Community Magazines

2024 MEDIA KIT

WE'VEGEL YOU COVERED





LOOKING FOR NEW DIRECT MAIL OPTIONS?

People love print magazines!



What percentage of U.S. adults say they have read print magazines in the last 6 months?

90%

This includes 93% under age 35 and 95% under age 25

84 percent of what audience is more engaged when reading a print magazine than any other form of content?

WOMEN 18-64 years of age

PRINT IS MORE MEMORABLE.

Print creates an emotional connection. Print builds relationships.

Physical material is more "real" to the brain, involves more emotional processing, is better connected to memory, with greater internalization of ads—which are all important for brand association.

(FORBES)

When 1,400 U.S. advertisers were asked which medium offers the highest ROI, which was on top?

MAGAZINES

With a \$3.95 return for every \$1 spent

A full 50% HIGHER than the \$2.63 average ROI from digital display and MORE THAN DOUBLE

the \$1.52 from digital video

(Nielsen Catalina Solutions)

What is the average time spent reading a magazine?

20-25 minutes

(Digital First Content Marketing: The Return of Print-CMO Adobe, 2018)

COMMUNITIES

PITTSBURGH

BETHEL PARK

Bethel Park Municipality

BRENTWOOD-BALDWIN-WHITEHALL

Baldwin Borough **Brentwood Borough** Whitehall Borough

CANON-MAC

Carnegie

Canonsburg Cecil Township **Eighty Four** North Strabane Township Southpointe

CARLYNTON-MONTOUR

Coraopolis Crafton Ingram Borough Kennedy Township Pennsbury Village Borough Robinson Township Rosslyn Farms Thornburg Borough

CHARTIERS VALLEY

Bridgeville Borough Collier Township Heidelbera Borough Nevillewood Presto Scott Township

CRANBERRY

Cranberry Township

FOX CHAPEL AREA Aspinwall Borough

Blawnox Borough Cheswick Fox Chapel Borough Indiana Township O'Hara Township

Sharpsburg Borough

GREENSBURG

Delmont Greensburg New Alexandria Salem Township

HAMPTON

Allison Park Hampton Township Gibsonia

KEYSTONE OAKS

Castle Shannon Borough Dormont Borough Green Tree Borough

MARS AREA

Adams Township Callery Mars Borough Middlesex Township Seven Fields Valencia Borough

MCKEESPORT AREA

Dravosburg Borough McKeesport City Versailles Borough White Oak Borough

MONROEVILLE

Monroeville Municipality Pitcairn Borough

MOON TOWNSHIP

Crescent Township Moon Township

MT. LEBANON

Mt. Lebanon Municipality

MURRYSVILLE

Delmont Borough Export Borough Murrysville Municipality

NORTH ALLEGHENY

Bradford Woods Franklin Park Borough Marshall Township Town of McCandless Wexford

NORWIN

Irwin Borough North Irwin Borough North Huntingdon

OAKMONT-PENN HILLS-VERONA

Oakmont Penn Hills Municipality Verona Borough

PETERS TOWNSHIP

McMurray Peters Township Venetia

PINE-RICHLAND

Pine Township Richland Township Treesdale

PLUM

Plum Borough

ROSS TOWNSHIP

Ross Township West View Borough

SEWICKLEY Aleppo Township

Ambridge Avonworth Bell Acres Borough Ben Avon Ben Avon Heights **Edgeworth Borough** Emsworth Glenfield Borough Haysville Borough Kilbuck Township Leet Township Leetsdale Borough Ohio Township Osborne Borough Sewickley Borough Sewickley Heights Borough

SHALER AREA

Sewickley Hills Borough

Etna Borough Glenshaw Shaler Township Millvale Borough Reserve Township

SOUTH FAYETTE

Bridgeville

Carnegie

Cecil Cuddy McDonald Morgan Oakdale South Fayette Township

UPPER ST. CLAIR

Upper St. Clair Township

ERIE

HARBORCREEK & NORTH EAST

Harborcreek Township Lawrence Park North Fast Wesleyville

WEST JEFFERSON HILLS **MILLCREEK**

Clairton Jefferson Hills Borough Finleyville Pleasant Hills Borough West Elizabeth Borough

