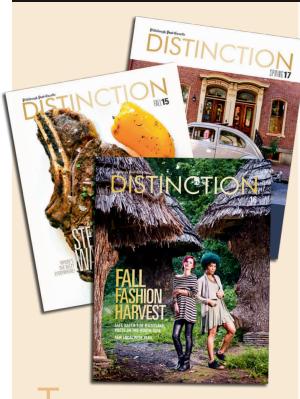
## Pittsburgh Post-Gazette

# OISTINCTIO

THE REGION'S HIGHLY TARGETED AND DIRECT MAILED UPSCALE MAGAZINE



he Post-Gazette is proud to publish DISTINCTION. This highly targeted publication is direct mailed to 23,000+ households. Each house hold has an 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

Fashion

- Finance
- Food & flavors
- 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 dateJune        | 29 |
|-----------------------------|----|
| Copy/Space dueMay           | 26 |
| Electronic ad deadline June | 13 |

#### **FALL**

Publication date......September 14

#### **WINTER**

Publication date...... November 9

Publication date ......March 1

#### **PRINT PACKAGES**

| Package              | Size                                | 4 issues | 2-3<br>issues | 1 issue |
|----------------------|-------------------------------------|----------|---------------|---------|
| Back cover (mailing) | 8.875" x 11.375"<br>8.875" x 8.875" | \$3,950  | \$4,345       | \$4,995 |
| 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 | Your choice of four ninth page ads on A-2 or one<br>PG Daily half page ad 100,000 banner ad ROS impressions on<br>post-gazette.com  | \$4,584 |
| Half page<br>advertisers  | Your choice of two ninth page ads on A-2 or one<br>PG Daily quarter page ad 75,000 banner ad ROS impressions on<br>post-gazette.com | \$2,392 |
| Quarter page advertisers  | One ninth page ad on A-2 50,000 banner ad ROS impressions on post-gazette.com   | \$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 |