

2025

28 YEARS

**THE ORIGINAL CONTENT
PROVIDER FOR ALL THINGS
IN ANNAPOLIS, THE
CHESAPEAKE REGION,
AND BEYOND**



MEDIA KIT

WHAT'S UP? MEDIA

DIGITAL MAGAZINES EVENTS

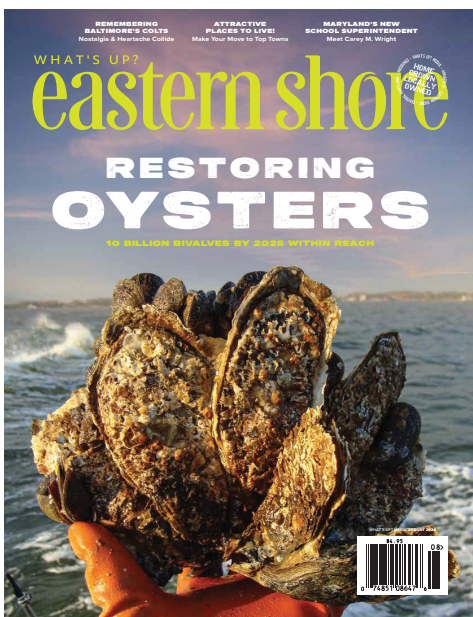
201 Defense Highway, Suite 203,
Annapolis, MD 21401
410-267-6286
whatsupmag.com

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.



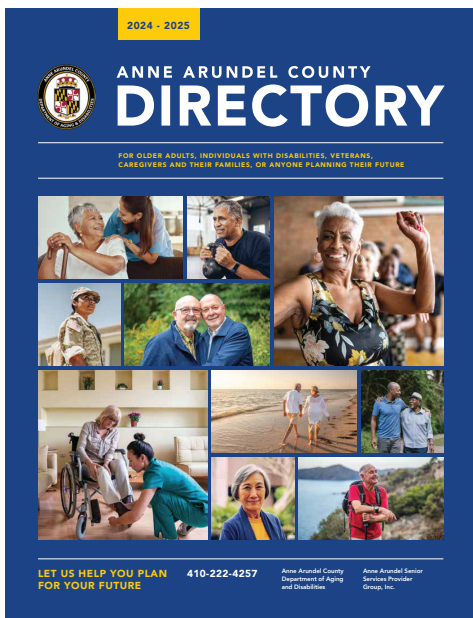
WHAT'S UP? CENTRAL MARYLAND

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.



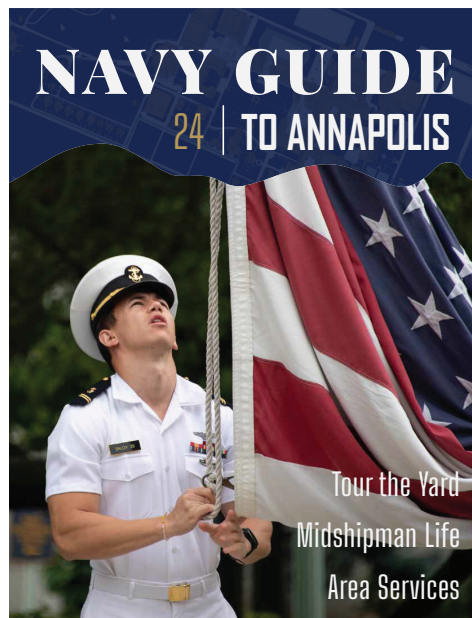
WHAT'S UP? WEDDINGS

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 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

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%

of readers frequently purchase products or services from ads seen in this magazine

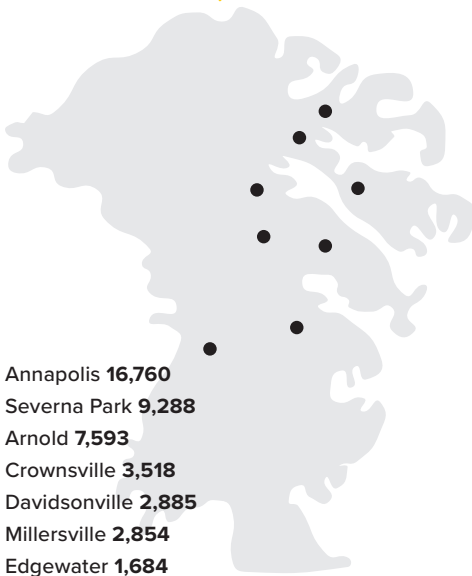
Annapolis

CIRCULATION

44,582

ESTIMATED READERSHIP

160,045



70%

of readers frequently purchase products or services from ads seen in this magazine

