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## about us

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### Our Philosophy

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The Urbanite philosophy—one that values urban life—guides the content of the magazine, while simultaneously connecting its audience of socially, culturally, and intellectually engaged readers. This shared value system also connects advertisers with an audience truly interested in the products and services they have to offer. Because we know our audience so well and because we are connected to the community, we can recognize opportunities for advertisers to gain more exposure—including festivals, performances and exhibitions, lectures, conferences, and other targeted events.

### Our Mission

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Through the magazine, online coverage, and weekly e-zines, Urbanite aims to explore ideas, challenges, and talents of the Baltimore area's diverse communities. Each month, Urbanite uses a range of perspectives, voices, and devices to illuminate aspects of life in the region and connect the Baltimore Metropolitan area to larger issues nationwide, and beyond. Urbanite seeks to be a forum for Baltimore's best writers and thinkers, and to be a magazine that addresses the bigger questions: Why? How? What's next?

In addition to ambitious long-form narrative journalism, personal essays, cultural commentary, short fiction, and lifestyle writing, Urbanite offers timely coverage of important historic preservation, development, education, sustainability, and urban livability issues, aimed at informed readers who are concerned with the past, present, and future of American cities.

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## Our Coverage:

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**News/Features:** This is the go-to place to keep tabs on urban design, revitalization, and development, as well as education, the environment, and the other issues that Urbanite readers care about. The emphasis is on understanding what makes the city work, and how it can work better. We spotlight thought leaders and innovators, and the people and places that make Baltimore unique. We don't shy away from crime, addiction, and other problems, but the emphasis is on finding solutions, including drawing innovative ideas from other urban areas.

**Art/Culture:** Both the zany artistic underground and the more established venues. Topics run the gamut, both acquainting people with the local cultural scene and delivering news/activities/info they can use immediately.

**Food/Drink:** The city's best mix of fun-to-read voices, solid expertise, and day-to-day usefulness. It's Urbanite's usual formula of smart-minus-smart-aleck, but with deep expertise on both local scene and the larger foodie universe. No long self-indulgent food writing here—just minimal pretension and a healthy sense of adventure.

**Green/Sustainable:** Local issues and activities, people and organizations working on environmental issues, and environmentally friendly goods and services. The focus is the city, with a smattering of content from elsewhere in Maryland and the Chesapeake Bay.

**Home/Design:** The latest trends in home and interior design; cost-effective, stylish, and eco-friendly ways to improve spaces; and do-it-yourself projects and tricks. For homeowners and renters who are interested in ways to renovate and improve their living and outdoor spaces.

**Style/Shopping:** Trends, local finds, product reviews, and lots of eye candy. For those who see their interest in fashion and style as a constant conversation with the world around them—fashionistas and style mavens who thrive on unearthing great finds at high-end boutiques, Main Street shops, and secondhand stores alike.