



1160 Spa Road, Suite 1A
Annapolis, MD 21403-1097
Phone 410-626-9888 • Fax 410-626-0008
www.bayweekly.com

Bay Weekly's Mission

Bay Weekly is working toward a dream.

It's a dream where people enjoy a high quality of life in a sustainable way that they'll be able to hand down for generations to come.

It's a dream in which people aren't interested only with dismal, doom-and-gloom news and mind-numbing entertainment.

In a world bombarded with the sights and sounds of everything that's wrong in society, we are at risk of taking on the characteristics of those dark elements we see and hear.

Bay Weekly's goal is to provide a quality alternative, to focus on the good in society, and to explore ways to improve our world.

We at Bay Weekly invite you to join us. Together, we can make this dream a reality.

Bay Weekly Fast Facts

Bay Weekly — the greater Annapolis area’s only independent newspaper — has the kind of upscale demographics that dailies can only dream about. As *Advertising Age* says, weeklies “offer a different kind of total-market coverage. They don’t target a neighborhood or zip code; they cover a generation.”

Dailies across the country continue to suffer declining readerships. People have less and less time to read newspapers every day, which in turn deprives advertisers of promised readers.

That’s why *The Wall Street Journal* calls weeklies “attractive to mainstream advertisers.”

- Readership** Bay Weekly’s readers live on and around Chesapeake Bay and care about its continued well-being. They are among the thousands of people in the fast-growing Chesapeake Corridor. Many readers live on the Bay; others come on weekends. Some live off the Bay’s riches; others spend their riches on the Bay. They all trust Bay Weekly to reflect the area’s values and to reinforce its quality of life.
- Circulation** 25,000 copies with an estimated readership of more than 60,000. Bay Weekly is delivered to 500-plus locations throughout Annapolis and Anne Arundel and Calvert counties.
- Frequency** Bay Weekly hits the streets every Thursday with the exception of Thanksgiving and the occasional major holiday that falls on a Thursday, when the paper comes out Wednesday.
- Format** 10.44" wide x 13.75" deep, full-color newsprint tabloid with an image size of 9.625" wide x 12.75" deep.



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Readership Demographics

AGE

- 14 percent** of Bay Weekly readers are aged 18 to 34
- 13 percent** of Bay Weekly readers are aged 35 to 44
- 18 percent** of Bay Weekly readers are aged 45 to 54
- 28 percent** of Bay Weekly readers are aged 55 to 64
- 24 percent** of Bay Weekly readers are aged 65 & older

GENDER

- 72 percent** of Bay Weekly readers are female
- 28 percent** of Bay Weekly readers are male

EDUCATION

- 72 percent** of Bay Weekly readers have at least a 4-year college degree
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- 25 percent** Bay Weekly of readers have professional degrees

EMPLOYMENT

- 58 percent** of Bay Weekly readers are employed full time.
- 27 percent** of readers are retired.

INCOME

- 18 percent** of readers have annual household incomes between \$70,000 and \$99,000
- 27 percent** of readers have annual household incomes between \$90,000 and \$100,000
- 32 percent** of readers have annual household incomes greater than \$150,000

READING HABITS

- 35 percent** of Bay Weekly readers pick up the paper every week
- 62 percent** of Bay Weekly readers pick up the paper at least once a month
- 62 percent** of Bay Weekly readers pick up the paper for interesting articles
- 58 percent** of Bay Weekly readers pick up the paper to learn about upcoming events
- 62 percent** of Bay Weekly readers pick up the paper to learn about new restaurants or businesses

Bay Weekly's Targeted Distribution

- **60,000 Weekly Readers** ~ 25,000 issues x 2.625 readers per issue –NEWSPAPER ASSOCIATION OF AMERICA
- **Targeted Distribution** ~ where readers are already out spending money
- **Weekly News Offers Timely Visibility** ~ Bay Weekly hits the streets Thursdays, as readers are winding down their week and planning their weekends.
- **FREE!** people pick it up because they *want* to read it ~ not because it is dropped on their doorstep or shoved in their mailbox
- **Controlled Circulation** throughout the greater Annapolis-Chesapeake Bay region ~ from Severna Park to Solomons, from Crofton to the Bay Bridge
- **You're in Good Company** ~ Bay Weekly reflects and caters to a community you'll be proud to be a part of.