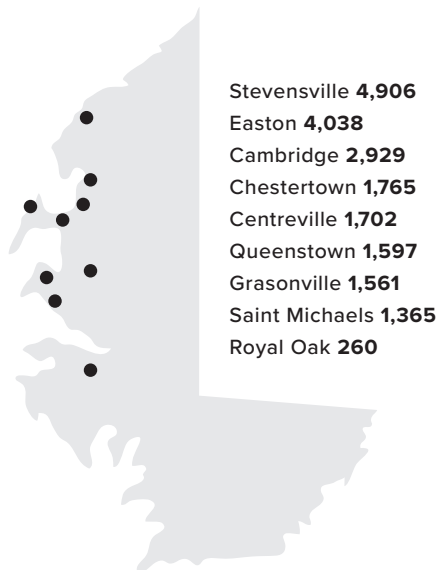
Eastern Shore

CIRCULATION

20,123

ESTIMATED READERSHIP

60,675



72%

of readers frequently purchase products or services from ads seen in this magazine

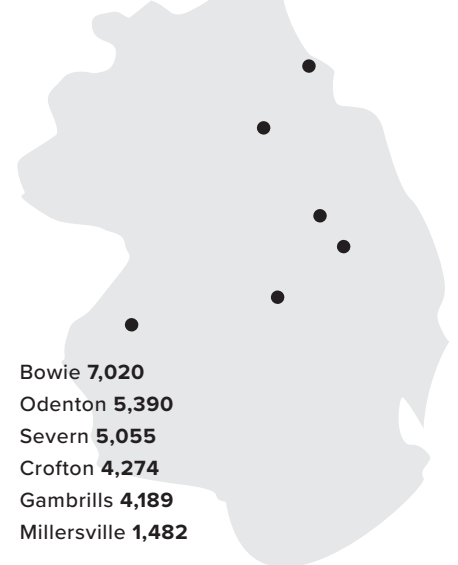
Central Maryland

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 Chesapeake region. Site advertising includes premium banner placements and sponsorships promoting area businesses.

PAGEVIEWS PER MONTH

73,916

VISITORS PER MONTH

42,750

PAGE TIME

01:38

NEWSLETTER SUBSCRIBERS

28,349

OPEN RATE

38%

CLICK RATE

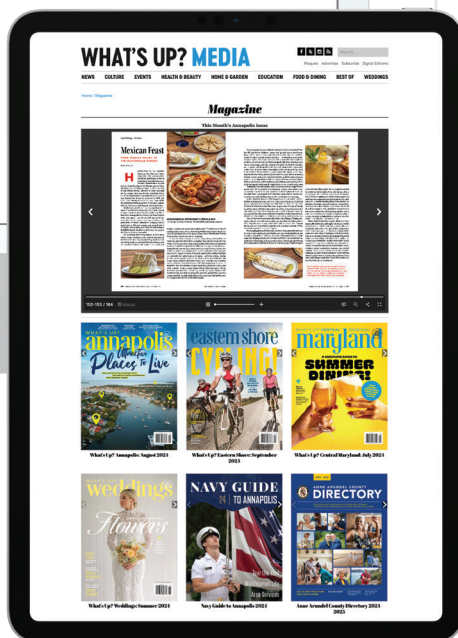
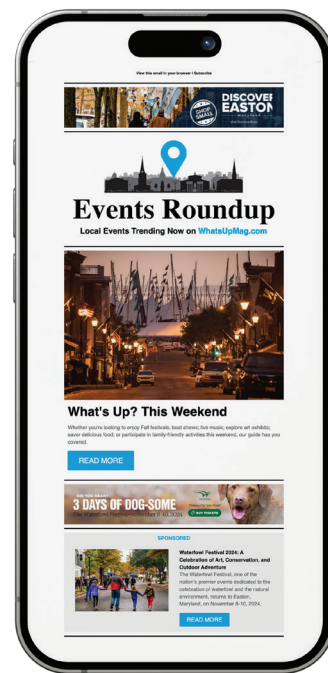
3%

