

# 2024

**27 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](http://whatsupmag.com)



**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.



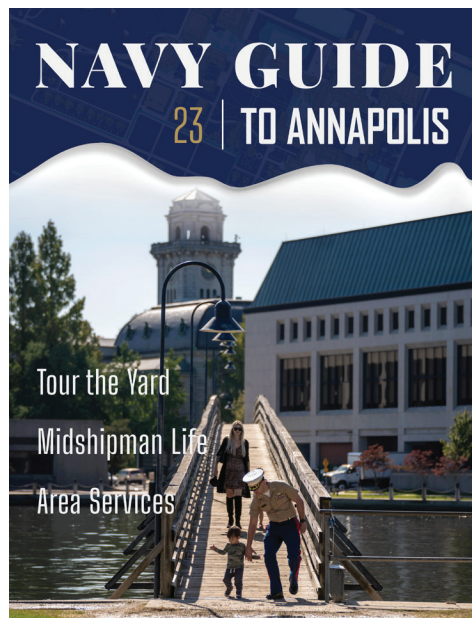
**WHAT'S UP? WEDDINGS**

*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

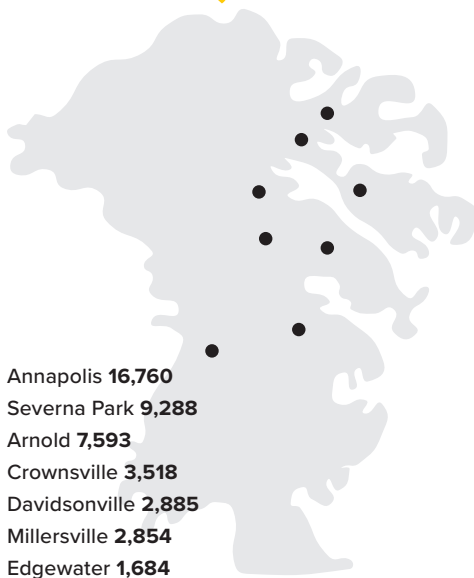
## Annapolis

CIRCULATION

44,582

ESTIMATED READERSHIP

160,045



70%

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

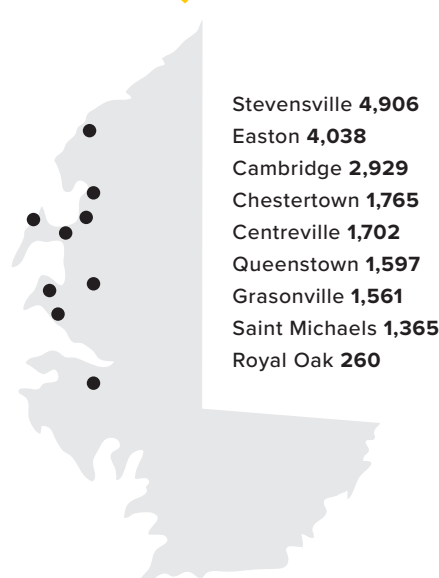
## Eastern Shore

CIRCULATION

20,123

ESTIMATED READERSHIP

60,675



72%

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

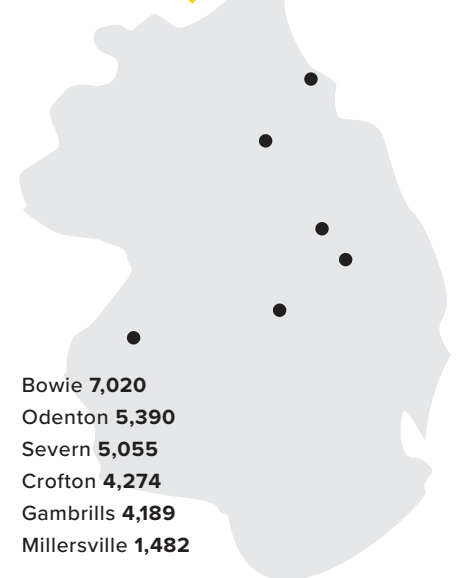
## Central Maryland

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 Eastern Shore. Site advertising includes premium banner placements and sponsorships promoting area businesses.

