

**Reach.** (*n.*) a range or sphere of influence, with the goal of achieving communication and effecting positive interaction.

# Up.

**Pittsburgh Magazine** continues to expand its reach, as measured by our annual audit.\*

📌 Most importantly, our Total Estimated Gross Contacts, which combines all our branded services, are **up 18%** (to 665,268).

📌 Average monthly website unique users: **up 29%**.

📌 Average newsletter subscribers: **up 14%** (to 46,562).

📌 Total digital contacts: **up 22%** (to 563,054).

These are big numbers. In fact, if you look at the population of Greater Pittsburgh (2.35 million), a single Pittsburgh Magazine ad could potentially reach 1 out of every 4 people in the region.

The hundreds of thousands of people who make up our audience appreciate the quality of the content we provide. In turn, we offer this audience to marketers that recognize quality. This year, we also offer an array of new tactics to make meaningful and measurable connections to them.



**Betsy Benson, Publisher**

\*Unless otherwise noted, all data is from Circulation Verification Council Audit Report, Jan. 1-Dec. 31, 2023.





An aerial photograph of Pittsburgh, Pennsylvania, showing the city's urban landscape, the Allegheny River, and the iconic yellow bridges. A blimp is visible in the sky. The text 'REACH' is overlaid in a white box.

# REACH

**665,268** Readership/Total estimated  
gross contacts for our  
combined branded services



# Our readers

**63%**  
Female

**37%**  
Male

**\$181,279**  
Average  
household income

**44%**  
of our readers make  
\$150,000 or more,  
compared to 8% of the  
total market

**25–54**  
Largest median  
age group





**4.9**

Average number of readers per edition

**64%**

of our readers keep Pittsburgh Magazine for one month or more

**78%**

of our readers are college grads, compared to 31% of the overall market

## Social Channel Followers

**230,454** total



**12.9%**

increase from 2023

 **48,520**  **74,323**  **79,237**

 **7,569**  **7,385**  **91**

563,054

Total digital contacts

20,860

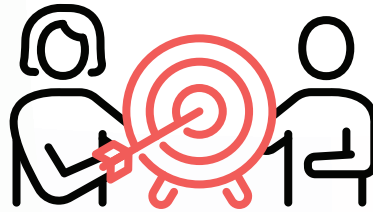
Average print circulation

38,639\*

Unique digital edition users

47,382\*

Digital edition page views



102,214

Estimated edition readership

310,838

Average website unique users

733,310

Average website page views

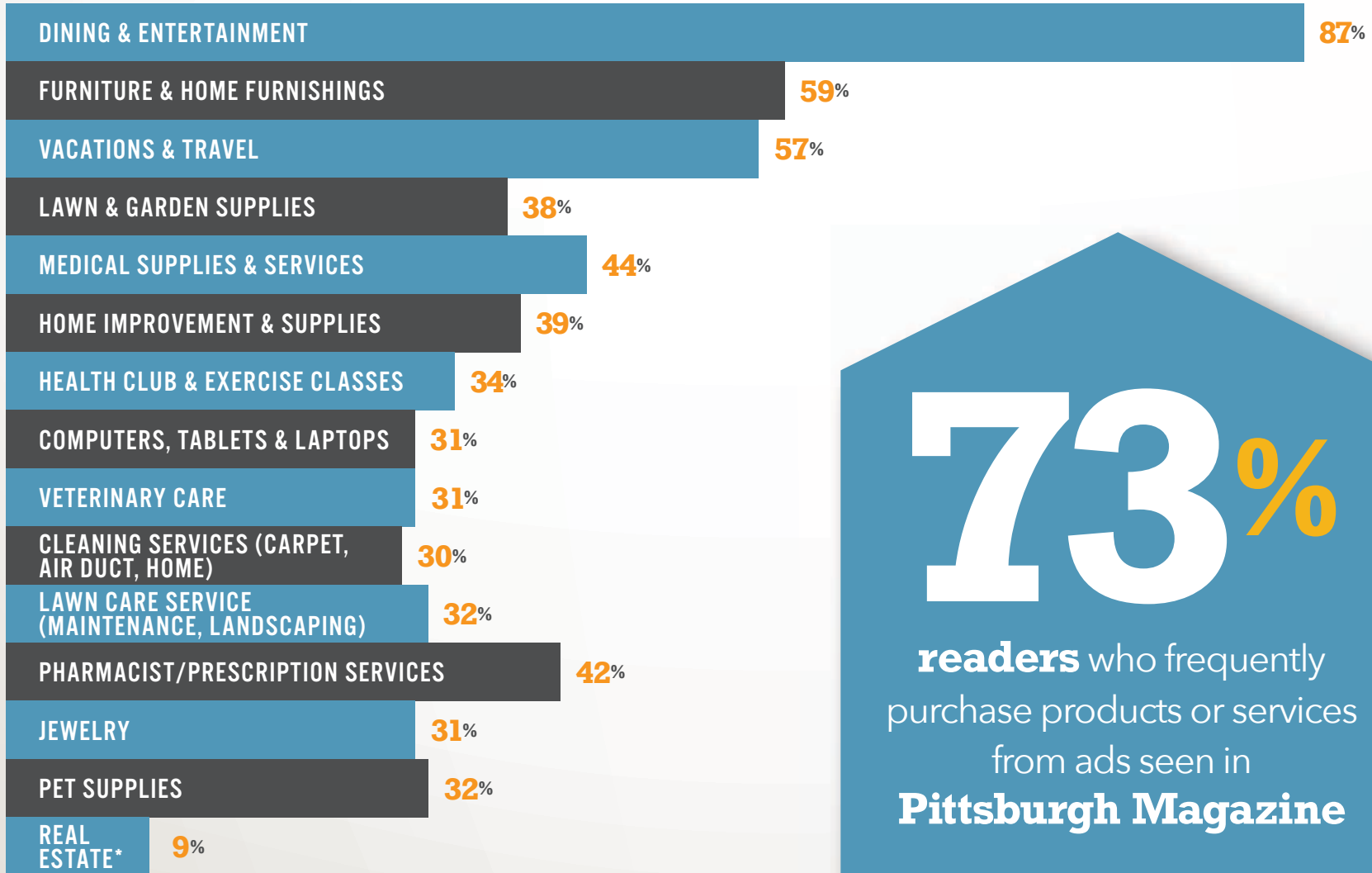
46,562

Email opt-in database

