS DUE:** DEC 2

### FEB/MAR

1st Annual Home Excellence Awards  
Summer Camp Guide  
State of Maryland Business (Meet  
New Comptroller & Our Chamber  
Leaders)  
**SPECIAL AD SECTION**  
Leading Real Estate & Home Profiles  
Summer Camps You Should Know  
Leading Business & Financial Profiles  
Valentine's Day Gift Guide  
**ONLINE CAMPAIGN**  
Best of 2023 Voting 1/1 - 2/28  
2023-2024 Top Docs Peer  
Nominations 3/1 - 4/30  
**SALES CLOSE:** JAN 4  
**ADS DUE:** JAN 13

### APR/MAY

Up & Coming Lawyers  
Home Resource Guide  
Your Holistic Self: Spas, Wellness &  
Therapeutic Practices  
**SPECIAL AD SECTION**  
Leading Legal Profiles  
Ask the Doc Q&As  
Mother's Day Gift Guide  
**ONLINE CAMPAIGN**  
2023-2024 Top Docs Peer Nomi-  
nations Close 4/30  
**SALES CLOSE:** MAR 1  
**ADS DUE:** MAR 10

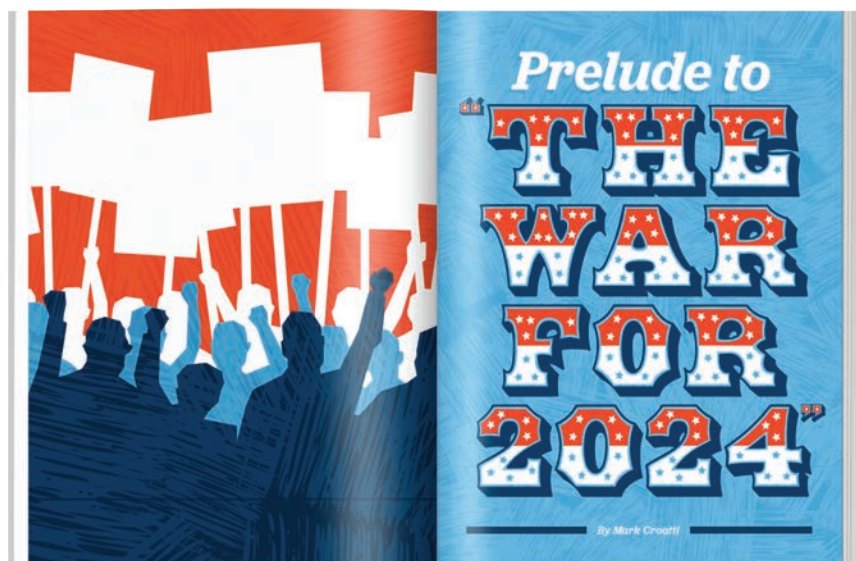


### JUN/JUL

Best of Central Maryland  
Chill Out! Coolest Places to Have Fun  
(Indoor Recreation Guide)  
Chesapeake Retirement Guide:  
Aging Well  
**SPECIAL AD SECTION**  
Best Of Winners Circle  
Chesapeake Retirement Guide  
Graduation Congratulation Announce-  
ments  
Father's Day & Graduates Gift Guide  
**SALES CLOSE:** APR 26  
**ADS DUE:** MAY 3

### AUG/SEP

Real Estate Feature TBD  
Cheap Eats & Hidden Gems  
Seasonal Celebrations & Wedding  
Planning Checklists  
**SPECIAL AD SECTION**  
Leading Real Estate & Home Profiles  
Best Bites Marketplace  
Home Preparation & Party Planning  
Profiles  
**SALES CLOSE:** JUN 28  
**ADS DUE:** JUL 7



### OCT/NOV

2023-2024 Top Docs  
Spooky Season! Attractions, Events &  
Pumpkin Patches  
Shop Local Guide  
**SPECIAL AD SECTION**  
Leading Medical Profiles  
Holiday Gift Guide  
**ONLINE CAMPAIGN**  
2nd Annual Home Excellence  
Awards Entries 10/1 - 11/30  
2024-2025 Leading Lawyers  
Nominations 11/1 - 1/31  
**SALES CLOSE:** AUG 30  
**ADS DUE:** SEP 8

### DEC/JAN

Leadership Development 101  
Regional Arts & Entertainment Guide  
**SPECIAL AD SECTION**  
Faces of the Chesapeake Profiles  
Seasonal/Winter Arts & Entertainment  
Guide  
Holiday Gift Guide  
**ONLINE CAMPAIGN**  
2024-2025 Leading Lawyers  
Nominations 11/1 - 1/31  
Best of 2024 Voting 1/1 - 2/28  
**SALES CLOSE:** OCT 25  
**ADS DUE:** NOV 3



# Ad Specifications

What's Up? Media is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads. All images must be 300 dpi CMYK. Logos must be vector files. All camera-ready advertisements must be submitted as flattened image files, preferably as optimized PDFs. Files may be submitted via e-mail to the Production Manager at [productionmanager@whatsupmag.com](mailto:productionmanager@whatsupmag.com). What's Up? Media is not responsible for errors if a proof does not accompany all digitally submitted ads.