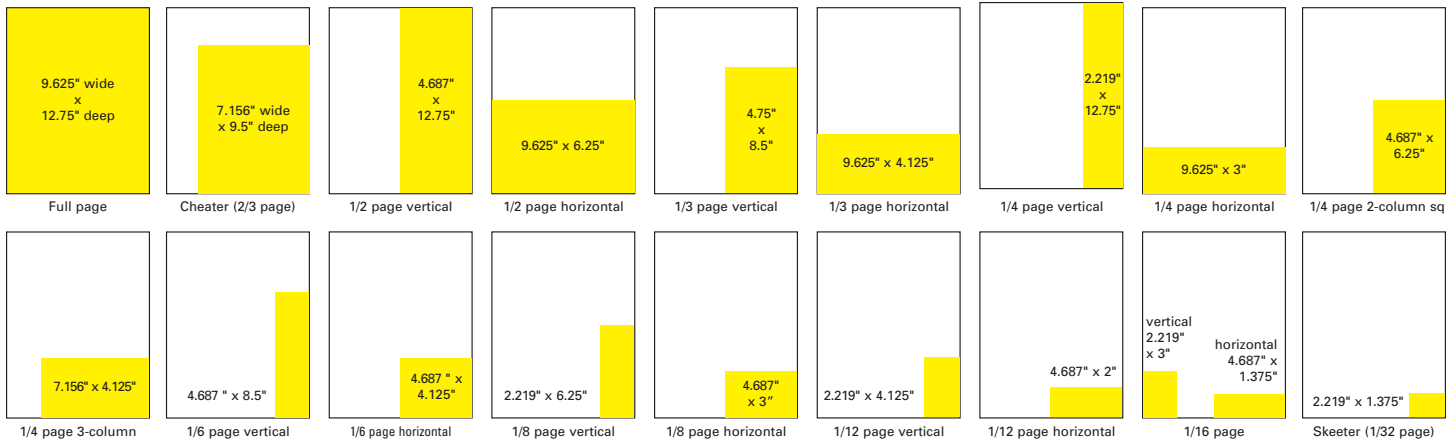
GENERAL ZIP CODE SATURATION

Community	ZIP Code	Pop.	Papers delivered	saturation rate
Crofton	21114	24,645	1,200	5%
Crownsville	21032	7,965	200	5%
Davidsonville	21035	7,369	200	5%
Tracy's Landing	20779	1,096	200	18%
West River	20778	1,796	200	12%
Severna Park	21146	24,895	1,500	6%
Arnold	21012	21,001	1,200	6%
Annapolis	21401	40,164	5,750	15%
Annapolis	21403	31,174	3,550	12%
Riva	21140	3,417	250	8%
Edgewater	21037	16,309	2,500	15%
Galesville	20765	363	200	90%
ShadySide	20764	3,921	200	5%
Churchton	20733	2,810	200	9%
Deale	20751	2,237	500	22%
Lothian	20711	6,065	200	5%
Lusby	20711	2,859	350	12%
North Beach	20714	4,008	1,000	25%
Chesapeake Beach	20732	8,205	1,000	12%
Owings	20736	6,633	300	5%
Dunkirk	20754	6,525	1,000	15%
Prince Frederick	20678	9,239	2,000	22%
Solomons	20688	1,210	1,000	90%
St. Leonard	20685	5,585	300	6%
TOTALS		254,742	25,000	23.5%

SOURCES: 2010 U.S. Census; Maryland Office of Planning
 * Saturation rate based on papers delivered multiplied by the Newspaper Association of America's 2.625 readers per paper, divided by population.

2019 Advertising Rates (Cost per run; all ads in full color)

PRINT	Net Rates Non-commissionable			Gross Rates Commissionable at 15% to accredited agencies providing camera-ready art		
	52x	39x	26x	12x	6x	1x (Open Rate)
Full page	600	650	700	800	900	1,200
Back cover	800	900	1,000	1,100	1,250	1,600
Inside cover (Front/Back)	500	700	800	900	1,000	1,000
Cheater (2/3 page)	400	500	600	700	800	900
Half page	350	400	450	550	650	700
Third page	300	350	400	450	500	600
Quarter page	260	300	350	425	450	520
Sixth page	195	225	275	325	375	390
Eighth page	160	175	225	275	320	325
Twelfth page	110	125	140	165	175	220
Sixteenth page	90	95	110	125	150	180
Skeeter (1/32 page)	50	60	70	80	90	100



SPECIAL RATES

- National: \$35 per column inch.
- 501-C3 non-profits receive a 25 percent discount.
- Gross rates are commissionable at 15% for accredited advertising agencies providing camera-ready ads.

MECHANICAL DATA

Full Image Size: 9.625" wide x 12.75" deep

1 column	2.219" wide	13 picas, 4 points
2 columns	4.687" wide	28 picas, 2 points
3 columns	7.156" wide	42 picas, 11 points
4 columns	9.625" wide	57 picas, 9 points

ADVERTISING DESIGN

Most ads can be designed and produced within one hour at no charge to the advertiser. There is a \$50/hour typesetting charge for ads that require additional work.

DEADLINES

Space reservations and ad copy are due by 5pm Thursday for the following week's publication. Changes to ad proofs are due by 5pm the Monday prior to publication. Proofs are available for correction only; Changes will be billed at \$50/hour.

WEB ADS

bayweekly.com delivers 5,000-plus guaranteed impressions per week at the following rates:

- Banner (468 pixels x 60 pixels) \$100/week
- Skyscraper (160 pixels x 600 pixels) \$75/week
- Block (160 pixels x 210 pixels) \$50/week
- Brick (160 pixels x 100 pixels) \$40/week

FREE ONLINE ADS FOR 52-WEEK ADVERTISERS

All 52-week, year-long advertisers receive a free brick ad on bayweekly.com.