\*These averages represent an annual average for the entire audit period. For the first six months of the year Universal Analytics were used and the Unique Digital Edition Users average was 68,997. In July there was a conversion to GA4 analytics and the Unique Digital Edition Users average was 2,209 for the second half of the year. Digital Edition Page Views averaged 82,817 for January through June. After the GA4 conversion Digital Edition Page Views averaged 4,861.

# buying power.

IN THE NEXT 12 MONTHS, OUR READERS PLAN TO MAKE PURCHASES IN THE FOLLOWING AREAS:



\*PLAN TO SELL OR PURCHASE WITHIN NEXT 12 MONTHS



# PITTSBURGH MAGAZINE newsletters



**DAILY:** What's up, what's open & what's worth talking about.

**51,017** recipients **44%** open rate **3.8%** click rate



**MONDAYS:** Tips, trends & resources to help you feel & live better.

**44,961** recipients **43%** open rate **1.7%** click rate



**TUESDAYS:** We love local design.

**29,874** recipients **38%** open rate **3.7%** click rate



**WEDNESDAYS:** For Pittsburghers seeking new adventures.

**44,039** recipients **44%** open rate **2.3%** click rate



**THURSDAYS:** Who's cooking & where to find the tastiest tidbits in town.

**33,172** recipients **39%** open rate **3.5%** click rate



**SATURDAYS:** Making your hometown celebration special.

**27,391** recipients **46%** open rate **2%** click rate



Survey  
responses from  
readers

“ I consider the newsletters  
timely, trendy, positive  
and fun to read. ”

“ I often share them with  
others due to the enjoyable  
and interesting content. ”

# Extended Reach.



**We connect you with Pittsburgh better than anyone else.**

**And we do the heavy lifting.**

Pittsburgh Magazine is the leading magazine in the region with tens of thousands of paid subscribers, brand fans and dedicated readers. Our suite of **Digital Media Services** provides premium access to that proprietary audience so that your message reaches the right person at the right time on all their devices. We offer tracking and reporting, ongoing service and support and proactive campaign optimization.





# PITTSBURGH MAGAZINE branded content

Tell your story. Your way.

Showcase your expertise, cause or call to action to a well-educated audience that cares about excellence. Our branded content options are executed in an editorial style, and many include a professional portrait from an award-winning photographer.