PAGEVIEWS PER MONTH

119,797

VISITORS PER MONTH

51,628

NEWSLETTER SUBSCRIBERS

21,778

OPEN RATE

43%

FEMALE DEMOGRAPHIC

57%

MALE DEMOGRAPHIC

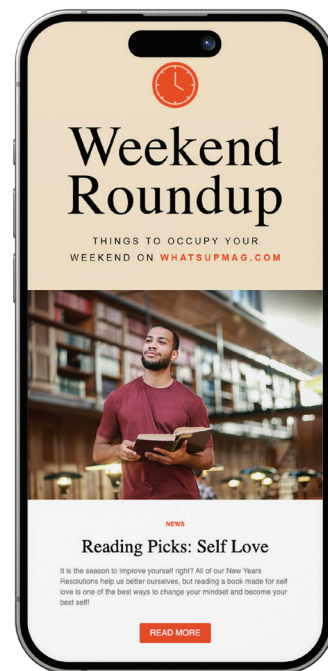
43%

PAGE TIME

01:48

CLICK RATE

4%



DIGITAL ISSUE IMPRESSIONS PER MONTH

15,741

READS PER MONTH

2,544

**JAN**

Private School Guide  
 The School Superintendent:  
 A Hero/Scapegoat Dynamic  
 Maryland's Historic & Iconic  
 Roadways Article Series (1 of 5)  
**Special Ad Section**  
 Leaders in Education  
 Ask the Doc  
**Online Campaign**  
 Best of 2023 Voting Opens 1/1  
 Leading Lawyer Nominations  
 Close 1/31  
**Sales Close:** Nov 29  
**Ads Due:** Dec 5

**FEB**

2nd Annual Home  
 Excellence Awards  
 2024 Economic Outlook  
 Summer Camp Guide 2024  
**Special Ad Section**  
 Leading Home Building  
 Professionals  
 Leading Business & Financial  
 Professionals  
 Valentine's Day Gift Guide  
**Online Campaign**  
 Best of 2023 Voting Closes 2/28  
**Sales Close:** Jan 3  
**Ads Due:** Jan 9

**MAR**

The New American Home  
 (Industry & Consumer Trends)  
 Home Resource Guide  
 Maryland's 11th Poet Laureate:  
 A Profile  
 Maryland's Historic & Iconic  
 Roadways Article Series (2 of 5)  
**Special Ad Section**  
 Leading Real Estate &  
 Home Professionals  
**Online Campaign**  
 Top Dentists Peer Nominations  
 Open 3/1  
**Sales Close:** Jan 31  
**Ads Due:** Feb 6

**APR**

Interior Design & Organization Trends  
 Chesapeake Heroes Article  
 Series (1 of 5)  
 Hotdogs to Homers: Your 2024  
 Spring Sports & Stadiums Guide  
 Aesthetic Wellness Trends  
**Special Ad Section**  
 Leading Home Design Professionals  
 Ask the Doc  
**Online Campaign**  
 Top Dentists Peer Nominations  
 Close 4/30  
**Sales Close:** Feb 28  
**Ads Due:** Mar 5

**MAY**

2024–2025 Leading Lawyers Awards  
 Summer/Fall Charity Events Guide  
 Maryland's Historic & Iconic  
 Roadways Article Series (3 of 5)  
**Special Ad Section**  
 Leading Legal Professionals  
 Nonprofits Advertising Section  
 Mother's Day Gift Guide  
**Online Campaign**  
 Excellence in Nursing Nomination  
 Open 5/1  
**Sales Close:** Apr 3  
**Ads Due:** Apr 9

**JUN**

Best of AN/ES Awards  
 Chesapeake Heroes Article  
 Series (2 of 5)  
 Look Up! Activity Guide: Ditch Your  
 Phone This Summer (for All Ages!)  
**Special Ad Section**  
 Best of Winners Circle  
 Father's Day & Graduates Gift Guide  
 School Graduation Congratulations  
**Online Campaign**  
 Excellence in Nursing Nomination  
 Close 6/30  
**Sales Close:** May 1  
**Ads Due:** May 7