FEMALE DEMOGRAPHIC

58%

MALE DEMOGRAPHIC

42%



DIGITAL ISSUE

IMPRESSIONS PER MONTH

15,829

READS PER MONTH

2,711

JANUARY

Private School Guide

Special Ad Section

Leaders in Education

Ask the Doc

Online Campaign

Best of Annapolis, Eastern Shore, Central Maryland, Weddings Reader Voting (Opens 1/1)

Sales Close: Nov 29

Ads Due: Dec 3

FEBRUARY

3rd Annual Home Excellence Awards Winners

Special Ad Section

Leading Home Build & Landscape Design Professionals

Summer Camp Guide 2025

Leading Business & Financial Professionals

Valentine's Day Gift Guide

Online Campaign

Best of Annapolis, Eastern Shore, Central Maryland, Weddings Reader Voting (Closes 2/28)

Sales Close: Jan 3

Ads Due: Jan 7

MARCH

Planning to Sell or Buy a Home: What You Need to Know

Special Ad Section

Leading Real Estate Professionals

Online Campaign

Top Docs Professional Nominations (Opens 3/1)

Sales Close: Jan 31

Ads Due: Feb 4

APRIL

Interior Home & Design Trends

Home Resource Guide

Health & Wellness Trends

Special Ad Section

Leading Home Interior Design & Staging Professionals

Ask the Doc

Online Campaign

Top Docs Professional Nominations (Closes 4/30)

Sales Close: Feb 28

Ads Due: Mar 4

MAY

2025–2026 Up & Coming Lawyers

Nonprofits You Should Know

Special Ad Section

Leading Legal Professionals

Nonprofits Advertising Section

Plus! Save the Date: Summer / Fall Charity Events Calendar

Mother's Day Gift Guide

Sales Close: Apr 4

Ads Due: Apr 8

JUNE

Best of Annapolis / Eastern Shore Awards

Summer Leisure & Sports Guide

Special Ad Section

Best of Winners

Father's Day & Graduates Gift Guide

School Graduation Congratulations

Sales Close: May 2

Ads Due: May 6

JULY

Summer Dining Guide

Special Ad Section

Level Up Your Life: A Financial Wealth, Retirement & Estate Planning Guide

Ask the Doc

Online Campaign

Readers' Pet Photo Contest Entries (Open 7/1 & Close 7/31)

Sales Close: May 30

Ads Due: Jun 3

AUGUST

Real Estate Industry Trends

Best of Weddings Awards

Special Ad Section

Leading Real Estate & Home Professionals

Wedding & Party Planners

Online Campaign

Readers' Pet Photo Contest Voting (Opens 8/1 & Close 8/31)

Sales Close: Jul 2

Ads Due: Jul 8

SEPTEMBER

School Open House & Visitations Planner

Childcare/Daycare Guide

Special Ad Section

Schools You Should Know

Online Campaign

2026 Home Excellence Awards Entries (Opens 9/1)

Sales Close: Aug 1

Ads Due: Aug 5

OCTOBER

2025–2026 Top Docs Awards

Special Ad Section

Leading Medical Professionals

Chesapeake Drives

Online Campaign

2026 Home Excellence Awards Entries (Closes 10/31)

Sales Close: Aug 29

Ads Due: Sep 2

NOVEMBER

Save the Date: Winter / Spring Charity Events Calendar

Holiday Food & Entertaining

Readers' Pet Photo Contest Results!