## 2023 Schedule

### JANUARY

**SALES CLOSE:** NOV 22  
**ADS DUE:** DEC 2

### FEBRUARY

**SALES CLOSE:** JAN 4  
**ADS DUE:** JAN 13

### MARCH

**SALES CLOSE:** FEB 1  
**ADS DUE:** FEB 10

### APRIL

**SALES CLOSE:** MAR 1  
**ADS DUE:** MAR 10

### MAY

**SALES CLOSE:** MAR 29  
**ADS DUE:** APR 6

### JUNE

**SALES CLOSE:** APR 26  
**ADS DUE:** MAY 3

### JULY

**SALES CLOSE:** MAY 31  
**ADS DUE:** JUN 9

### AUGUST

**SALES CLOSE:** JUN 28  
**ADS DUE:** JUL 7

### SEPTEMBER

**SALES CLOSE:** AUG 2  
**ADS DUE:** AUG 11

### OCTOBER

**SALES CLOSE:** AUG 30  
**ADS DUE:** SEP 8

### NOVEMBER

**SALES CLOSE:** SEP 27  
**ADS DUE:** OCT 6

### DECEMBER

**SALES CLOSE:** OCT 25  
**ADS DUE:** NOV 3

FULL PAGE



#### Full Page

**8.375 x 10.875**

*Please incorporate 0.125" bleed for camera-ready artwork (8.625 x 11.125)*

#### 2/3

**4.625 x 10**

#### 1/3

**2.25 x 10**

#### 1/2

**7.125 x 4.875**

#### 1/4

**3.375 x 4.875**

#### 1/3 Square

**4.625 x 4.875**

#### 1/6

**2.25 x 4.875**

#### Small Business 1

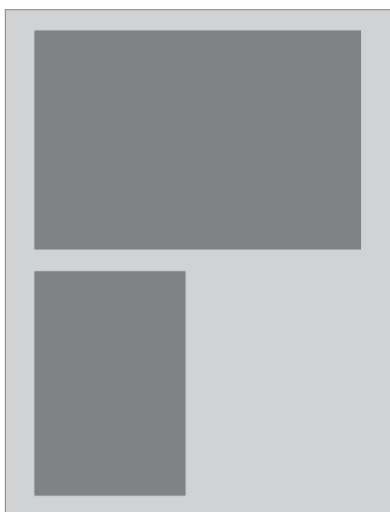
**3.5 x 2.25**

#### Small Business 2

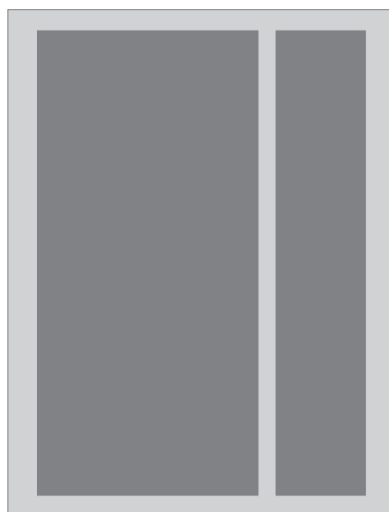
**3.5 x 4.625**

*We do not allow the duplication or redistribution of advertisements that are created in-house at What's Up? Media. Please contact us if you have any additional questions about artwork specifications.*