Made in Pittsburgh

Thought Leaders

Ask the Expert

Women in Law

Stories of Hope

Medical Profiles

Women & Business Awards



content  
calendar

## JAN/FEB Pittsburgher of the Year + Best New Restaurants + HOME: 2025 Design Trends + Weddings: The Glam Issue

**Sponsored:** HOME • Pittsburgher of the Year Congratulations • Weddings • Women & Business Awards • Be Well

AD CLOSE	AD MATERIALS DUE	DELIVERY, WEEK OF	NEWSSTAND ON SALE
JAN 07	JAN 16	FEB 03	FEB 18

## MAR/APR The Comedy Issue + Tops of Downtown Buildings

**Sponsored:** College Guide • Summer Camp • AHA • Earth Day • Women Owned & Operated

FEB 18	FEB 27	MAR 17	MAR 25
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## HOME Best of Design Awards (Mails with March/April issue)

FEB 11	FEB 20	MAR 17	APR 01
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## MAY The Wellness Issue + Top Doctors + Lake Erie Wine Country Trail

**Sponsored:** Higher Education Guide • Medical Profiles • Salute to Nurses

• Wine Destinations • Women & Business Awards

APR 01	APR 10	APR 28	MAY 13
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## JUN Best Restaurants + Oakmont Country Club History + HOME: The Outdoors Issue

**Sponsored:** Guide to Senior Living • Super Lawyers • Summer Travel & Events • Brewery Destinations • Golf Guide

APR 29	MAY 08	MAY 27	JUN 10
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## JUL Best of the 'Burgh + A Day in the Life of the Strip District

**Sponsored:** Education Guide • Made in Pittsburgh • 5-Star Wealth Management

• Prominent Grads • 'Best of the Burgh' • Women & Business Awards

MAY 27	JUN 05	JUN 23	JUL 08
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## AUG Visitors Guide: Hidden Gems + Top Dentists

**Sponsored:** Women in Law • Real Estate Profile • Real Estate Q&A

• Top Places to Work • Brewery Destinations • Visitors Guide

JUL 01	JUL 10	JUL 28	AUG 12
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## SEP A Look at the New Airport Terminal + Colleges & Universities + Weddings

**Sponsored:** College Guide • Fall Travel & Events • Women & Business Awards • Wine Destinations

AUG 05	AUG 14	SEP 02	SEP 16
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## OCT/NOV Made in Pittsburgh + 40 Under 40 + HOME: The Renovations Issue

**Sponsored:** 40 Under 40 • HOME • Higher Education Guide • Breast Cancer Awareness

• Holiday Shopping Guide

SEP 30	OCT 09	NOV 03	NOV 18
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## GIVE Nonprofits, donors, foundations and initiatives to support the community + Volunteer Directory (Mails with October/November issue)

OCT 07	OCT 16	NOV 03	NOV 18
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## DEC Innovations in Beauty Treatments + Life After Local TV News

**Sponsored:** FACES • Holiday Gifting • Winter Travel & Events • Spotlight on Nurses

NOV 04	NOV 13	DEC 04	DEC 16
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## **JAN** Pittsburgher of the Year 2024 attendance: 114

Since 1986, this award has been given to an individual, group or organization whose accomplishments have significantly and positively impacted the Pittsburgh region.

## **FEB MAY JUL SEP** Women & Business Awards 2024 attendance: 100+

Profiles of four successful women in the magazine and at a networking reception.

## **MAR** Best of Design 2024 attendance: 100+

Winners' reception for our annual HOME magazine contest.

## **MAY** Best Restaurants Party 2024 attendance: 1000+

The party will feature dozens of dishes from top local restaurants highlighted in the 2025 Best Restaurants list. In addition to the food sampling, the party will also showcase 100+ premium wines and spirits.

## **JUL** Best of the 'Burgh Winners Reception 2024 attendance: 100+

A celebration of brands, businesses and personalities that make Pittsburgh special.

## **FALL** 40 Under 40 2024 attendance: 300+

Winners are celebrated in the November issue and at a cocktail reception.

## **DEC** Give Big Pittsburgh participating nonprofits: 492

Our Day of Giving platform, which has raised more than \$18 million since 2017.

## **TBA** Fall Wine & Spirits Festival 2024 attendance: 1100+

Featuring hundreds of cocktail and wine tastings as well as interactive spirits lounges, a DJ and an on-site Fine Wine & Good Spirits store.

## **2026** Ultimate House attendance: 1000+

# EVENTS

Pittsburgh Magazine creates exceptional events for audiences that no one else can assemble — like the Wine & Spirits Festival.

# DIGITAL

## NEWSLETTER ADS

### Primary 1st position

- ✓ 728 x 90 leaderboard
- ✓ 750 x 500 image
- ✓ 35 words of copy
- ✓ URL links

### Sponsored 2nd & 3rd position

- ✓ 750 x 500 image
- ✓ 35 words of copy
- ✓ URL links



## DEDICATED EMAILS

- ✓ Image must be 750 x 500, landscape orientation
- ✓ 75-100 words of copy
- ✓ URL links



