



about |

Charmed TV is Baltimore's Premiere Internet TV show in partnership with *Charmed Magazine* and *Fox 45*. **Charmed TV** will promote local events, businesses, initiatives and special interest topics related to the Baltimore market. **Charmed TV's** primary target will be young (21 – 45), affluent professionals residing in Charm City; however, the segments will appeal to anyone interested in the local city scene.

features |

Charmed TV will feature (5) segments each month. Each segment will have a hip/trendy tone and correspond with *Charmed Magazine* and *CharmedMag.com's* editorial calendar and feature spreads.

Taste | Dining Reviews, Chef Interviews, Cooking Segments, Restaurant Tours

Home | Hot Property (real estate), House Tours, Decorating Tips, Gardening Tips

Style | Fashion Trends, Makeovers, Designer Profiles, Gift Ideas, Shop Talk

Wellness | Fitness Tips, Health, Makeovers, Biggest Loser Contests

Spotlight | Local Celebrity Interviews, Business Profiles, Charmed Charities, Hot List

Charmed TV will be promoted via *Charmed Magazine* and *Fox 45's* partnerships, memberships and affiliations, local events, print advertisements in *Charmed Magazine*, promo spots on *Fox 45* and *This TV* and online banner ads via *CharmedMag.com* and *FoxBaltimore.com*.

benefits |

Charmed Magazine advertisers have the unique ability to incorporate Broadcast TV, Internet, and Mobile into their Print advertising campaign. **Charmed TV** offers advertisers an affordable and powerful, local media mix.

Charmed TV's title sponsors target the Baltimore demographic and geographic area using an effective and cost-efficient campaign encompassing Print, TV, Internet and Mobile. Weekly promotions, postcard distribution and key events and local business, editorial coverage, networking, and pro bono advertisements create a great deal of value-add for advertisers.

Charmed TV will be an interactive medium and encourage interaction and participation from the local community. **Charmed TV** will provide visitors with a 24/7, access to the best Charmed City has to offer. Local event listings, compelling video, charmed rewards, monthly contests, and see and share photo library will encourage visitors to return often and interact with the site.

Charmed Magazine, *CharmedMag.com*, *Fox 45* and *FoxBaltimore.com* will also redirect readers, viewers and visitors to **Charmed TV** via promotions, reciprocal links and monthly contests. Contests may include: Baltimore's Best Pet, Favorite Restaurant, Fashion Makeover, Cutest Baby. Visitors will also find out the inside scoop on who's out and about, word-on-the-street and local celebrity sightings via **CharmedTV**.



about |

Fox 45 – WBFF is a Fox-affiliated television station. WBFF is the flagship station of the Sinclair Broadcast Group, which also operates Baltimore's CW affiliate, WNUV-TV (channel 54). Fox 45 reaches over a million households in the Baltimore DMA and is an Emmy Award Winning news station for consecutive years. Featuring an all star Prime Show line-up of programs like American Idol, House, So you Think You can Dance and many more.

viewership |

Fox 45 – WBFF reaches 1,282,640 adults 18+ in the Baltimore DMA, which includes Baltimore City, Baltimore County, Anne Arundel County, Harford County, Cecil County, Howard County, Queen Anne County, and Carroll County. The station reaches 63.3% of the total Baltimore population.

demographics |

annual income

<15k – 25k	13%
25k – 35k	12.4%
35k – 50k	19.5%
50k – 75k	17.7%
75k+	37.4%

median income

\$57,312

own

72%

median home value

\$315,964

age

18 – 24	10.8%
25 – 54	55.9%
55 – 64	16.6%
65+	16.6%

gender

male	48.1%
female	51.9%

ethnicity

white	56.9%
black	32.8%
hisp.	3.6%
asian	2.1%
other	4.7%

education

h.s. graduate	32.4%
some college	21.4%
one+ degrees	34.3%

[Source: Media Audit, Sept-Oct 2008]



about |

FOXbaltimore.com is the official website for Fox 45 – WBFF, a Fox-affiliated television station. Foxbaltimore.com features national and local news, weather, traffic, contests, and entertainment.

audience |

FOXbaltimore.com reaches 210,247 adults 18+ in the Baltimore market. Over 54% of FOXbaltimore.com visitors have an income over \$75k. Over 75% are homeowners. Over 25 are highly educated, having earned 2+ degrees. The website averages 50,000 unique visitors each month, and over 650,000 page views.

demographics |

annual income		median income	own	median home value
<15k – 25k	8.7%	\$82,167	75%	\$229,956
25k – 35k	3.0%			
35k – 50k	21.6%			
50k – 75k	14.2%			
75k+	54.3%			
age		gender	ethnicity	education
18 – 24	27.1%	male 61%	white 66.1%	h.s. graduate 26.5%
25 – 54	56%	female 39%	black 19.9%	some college 16.9%
55 – 64	12.3%		hisp. 1.5%	one+ degrees 44%
65+	4.7%		asian 7.4%	
			other 5%	

[Source: Media Audit, Sept-Oct 2008]

psychographics |

	%	000's	Index
Used a Travel Agent 3+ times in past year	27%	35,075	260
Plan to have Cosmetic Surgery in the next 12 months	22%	4,243	209
Plan to take college level courses in next 12 months	26%	52,891	251
Past 4 wks shopped at Jewelry Store	21%	39,149	203
Luxury Car Owners – BMW/MER/INF/JAG/PORSCHE	19%	37,491	187
Exercised 12+ times at health club past year	19%	105,667	175
Young Investors 18-34 – Have CD's/IRA's/401K's	17%	43,542	168
Occupation – Professional	17%	55,006	164
Have influence in Business Banking	17%	21,221	162
Plan to buy a home in next 2 years	16%	40,434	158
Plan to take an ocean cruise next 2 years	16%	88,880	149