**JUL**

Summer Dining Guide: Waterfront,  
 Al Fresco & Destination Restaurants  
 Play, Make, Visit: Senior Centers Primer  
 Maryland's Historic & Iconic  
 Roadways Article Series (3 of 5)  
**Special Ad Section**  
 Chesapeake Retirement Guide  
 Ask the Doc  
**Online Campaign**  
 Readers' Pet Photo Content 7/1 - 7/31  
**Sales Close:** May 29  
**Ads Due:** Jun 5

**AUG**

Most Attractive Communities!  
 Chesapeake Heroes Article  
 Series (3 of 5)  
 Cycling Our Shores  
**Special Ad Section**  
 Leading Real Estate & Home  
 Professionals  
**Sales Close:** Jul 3  
**Ads Due:** Jul 9

**SEP**

School Open House &  
 Visitations Guide  
 Fall Great Outdoors Guide  
 Maryland's Historic & Iconic  
 Roadways Article Series (4 of 5)  
**Special Ad Section**  
 Schools You Should Know  
**Sales Close:** Jul 31  
**Ads Due:** Aug 6

**OCT**

2024–2025 Top Dentists Awards  
 Sea to Mountain: Autumn  
 Weekend Excursions!  
 Chesapeake Heroes Article  
 Series (4 of 5)  
 State Election Guide  
**Special Ad Section**  
 Leading Healthcare Professionals  
 Ask the Doc  
 Chesapeake Drives  
**Online Campaign**  
 3rd Annual Home Excellence Awards  
 Entries Open 10/1  
**Sales Close:** Aug 28  
**Ads Due:** Sep 3

**NOV**

2024–2025 Excellence in  
 Nursing Biennial Awards  
 Winter/Spring Charity Events Guide  
 Hobbies Turned Investments  
 Maryland's Historic & Iconic  
 Roadways Article Series (5 of 5)  
 Chesapeake Traditions  
 (Culinary & Crafts)  
 Readers' Pet Photo Contest Results!  
**Special Ad Section**  
 Nonprofits Advertising Section  
 Leading Business & Financial  
 Professionals  
 Holiday Gift Guide  
**Online Campaign**  
 3rd Annual Home Excellence Awards  
 Entries Close 11/30  
 2025 Up & Coming Lawyers  
 Nominations Open 11/1  
**Sales Close:** Oct 2  
**Ads Due:** Oct 8

**DEC**

Exciting Places to Work (Plus,  
 the Evolving Workforce)  
 Chesapeake Heroes Article  
 Series (5 of 5)  
 New Year's Activity Planner  
**Special Ad Section**  
 Faces of the Chesapeake  
 Holiday Gift Guide  
**Online Campaign**  
 2025 Up & Coming Lawyers  
 Nominations Continue Through 1/31  
**Sales Close:** Oct 30  
**Ads Due:** Nov 5

**JAN/FEB**

Private School Guide  
 The School Superintendent:  
 A Hero/Scapegoat Dynamic  
**Special Ad Section**  
 Leaders in Education  
 Valentine's Day Gift Guide  
**Online Campaign**  
 Best of 2023 Voting  
 Opens 1/1 & Closes 2/28  
 Leading Lawyer Nominations  
 Close 1/31  
**Sales Close:** Nov 29  
**Ads Due:** Dec 5

**MAR/APR**

2nd Annual Home Excellence Awards  
 Home Resource Guide  
 Summer Camp Guide 2024  
 Maryland's 11th Poet Laureate:  
 A Profile  
**Special Ad Section**  
 Leading Real Estate & Home  
 Professionals  
 Ask the Doc  
**Online Campaign**  
 Top Dentists Peer Nominations  
 Open 3/1 & Close 4/30  
**Sales Close:** Jan 31  
**Ads Due:** Feb 6

**MAY/JUN**

2024–2025 Leading Lawyers Awards  
 Chesapeake Heroes Article  
 Series (1 of 3)  
**Special Ad Section**  
 Leading Legal Professionals  
 Mother's Day, Father's Day &  
 Graduates Gift Guide  
**Online Campaign**  
 Excellence in Nursing Nomination  
 Open 5/1 & Close 6/30  
**Sales Close:** Apr 3  
**Ads Due:** Apr 9

