

WHAT IS...?

RADAR

BALTIMORE ARTS & CULTURE

- Baltimore's premiere guide to arts & culture
- Over 30 reviews in each bimonthly issue
- In depth essays and articles written from the artist's perspective
- Photos and original artwork from outstanding local artists
- High quality production values in a pocket-size format. Designed by Todd Harvey.
- Winner, "Best Idea" 2002 (*City Paper*), "Best Arts Coverage" 2003 (*Baltimore Magazine*)

New website!
radarreview.net



Featuring extended reviews, interviews and essays. Designed by Mission Media

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Advertising :
ads@radarreview.org
410.602.9776
410.962.8941
fax 410 602 5046

Baltimore has a rich cultural history, and is currently enjoying a strong upward trend in the prestige and energy of its artistic and cultural offerings. In addition, Baltimore consistently ranks high on surveys such as "most fun cities," "best cities for singles," and so forth. As a result, there is a growing audience of inquisitive, adventurous Baltimoreans who want to explore the city's offerings.

Radar has established itself as the premier guide to the diversity of Baltimore's cultural scene. Since *Radar* first appeared in early 2002, recognition of its unique contribution has been instant and overwhelmingly supportive. *Baltimore City Paper* named *Radar* "Best Idea" in its 2002 "Best of Baltimore" issue, and in 2003, *Baltimore Magazine* recognized *Radar* for "Best Arts Coverage."

There are several key reasons to consider participating in *Radar's* success:

- 1) **Baltimore has its eye on Radar.** Our audience represents a broad cross-section of Baltimore, from opinion leaders to ordinary citizens, and the "buzz" about our publication has remained high. 2,000 copies of each issue are delivered specifically to influencers and decisionmakers in local government, funding and cultural institutions, and an additional 1,500 copies are distributed to hotels and tourist venues. *Radar* is consistently cited by Baltimore's mayor and other civic leaders as evidence of Baltimore's excellence as an arts-friendly city.
- 2) ***Radar's* community-based synergy** and a broad swath of over 30 reviews per issue cements Baltimore's image as a hip, vibrant place in the minds of natives, newcomers and visitors alike. The community's awareness of *Radar's* grassroots origins is producing a wellspring of audience interest and support.
- 3) ***Radar's* high print quality and immediate "street appeal"** makes it an excellent platform for advertisers who wish to enhance their visibility in Baltimore and its arts community. Yet the cost of advertising with us is a fraction of the cost associated with larger publications.
- 4) ***Radar's* pocket format, unique design, and free distribution** overcome barriers to dissemination—15,000 copies disappear quickly, through over 200 area restaurants, clubs, theaters, schools, and cultural and entertainment venues; we conservatively estimate another 25,000 indirect readers, and back issues are already becoming "collector's items." Our planned expansion into suburban and other urban markets such as Washington DC will heighten our "reach" dramatically.

Ask us about sponsorship opportunities!

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