North Fayette Township

WEST ALLEGHENY

Findlay Township

Oakdale Borough

Clinton

Imperial

WEST MIFFLIN

Homestead West Mifflin Borough Whitaker

WOODLAND HILLS

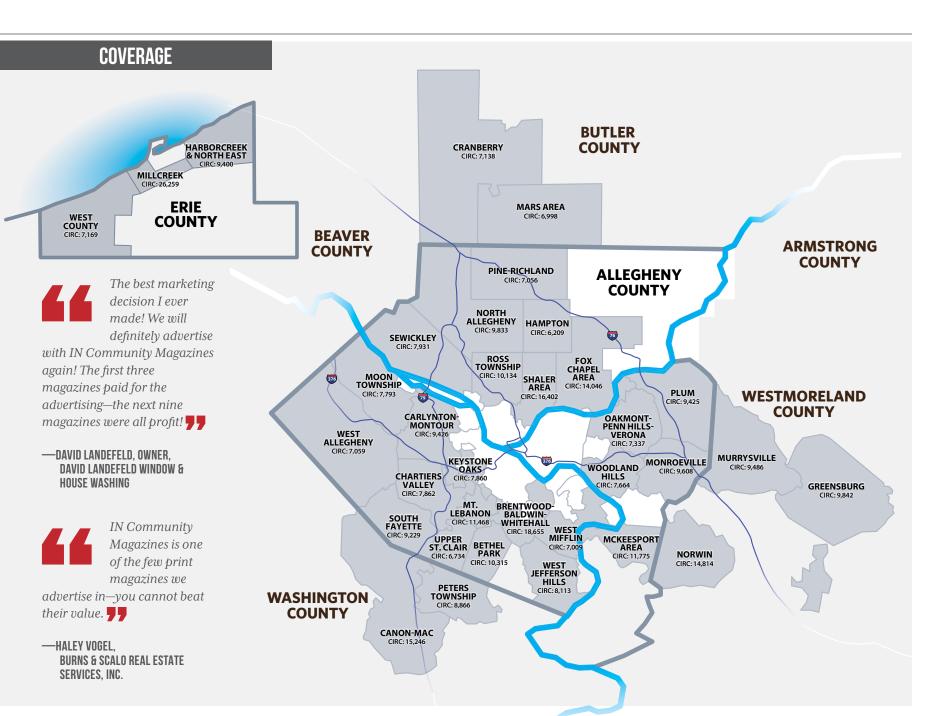
Braddock Borough Braddock Hills Township Chalfant Borough Churchill Borough East Pittsburgh Borough **Edgewood Borough** Forest Hills Borough North Braddock Borough Rankin Borough Swissvale Borough Turtle Creek Borough Wilkins Township

Millcreek Township

WEST COUNTY

Albion Cranesville Edinboro Elk Creek Fairview Township Girard Lake City Sprinafield

DIRECT-MAILED ANNUALLY TO 1.34 MILLION HOUSEHOLDS AND BUSINESSES IN MORE THAN 250 PITTSBURGH AND **ERIE COMMUNITIES**



MARKETS



Copies mailed is an audited circulation through the U.S. Postal Service. Quantities fluctuate +/- 2% as postal carrier routes are routinely reassigned.

MAGAZINE	MEDIAN FAMILY INCOME	RESIDENTS	COPIES DISTRIBUTED
BETHEL PARK	\$97,773	33,556	10,315
BRENTWOOD-BALDWIN-WHITEHALL	\$71,863	55,375	18,655
CANON-MAC	\$88,143	46,224	15,246
CARLYNTON-MONTOUR	\$47,789	40,264	9,426
CHARTIERS VALLEY	\$86,377	30,940	7,862
CRANBERRY	\$100,020	44,283	7,138
FOX CHAPEL AREA	\$168,073	35,374	14,046
GREENSBURG	\$52,772	21,831	9,842
HAMPTON	\$85,346	17,526	6,209
HARBORCREEK & NORTH EAST	\$72,455	18,214	9,400
KEYSTONE OAKS	\$60,337	22,580	7,860
MARS AREA	\$138,083	22,490	6,998
MCKEESPORT AREA	\$41,275	36,567	11,775
MILLCREEK	\$61,499	52,129	26,259
MONROEVILLE	\$70,850	36,038	9,608
MOON TOWNSHIP	\$85,938	24,604	7,793
MT. LEBANON	\$133,586	33,017	11,468
MURRYSVILLE	\$70,850	28,769	9,486
NORTH ALLEGHENY	\$122,958	50,531	9,833
NORWIN	\$70,850	34,268	14,814
OAKMONT-PENN HILLS-VERONA	\$54,386	49,933	7,337
PETERS TOWNSHIP	\$146,889	31,804	8,866
PINE-RICHLAND	\$152,461	16,914	7,056
PLUM	\$75,326	26,940	9,425
ROSS TOWNSHIP	\$71,250	42,428	10,134
SEWICKLEY	\$134,337	21,516	7,931
SHALER AREA	\$75,127	41,565	16,402
SOUTH FAYETTE	\$83,267	29,488	9,229
UPPER ST. CLAIR	\$166,675	20,053	6,734
WEST ALLEGHENY	\$72, 892	22,464	7,059
WEST COUNTY	\$95,111	21,207	7,169
WEST JEFFERSON HILLS	\$88,625	18,628	8,113
WEST MIFFLIN	\$67,750	23,802	7,009
WOODLAND HILLS	\$95,488	53,872	7,664