1/2

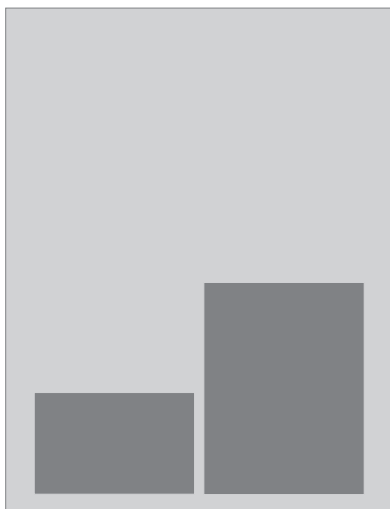


2/3

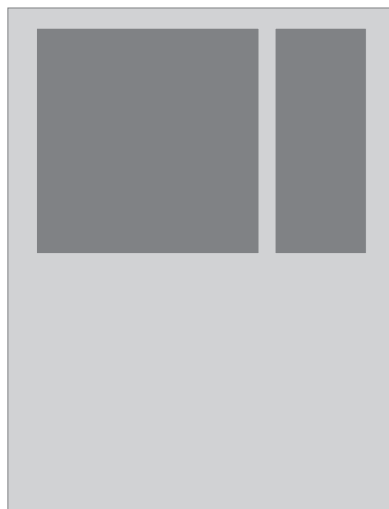


1/3

1/4



1/3 SQUARE



1/6

SB1

SB2

# Instagram

Captivate What's Up? Media's audience with your Instagrammable moments and inspire our **4,600+ followers**. Through sponsored Instagram posts, you can leverage our social presence and get in front of highly desired followers. Partner with our account through a single post or tap into our Instagram stories for even more creative content and distribution opportunities.

*Posts are available 1x per week.*

## IG HARD POST

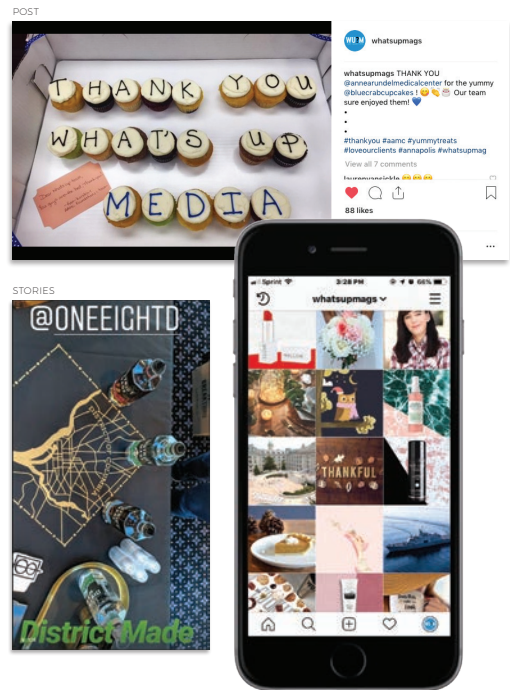
Includes one (1) photo or up to four (4) for an Instagram slideshow, shared once on stories.

\$100

## IG HARD POST + STORIES

Includes above plus an additional two (2) or three (3) stories.

\$150



# Facebook

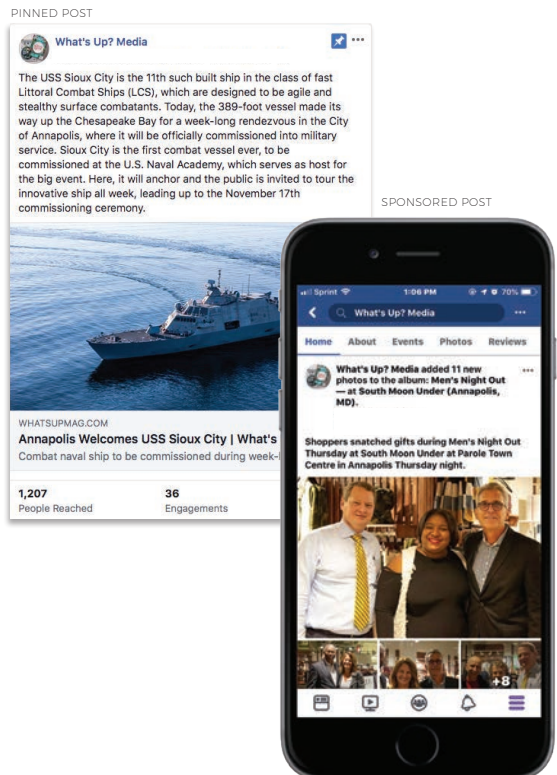
Captivate What's Up? Media's audience with Facebook moments and inspire our **12,300+ followers**. Through sponsored Facebook posts, you can leverage our social presence and get in front of highly desired followers. Partner with our account through a single post that will be pinned at the top of our page.

*Posts are available 1x per week.*

## FB POST

Boosted post includes one (1) photo or up to five (5) with a writeup. Pinned at the top of our page as time permits.