**JUL/AUG**

Best of Central Maryland Awards  
 Summer Dining Guide: Waterfront,  
 Al Fresco & Destination Restaurants  
 Play, Make, Visit: Senior  
 Activities Primer  
 Chesapeake Heroes Article  
 Series (2 of 3)  
**Special Ad Section**  
 Best of Winners Circle  
 Chesapeake Retirement Guide  
 Most Attractive Communities!  
 Leading Real Estate & Home  
 Professionals  
**Online Campaign**  
 Readers' Pet Photo Content  
 Entries Open 7/1 & Close 7/31  
**Sales Close:** May 29  
**Ads Due:** Jun 5

**SEP/OCT**

School Open House &  
 Visitations Guide  
 2024–2025 Top Dentists Awards  
 Chesapeake Heroes Article  
 Series (3 of 3)  
**Special Ad Section**  
 Schools You Should Know  
 Leading Healthcare Professionals  
**Online Campaign**  
 3rd Annual Home Excellence  
 Awards Entries Open 10/1  
**Sales Close:** Jul 31  
**Ads Due:** Aug 6

**NOV/DEC**

2024–2025 Excellence in  
 Nursing Biennial Awards  
 Exciting Places to Work  
 (Plus, the Evolving Workforce)  
 Hobbies Turned Investments  
 Chesapeake Traditions  
 (Culinary & Crafts)  
 Readers' Pet Photo Contest Results!  
**Special Ad Section**  
 Faces of the Chesapeake  
 Leading Business & Financial  
 Professionals  
 Holiday Gift Guide  
**Online Campaign**  
 3rd Annual Home Excellence  
 Awards Entries Close 11/30  
 2025 Up & Coming Lawyers  
 Nominations Open 11/1  
**Sales Close:** Oct 2  
**Ads Due:** Oct 8



**Key School**  
 534 Hillmore Drive | Annapolis, MD 21403 | key.school.org  
 Instagram & Facebook: @key.school | 410.263.9231  
 An 800+ member organization. Ranked #1 in the state for academic excellence, college preparatory program and its proprietary 15-year wrap-around 1-6-8-10-12-14-16-18 program.

**CAMPUS NOTES**  
 Grades: K-12  
 Religious Affiliation: Non-Sectarian  
 Educational Environment: Co-ed  
 2021-2022 Enrollment: 650  
 2021-2022 Tuition: \$8,100 - \$11,900

**Average Financial Aid Award:** \$10,000  
**Endowment:** No  
**Students of Color:** 35%  
**Student to Faculty Ratio:** 12:1  
**Average Class Size:** 16  
**Advanced Courses Offered:** 14  
**International Themes Offered:** 0  
**College Advising Support:** 30+ staff  
**Online Education:** 100+ courses  
**Language Taught:** Arabic, French, Latin, Spanish  
**Visual & Performing Arts Offerings:** 35+

**More Than a School**  
 Key is renowned for its rigorous academic program, which emphasizes master-based learning and interdisciplinary studies, and produces unparalleled student outcomes.  
 But Key is more than just a school. It's a diverse community where students are transformed through authentic connections with their teachers and peers. This thriving community cultivates gifted, well-rounded and talented artists. It's a safe space where students take risks, self-advocate, and grow into ethical citizens and exceptional leaders.  
 Key School is one of the most sought-after college preparatory programs in Maryland because we are more than a school.  
 Experience the Key difference for yourself! Schedule a private walk-through of campus with one of our admission counselors today.

**#1 Private School in Anne Arundel County**  
**#5 K-12 Private School in Maryland**

**2019-2022 Student Outcomes**

1397+	1310	86%	17
Students with SAT scores higher than the SAT	ACT average (2021 average is 1025)	College enrollment to college	Language change points

**BEST OF BEST OF CENTRAL MARYLAND 2023**

READERS HAVE CHOSEN THEIR FAVORITE BUSINESSES OF THE REGION!

More than 10,600 ballots have been tallied in this year's Best of Eastern Shore campaign! And now, drum roll please...we announce the winners! There are approximately 149 awards doled out in the group categories of Food & Dining, Health & Beauty, Home & Design, and Retail & Professional Services. It's an amazing turnout and class of winners! What's Up? Media thanks you for providing your opinions of who provides the very BEST customer experiences of the region.