2024 DEADLIN	SPRING		SUMMER		FALL		WINTER		
ZOZ-T DEADEIN		FINAL AD APPROVAL	ESTIMATED MAILING						
1	BETHEL PARK	1/4/24	EARLY FEB	4/4/24	EARLY MAY	7/4/24	EARLY AUG	10/3/24	EARLY NOV
	BRENTWOOD-BALDWIN-WHITEHALL	2/15/24	MID MAR	5/16/24	MID JUNE	7/25/24	LATE AUG	10/24/24	LATE NOV
	CANON-MAC	2/21/24	LATE MAR	5/22/24	LATE JUNE	8/14/24	MID SEPT	11/13/24	MID DEC
	CARLYNTON-MONTOUR	2/1/24	EARLY MAR	4/18/24	MID MAY	7/4/24	EARLY AUG	10/3/24	EARLY NOV
	CHARTIERS VALLEY	2/15/24	MID MAR	5/16/24	MID JUNE	8/15/24	MID SEPT	11/21/24	LATE DEC
	CRANBERRY	2/29/24	EARLY APR	5/30/24	EARLY JULY	9/5/24	EARLY OCT	11/28/24	LATE DEC
	FOX CHAPEL AREA	2/21/24	LATE MAR	5/31/24	EARLY JULY	9/27/24	LATE OCT	11/29/24	LATE DEC
	GREENSBURG	12/28/23	LATE JAN	3/28/24	LATE APR	6/27/24	LATE JULY	9/26/24	LATE OCT
	HAMPTON	2/22/24	LATE MAR	5/9/24	EARLY JUNE	8/15/24	MID SEPT	11/14/24	MID DEC
	KEYSTONE OAKS	12/21/23	MID JAN	3/21/24	MID APR	6/20/24	LATE JULY	9/20/24	LATE OCT
	MARS AREA	12/27/23	LATE JAN	3/20/24	LATE APR	6/26/24	LATE JULY	9/20/24	LATE OCT
	MCKEESPORT AREA	3/6/24	EARLY APR	6/5/24	EARLY JULY	8/28/24	LATE SEPT	11/20/24	LATE DEC
	MONROEVILLE	12/20/23	LATE JAN	3/13/24	MID APR	6/19/24	LATE JULY	9/18/24	MID OCT
	MOON TOWNSHIP	12/20/23	LATE JAN	3/20/24	LATE APR	6/19/24	LATE JULY	9/18/24	MID OCT
I	MT. LEBANON	3/13/24	MID APR	6/6/24	EARLY JULY	9/12/24	MID OCT	11/28/24	LATE DEC
RG	MURRYSVILLE	3/21/24	LATE APR	6/6/24	EARLY JULY	9/26/24	LATE OCT	12/18/24	MID JAN
SBL	NORTH ALLEGHENY	2/14/24	MID MAR	5/15/24	MID JUNE	8/14/24	MID SEPT	11/13/24	MID DEC
<u> </u>	NORWIN	3/14/24	MID APR	5/23/24	LATE JUNE	9/19/24	LATE OCT	11/29/24	LATE DEC
	OAKMONT-PENN HILLS-VERONA	2/28/24	LATE MAR	5/22/24	LATE JUNE	8/21/24	LATE SEPT	11/20/24	LATE DEC
	PINE-RICHLAND	1/11/24	MID FEB	4/11/24	MID MAY	7/11/24	MID AUG	10/10/24	MID NOV
	PLUM	1/17/24	MID FEB	4/17/24	MID MAY	7/17/24	MID AUG	10/16/24	MID NOV
	ROSS TOWNSHIP	1/3/24	EARLY FEB	4/3/24	EARLY MAY	7/3/24	EARLY AUG	10/2/24	EARLY NOV
	SEWICKLEY	1/18/24	MID FEB	4/25/24	LATE MAY	7/18/24	MID AUG	10/17/24	MID NOV
	SHALER AREA	2/8/24	MID MAR	5/2/24	EARLY JUNE	7/11/24	MID AUG	9/19/24	LATE OCT
	SOUTH FAYETTE	2/7/24	EARLY MAR	4/24/24	LATE MAY	7/17/24	MID AUG	10/16/24	MID NOV
	UPPER ST. CLAIR	1/24/24	LATE FEB	4/24/24	LATE MAY	7/24/24	LATE AUG	10/23/24	LATE NOV
	WEST ALLEGHENY	2/28/24	LATE MAR	5/29/24	LATE JUNE	8/21/24	LATE SEPT	11/20/24	LATE DEC
sare	WEST JEFFERSON HILLS	2/22/24	LATE MAR	5/23/24	LATE JUNE	8/1/24	EARLY SEPT	11/6/24	EARLY DEC
arterly.	WEST MIFFLIN	2/8/24	MID MAR	5/9/24	EARLY JUNE	8/8/24	EARLY SEPT	11/14/24	MID DEC
	WOODLAND HILLS	1/25/24	LATE FEB	5/2/24	EARLY JUNE	7/25/24	LATE AUG	10/24/24	LATE NOV