Special Ad Section

Nonprofits Advertising Section

Holiday Gift Guide

Online Campaign

2026–2027 Leading Lawyers Professional Nominations (Opens 11/1)

Sales Close: Oct 3

Ads Due: Oct 7

DECEMBER

Holiday Greetings! The Season's Best Events, Attractions & Traditions

Special Ad Section

Faces of the Chesapeake

Holiday Gift Guide

Online Campaign

2026–2027 Leading Lawyers Professional Nominations (Tentatively closes 12/31)

Sales Close: Oct 30

Ads Due: Nov 4

FULL PAGE

Ad Specs

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 alopresti@whatsupmag.com. What's Up? Media is not responsible for errors if a proof does not accompany all digitally submitted ads.



1/2

Full Page

8.375 x 10.875
Please incorporate 0.125" bleed for camera-ready artwork (8.625 x 11.125)

1/4

3.375 x 4.875

1/3 Square

4.625 x 4.875

1/6

2.25 x 4.875

2/3

4.625 x 10

1/3

2.25 x 10

1/2

7.125 x 4.875

Small Business 1

3.5 x 2.25

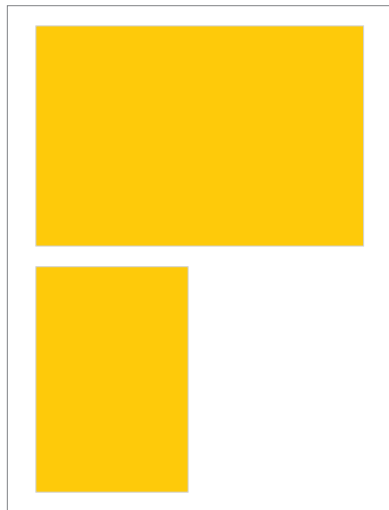
Small Business 2

3.5 x 4.625

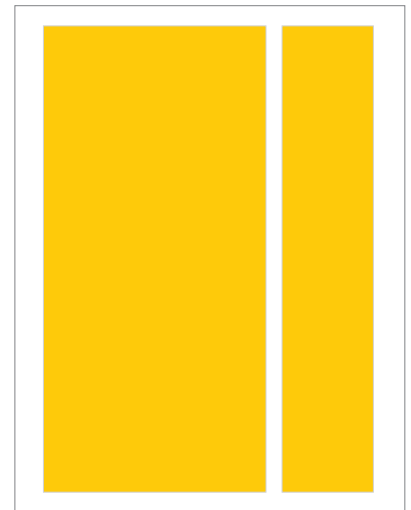
We do not allow the duplication or redistribution of advertisements that are created in-house at What's Up? Media. Please contact us if you have any additional questions about artwork specs.