## WEB ADS

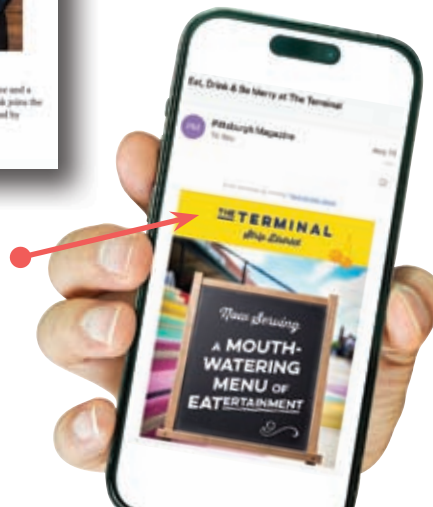
### Channel sponsorship & run-of-site

- ✓ 728 x 90 leaderboard
- ✓ 970 x 250 enhanced leaderboard
- ✓ 300 x 250 medium rectangle
- ✓ 320 x 50 mobile leaderboard
- ✓ URL links



## SPONSORED CONTENT ARTICLES

- ✓ 250-400 words of copy
- ✓ 3-4 images, 1000 x 666 landscape orientation
- ✓ URL links





## INFLUENTIAL READERS

These local organizations choose to provide Pittsburgh Magazine to their members, ensuring advertising messages are seen by highly engaged civic and business leaders.

# 5,577

Total Monthly Copies



Allegheny Conference Regional Investors

Washington County  
Chamber of Commerce members

Leadership Pittsburgh alumni

Airport Area  
Chamber of Commerce members

Pittsburgh Downtown Partnership members

Pittsburgh North  
Chamber of Commerce members

WESA/WYEP membership premium option

Builders Association of  
Metropolitan Pittsburgh members



**470** Hotel distribution copies,  
per issue

## PRINT

# Advertising Specs

### AD SIZES

Dimensions are width x height. Full-page ads must include bleed and crop marks. Live materials should be kept a minimum distance of 1/4 inch away from trim. If submitting a spread, care must be taken with any crossover images or type across the spine. Print-ready art is due one week following close.

### FILE FORMAT

PDFs are preferred, but EPS and Photoshop files are acceptable.

### RESOLUTION

Artwork must be high-resolution (300 dpi).

### FONTS

Fonts must be embedded in PDF files.

### COLOR

All RGB or spot colors must be converted to CMYK before submission.

### DELIVERY

Art to be designed by Pittsburgh Magazine is due on the day of close. Digital ad drop link: [pittsburghmagazine.com/pittsburgh-magazine-digital-ad-drop/](http://pittsburghmagazine.com/pittsburgh-magazine-digital-ad-drop/). FTP instructions are available on request.



### CONTACT

**Trish Boerio**  
ADVERTISING DIRECTOR

412/304-0907  
[tboerio@pittsburghmagazine.com](mailto:tboerio@pittsburghmagazine.com)



### Spread

Spread must be set up on 2 consecutive 8.25" x 10.875" pages. Artwork can be created as one 16.5" x 10.875" trim size (16.75" x 11.25" with bleed) or 2 adjacent 8.25" x 10.875" pages (8.5" x 11.125" bleed on the outside). Layout cannot be created with finish page size of 16.5" x 10.875".



**FULL PAGE**

**BLEED:** 8.5"x11.125"  
**TRIM:** 8.25"x10.875"  
**LIVE:** 7.5"x10.125"



**2/3 VERTICAL**

4.75"x9.625"



**1/2 HORIZONTAL**

7"x4.75"



**1/2 ISLAND**

4.75"x7.1875"



**1/3 VERTICAL**

2.25"x9.625"



**1/3 SQUARE**

4.75"x4.75"



**1/6 VERTICAL**

2.25"x4.75"



**1/6 HORIZONTAL**

4.75"x2.3125"



**1/4 VERTICAL**

3.5"x4.75"

## INDUSTRY RECOGNITION

### 2024 GOLDEN QUILL AWARDS / PRESS CLUB OF WESTERN PENNSYLVANIA

First Place in Excellence in Collaboration Award

First Place in Page Design — Print

First Place in Written Journalism Awards in Lifestyle

First Place in Written Journalism Awards in Sports

First Place in Written Journalism Awards in Arts/Entertainment

2 Finalists in Written Journalism Awards in Education

Finalist in Written Journalism Awards  
in Business/Technology/Consumer

Finalist in Written Journalism Awards in Lifestyle

Finalist in Written Journalism Awards in Columns/Blogs

Finalist in Cover Design — Print



ROBERT L. VANN MEDIA AWARDS  
BY THE PITTSBURGH  
BLACK MEDIA FEDERATION

First Place in Profile/News Feature

2024 CITY & REGIONAL  
MAGAZINE ASSOCIATION

Finalist in Herb Lipson Award  
for Column Excellence

# Reach out.

**Trish Boerio**  
ADVERTISING DIRECTOR

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Newsletter Sign-Up