Magazines are mailed quarterly. Estimated mailing dates may vary by 1 to 2 weeks.

PETERS TOWNSHIP [6X]
* Denotes Peters Twp. issues
with seasonal editorial focus.

ERIE.

FEB/MAR*		APRIL/MAY		JUNE/JULY		AUG/SEPT*		OCT/NOV		DEC/JAN*	
FINAL AD APPROVAL	ESTIMATED MAILING	FINAL AD APPROVAL	ESTIMATED MAILING	FINAL AD APPROVAL	ESTIMATED MAILING	FINAL AD APPROVAL	ESTIMATED MAILING	FINAL AD APPROVAL	ESTIMATED MAILING	FINAL AD APPROVAL	ESTIMATED MAILING
1/3/24	EARLY FEB	3/6/24	EARLY APR	5/1/24	EARLY JUNE	7/3/24	EARLY AUG	8/28/24	LATE SEPT	10/30/24	EARLY DEC

HARBORCREEK & NORTH EAST	1/31/24	EARLY MAR	5/1/24	EARLY JUNE	7/31/24	EARLY SEPT	10/30/24 EARLY DEC
MILLCREEK	1/17/24	MID FEB	3/27/24	LATE APR	7/10/24	MID AUG	10/9/24 EARLY NOV
WEST COUNTY	1/24/24	LATE FEB	4/17/24	MID MAY	7/24/24	LATE AUG	10/23/24 LATE NOV