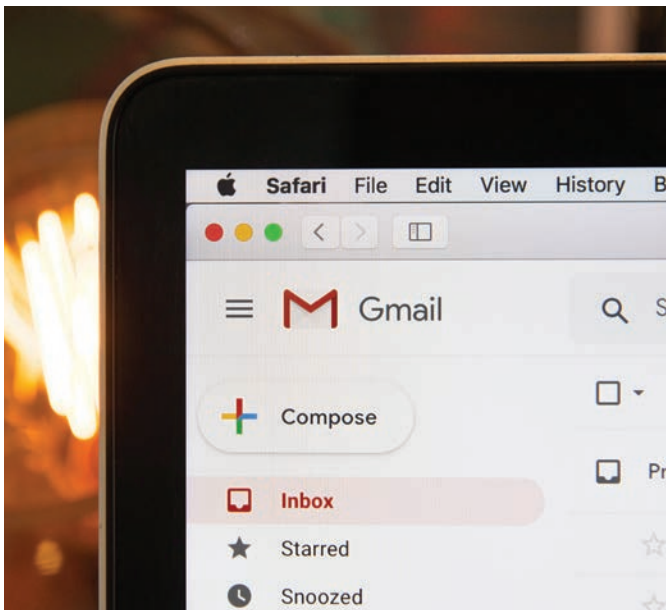
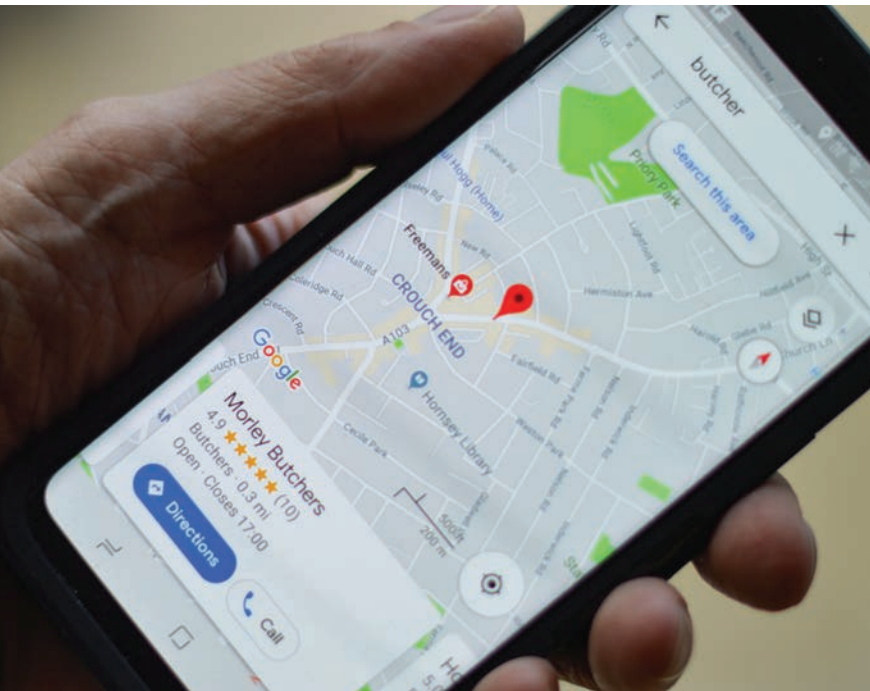
\$100







Understand the benefits and features of our suite of digital products. Our team has developed a revolutionary advertising technology platform with a comprehensive digital agency software solution that oversees the full life cycle of a marketing campaign.



To learn more about our digital solutions contact:  
Kristen Awad, [kawad@whatsupmag.com](mailto:kawad@whatsupmag.com)



## Website Design + Hosting

Reach more local customers with a searchoptimized, mobile-ready, social-friendly website for your business.

## Programmatic Display

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.

## Microproximity + Device ID Targeting

Target people on their mobile devices based on where they are in real-time. Mobile phones provide a unique view into user behaviors, frequently visited locations, home, work, habits, interests and much more.

## Pre-roll Videos

Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.

## Search Engine Marketing (SEM/Paid Search)

Our team of Google Ads certified professionals follow all of Google's Best practices and are endorsed by Google and BIA Kelsey. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

## Email Marketing

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.

## Native Advertising

Seamlessly integrate a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

## YouTube Advertising

Video Advertising solutions can help brands tell a story to the desired target audience in realtime, at any time, anywhere in the world.

## Social Media Advertising

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.

## Geofencing + Geotargeting

Put a virtual perimeter around a geographic area and display accurately targeted mobile ads. Apply this to many aspects of the marketing and purchasing funnel, such as targeting prospective as well as current customers.