**ENJOY AND HOPEFULLY MANY OF YOUR PERSONAL FAVORITE MADE THE FOLLOWING LIST!**

**FACES OF THE**

**Brant Nielsen**  
 NIELSEN DEVELOPMENT GROUP

As much as Brant Nielsen appreciates the recognition, he'll much rather shift the spotlight onto employees who've been instrumental in NDG's success. As Brant says, "We focus on people who are exceptional at their craft. They practice the values that NDG stands for: integrity, excellence and teamwork. These are values you can't teach." NDG is building a culture that's relational, not transactional. "Given the choice between a quick profit and a long-term relationship, I'll choose the latter. One way or another, I'll earn my business because I've made the effort to earn their trust."

**The Face of Building Dreams**  
 20th Solomons Island Rd.  
 Edgewater, MD 21037  
 800.436.4440  
 www.ndg-solutions.com

CHEESAPEAKE 2023

**FACES OF THE**

**Sean Mulvaney, M.D.**  
**James Lynch, M.D.**  
 REGENERATIVE ORTHOPEDICS AND SPORTS MEDICINE ANNAPOLIS

Dr. Mulvaney is an Associate Professor of Medicine at the Uniformed Services University in Bethesda, Maryland and is board certified in Sports Medicine and Pain Medicine. He has an international reputation as an educator of other physicians and government and published on ultrasound-guided techniques. Dr. Lynch is a 1989 graduate of the United States Military Academy at West Point and holds graduate degrees from Dartmouth College and Brown Medical School.

**The Face of Restorative Orthopedics**  
 96 Defense Hwy, Ste 209  
 Annapolis, MD 20401  
 410.935.0500  
 www.drseanmulvaney.com  
 www.drjameslynch.com

CHEESAPEAKE 2023

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](mailto: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)

**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

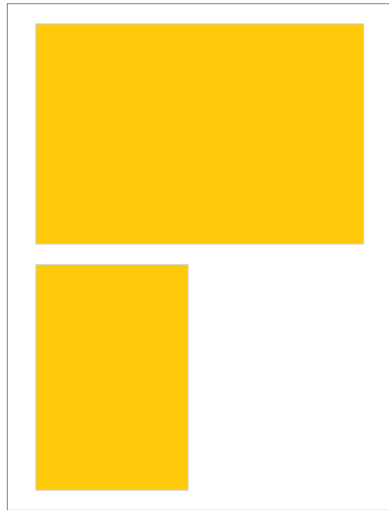
**Small Business 2**

3.5 x 4.625

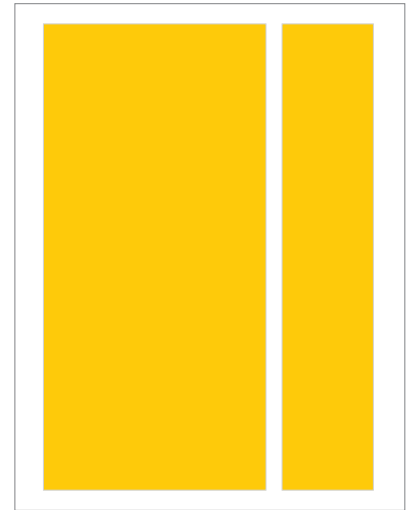
*We do not allow the duplication or redistribution of advertisements that are created in-house at What's Up? Media. Please contact us if you have any additional questions about artwork specs.*