ZIP CODES

BETHEL PARK

15102, 15234, 15236, 15241, 15228

BRENTWOOD-BALDWIN-WHITEHALL

15207, 15226, 15227, 15228, 15234, 15236

CANON-MAC

15057, 15301, 15317, 15321, 15330, 15342, 15363

CARLYNTON-MONTOUR

15071, 15106, 15108, 15136, 15205, 15276

CHARTIERS VALLEY

15071, 15106, 15142, 15220, 15243

CRANBERRY

16066

FOX CHAPEL AREA

15024, 15051, 15101, 15116, 15215, 15238

GREENSBURG

15601, 15626, 15632, 15670

HAMPTON

15044, 15101

HARBORCREEK & NORTH EAST

16421, 16428, 16510, 16511, 16536

KEYSTONE OAKS

15106, 15205, 15216, 15220, 15234, 15226, 15228

MARS AREA

15044, 16002, 16033, 16046, 16059

MCKEESPORT AREA

15034, 15131, 15132, 15137, 15642

MILLCREEK

16415, 16504, 16505, 16506, 16508, 16509, 16510, 16565

MONROEVILLE

15140, 15146

MOON TOWNSHIP

15046, 15108

MT. LEBANON

15216, 15220, 15226, 15228, 15234, 15241, 15243

MURRYSVILLE

15068, 15146, 15626, 15632, 15668

NORTH ALLEGHENY

15005, 15015, 15044, 15086, 15090, 15101, 15143, 15237, 16046

NORWIN

15085, 15131, 15615, 15642, 15647, 15692

OAKMONT-PENN HILLS-VERONA

15147, 15235

PETERS TOWNSHIP

15102, 15241, 15317, 15332, 15367

PINE-RICHLAND

15007, 15044, 15090, 16059

PLUM

15068, 15235, 15239, 15668

ROSS TOWNSHIP

15116, 15202, 15209, 15212, 15214, 15229, 15237

SEWICKLEY

15003, 15056, 15143, 15202, 15237

SHALER AREA

15101, 15116, 15209, 15215, 15223

SOUTH FAYETTE

15017, 15031, 15057, 15064, 15071, 15106, 15142, 15220, 15243, 15321

UPPER ST. CLAIR

15241

WEST ALLEGHENY

15026, 15057, 15071, 15108, 15126, 15275

WEST COUNTY

16401, 16410, 16411, 16412, 16415, 16417, 16423, 16430, 16443, 16505, 16506

WEST JEFFERSON HILLS

15025, 15088, 15122, 15236, 15332

WEST MIFFLIN

15120, 15122, 15207, 15236

WOODLAND HILLS

15104, 15112, 15145, 15218, 15221, 15235



SPECIAL ADVERTISING SECTIONS



Advertise your business in our quarterly special feature section. Your Industry Insight, Business Spotlight, full page, half page, third page, quarter page or sixth page ad will run in our special section, giving you direct exposure to your targeted customers.

SPRING

Home Improvement

The hottest trends for smart home design, bathroom and kitchen makeovers, interior decorating, windows, doors, outdoor patios, decks and landscaping.

SUMMER

Real Estate

Buying or selling a home this year? Here's what you need to know.

FALL Education

Understanding our educational system and what needs to be done for tomorrow's children. The future of education and technology and how it impacts the way students learn.

WINTER Health and Wellness

A head-to-toe guide to help parents and kids embrace a healthier lifestyle.

Peters Township

FEB/MAR	Home Improvement
APR/MAY	Real Estate
AUG/SEPT	Education
DEC/JAN	Health & Wellness

INDUSTRY INSIGHT

Show the residents of your community you are "The Local Expert" in your field. You are guaranteed content exclusivity as you write about what's going on in your industry.

- 500 words about any topic within your industry or trade (differs from Business Spotlight).
- Includes a 1/4 page ad on same page.
- Includes listing in Table of Contents.
- Market exclusivity Only one Insight per vertical market.
- We'll design artwork to accompany your article.
- Article can be submitted via Word document.
- Ads based upon availability and annual commitment required.
- Photography services available for a fee of \$150.

DÉJÀ VU ALL OVER AGAIN YOGI BERRA The search part demand to come d'its boots and more hand part demand to come d'its boots and process to fire part of mineral to come d'its boots and more hand part of part of mineral to come d'its boots and part of part of mineral to come d'its boots and part of part of mineral to come d'its boots and part of part of mineral to come d'its boots and part of part of mineral to come d'its boots and part of part of mineral to come d'its boots and part of part of part of part of part of part of part part of part of part of part of part of part of part part of part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part part of part of part of part of part of part of part part of pa

BUSINESS SPOTLIGHT

"Showcase Your Business"

- One-time full page with up to 500 words spotlighting your business (differs from Insight article).
- Includes listing in Table of Contents.
- We'll design artwork to accompany your article.
- Commitment of three 1/4 page ads or larger is required.
- Photography and writing services available for a fee of \$150 each.

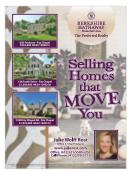


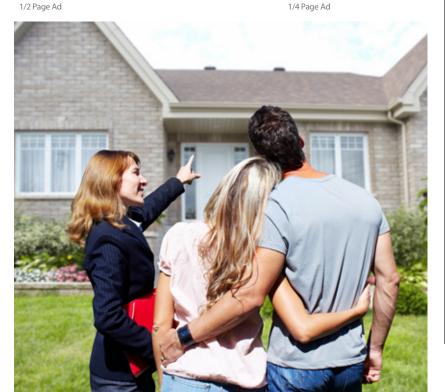
REAL ESTATE

Licensed real estate agents: Give your listings increased exposure.

- Effective way of tracking your advertising investment.
- · Must have at least one home listed.
- · One-down pricing applies.
- · Cannot combine with any other promotion.







DINING OUT





Let us create a full-page review of your restaurant that offers exposure to the tens of thousands of potential customers who read our magazines.

- Up to 500-word review or profile written about your restaurant.
- You'll be able to view and make changes before going to press to ensure 100 percent satisfaction.
- Your full-page Dining Out includes listing in Table of Contents.
- Design services included.
- Writing services available for a fee of \$150.
- Photography services available for a fee of \$150.

Community Magazines

2024 MEDIA KIT