2/3

1/3



1/4



1/3 SQUARE

1/6

JAN

Sales Close: Nov 29
Ads Due: Dec 3

JUL

Sales Close: May 30
Ads Due: Jun 3

FEB

Sales Close: Jan 3
Ads Due: Jan 7

AUG

Sales Close: Jul 2
Ads Due: Jul 8

MAR

Sales Close: Jan 31
Ads Due: Feb 4

SEP

Sales Close: Aug 1
Ads Due: Aug 5

APR

Sales Close: Feb 28
Ads Due: Mar 4

OCT

Sales Close: Aug 29
Ads Due: Sep 2

MAY

Sales Close: Apr 4
Ads Due: Apr 8

NOV

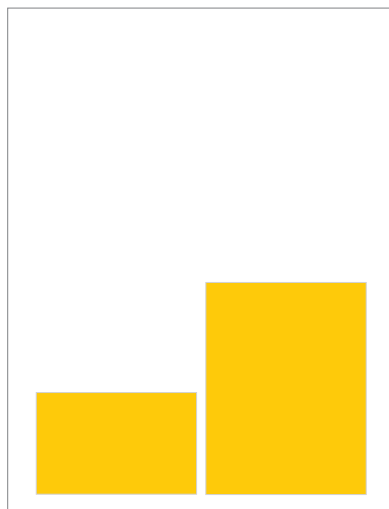
Sales Close: Oct 3
Ads Due: Oct 7

JUN

Sales Close: May 2
Ads Due: May 6

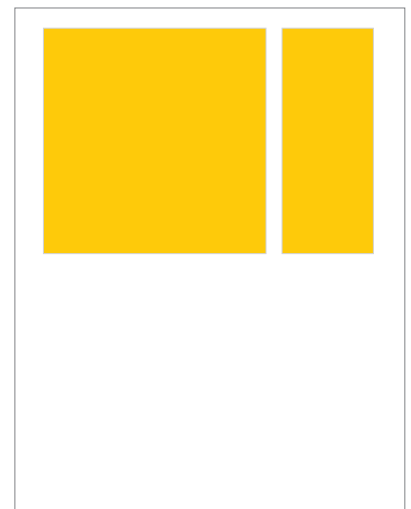
DEC

Sales Close: Oct 30
Ads Due: Nov 4



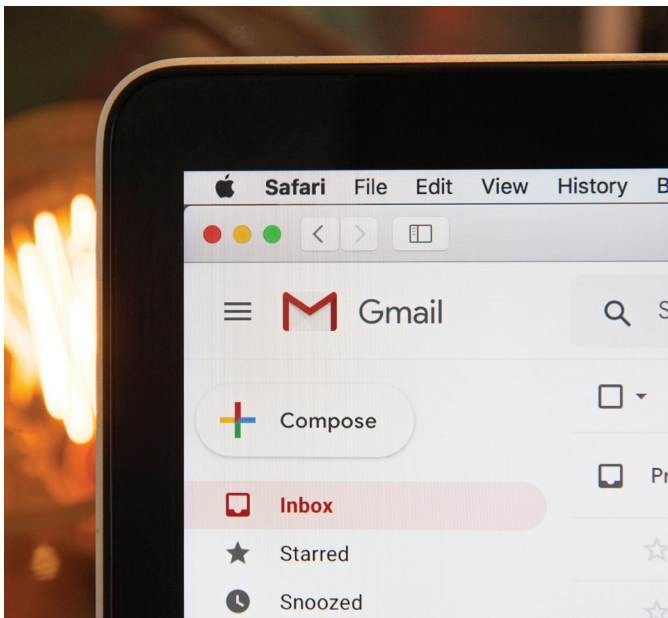
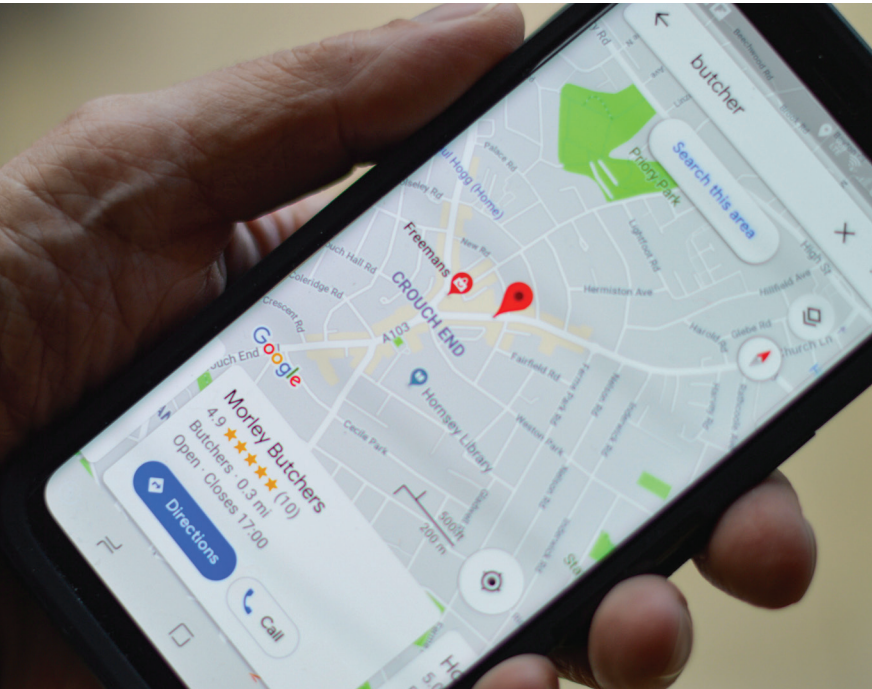
SB1

SB2





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:
ASHLEY RAYMOND, ARAYMOND@WHATSUPMAG.COM



WEBSITE DESIGN + HOSTING

Reach more local customers with a search optimized, 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.