2/3

1/3



1/4



1/3 SQUARE

1/6

**JAN**

Sales Close: Nov 29  
Ads Due: Dec 5

**JUL**

Sales Close: May 29  
Ads Due: Jun 5

**FEB**

Sales Close: Jan 3  
Ads Due: Jan 9

**AUG**

Sales Close: Jul 3  
Ads Due: Jul 9

**MAR**

Sales Close: Jan 31  
Ads Due: Feb 6

**SEP**

Sales Close: Jul 31  
Ads Due: Aug 6

**APR**

Sales Close: Feb 28  
Ads Due: Mar 5

**OCT**

Sales Close: Aug 28  
Ads Due: Sep 3

**MAY**

Sales Close: Apr 3  
Ads Due: Apr 9

**NOV**

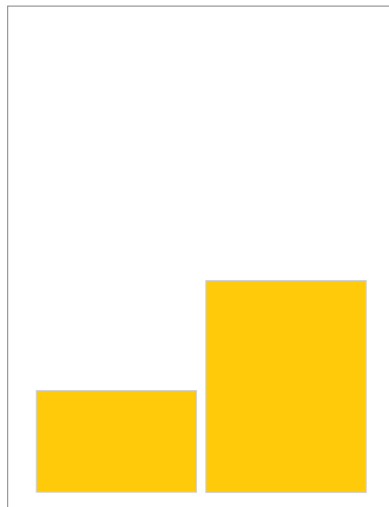
Sales Close: Oct 2  
Ads Due: Oct 8

**JUN**

Sales Close: May 1  
Ads Due: May 7

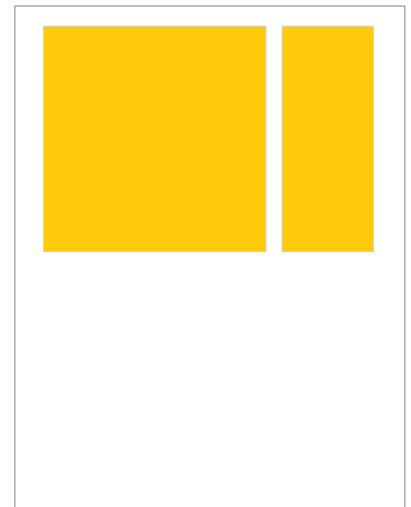
**DEC**

Sales Close: Oct 30  
Ads Due: Nov 5



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**

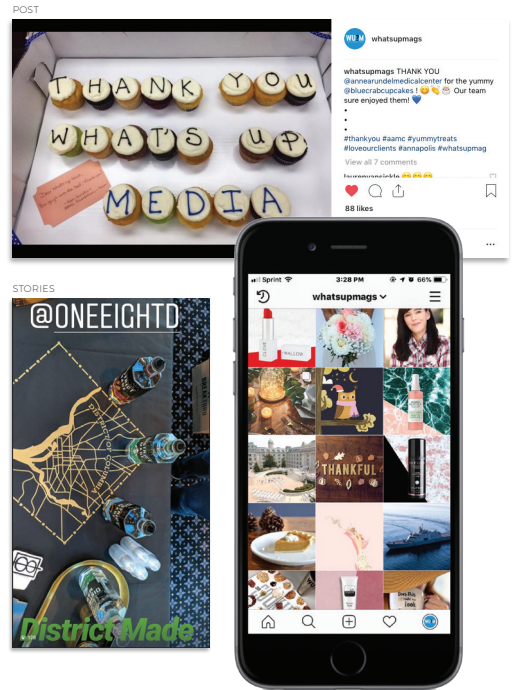
Includes one (1) photo or up to four (4) for an Instagram slideshow, shared once on stories.

**\$100**

**IG HARD POST + STORIES**

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

**\$150**



# Facebook

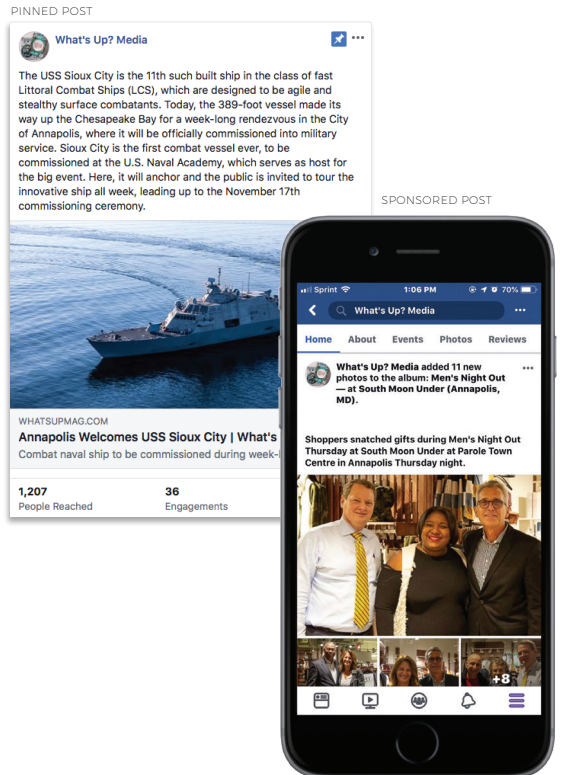
Captivate What's Up? Media's audience with Facebook moments and inspire our 12,300 + followers. Through sponsored Facebook posts, you can leverage our social presence and get in front of highly desired followers. Partner with our account through a single post that will be pinned at the top of our page.

