

# DISTINCTION

THE REGION'S HIGHLY TARGETED AND DIRECT MAILED UPSCALE MAGAZINE



The Post-Gazette is proud to publish DISTINCTION. This highly targeted publication is direct mailed to 23,000+ households. Each household has an annual HHI income of 150K or greater, with over 50% earning 250K or greater. DISTINCTION readers include the top 3% of each life stage so readership consist of those in their younger years, family years, and mature years.

To help you extend your message and reach a broader audience, DISTINCTION packages include a Post-Gazette print and digital package to grow your audience.

### FEATURED CONTENT

- SEEN events
- Food & flavors
- Fashion
- Finance
- Real estate
- Automotive

To be a part of this new unique publication contact your PG rep today or call 412-263-1587.

### GET TO KNOW OUR AUDIENCE

- 87% own their own home
- DISTINCTION readers are twice as likely than others in the market to be planning on purchasing a new vehicle in the next year
- 64% have traveled internationally in the past three years
- In the past month 81% have eaten in a sit-down restaurant and 30% have eaten in an upscale restaurant
- 42% are Post-Gazette readers

Source: Scarborough 2016

### NEXT ISSUE

#### SUMMER

Publication date ..... June 29  
Copy/Space due ..... May 26  
Electronic ad deadline ..... June 13

#### FALL

Publication date ..... September 14

#### WINTER

Publication date ..... November 9

#### SPRING

Publication date ..... March 1

### PRINT PACKAGES

Package	Size	4 issues	2-3 issues	1 issue
Back cover	8.875" x 11.375"	\$3,950	\$4,345	\$4,995
Back cover (mailing)	8.875" x 8.875"			
Page 2 or 3	8.875" x 11.375"	\$3,475	\$3,875	\$4,495
Full page - bleed	8.875" x 11.375"	\$2,825	\$3,150	\$3,695
Half page horizontal	7.688" x 5"	\$1,625	\$1,750	\$2,095
Half page vertical	3.781" x 10.125"	\$1,625	\$1,750	\$2,095
Quarter page	3.781" x 5"	\$925	\$1,050	\$1,295

Package	Additional ads received	Value
All full page advertisers	<ul style="list-style-type: none"> <li>• Your choice of four ninth page ads on A-2 or one PG Daily half page ad</li> <li>• 100,000 banner ad ROS impressions on post-gazette.com</li> </ul>	\$4,584
Half page advertisers	<ul style="list-style-type: none"> <li>• Your choice of two ninth page ads on A-2 or one PG Daily quarter page ad</li> <li>• 75,000 banner ad ROS impressions on post-gazette.com</li> </ul>	\$2,392
Quarter page advertisers	<ul style="list-style-type: none"> <li>• One ninth page ad on A-2</li> <li>• 50,000 banner ad ROS impressions on post-gazette.com</li> </ul>	\$1,121

### POST-GAZETTE AD SPECS

Ad	Size	Color
Ninth Page	3.3" x 6.47"	Full color
Half page horizontal	10.25" x 9.79"	Full color
Half page vertical	5.042" x 19.75"	Full color
Quarter page	5.042" x 9.79"	Full color