*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.

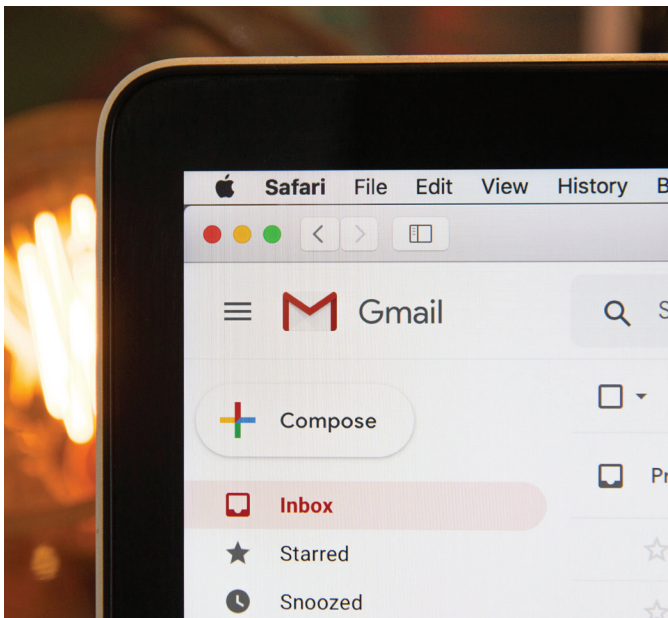
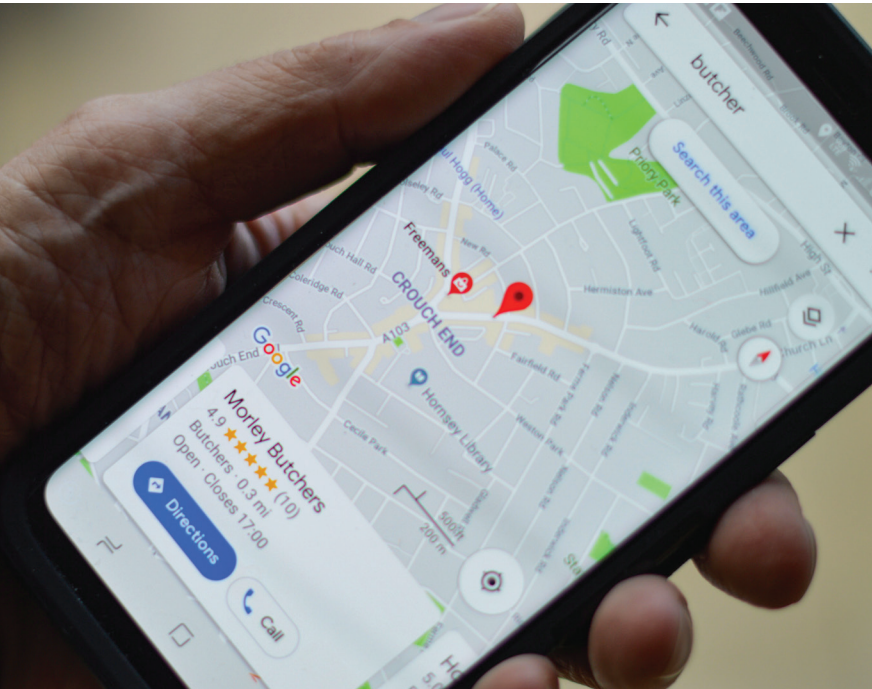
**\$100**







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:  
**ASHLEY LYONS, [ALYONS@WHATSUPMAG.COM](mailto:ALYONS@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.