

## Food & Flavor

TRENDS, TASTES, TEMPTATIONS AND NUTRITIONAL GUIDANCE

**Wednesdays** in the Pittsburgh Post-Gazette, Food & Flavor delivers the most delectable content about Pittsburgh food-related news and events, along with recipes and cooking tips, and so much more! Make sure your business gets a piece of the pie! With frequency pricing like this, you're sure to get your fill.

- **241,200 readers** that ate at a sit down restaurant last month.\*
- **125,500 readers** that buy locally grown food.\*
- **170,400 readers** that grill or cook outdoors.\*

### LOCAL ADVERTISING RATES

Rates Effective December 12th, 2016 thru December 31st, 2017

Rate Per Column Inch		\$18 pci	\$21 pci	\$24 pci	\$26 pci	\$28 pci
AD SIZES		52x**	26x***	13x***	6x**	OPEN
Full Page	6 Col. x 19.75"	\$2,135	\$2,490	\$2,845	\$3,085	\$3,320
3/4 Page (H)	6 Col. x 14.77"	\$1,600	\$1,865	\$2,130	\$2,305	\$2,485
1/2 Page (H)	6 Col. x 9.79"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
1/2 Page (V)	3 Col. x 19.75"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
1/3 Page (V)	2 Col. x 19.75"	\$715	\$830	\$950	\$1,030	\$1,110
1/4 Page	3 Col. x 9.79"	\$530	\$620	\$705	\$765	\$825
1/8 Page	3 Col. x 4.81"	\$260	\$305	\$350	\$380	\$405
Strip Ad	6 Col. x 2"	\$220	\$255	\$290	\$315	\$340

**SAVE 25% OFF YOUR SECOND DAILY AD!**  
Repeat placement is to be used within 7 days of the original placement.

**Food & Flavor**  
TRENDS, TASTES, TEMPTATIONS AND NUTRITIONAL GUIDANCE • Pittsburgh Post-Gazette • WEDNESDAY, NOVEMBER 2, 2016

**TURKEY-LESS THANKSGIVING**  
Let's drop the pretense that turkey should get all the glory. Stuffed chicken, crusted pork loin or kale slab pie ought to be the stars.

**Stuffed Chicken**  
By Gretchen Mikke

**Crusted Pork Loin**  
By Elaine Collins

**Kale Slab Pie**  
By Arnie Subramanian

**Kimball shifts his culinary view with new magazine**

**Let's Talk Turkey!**

**Publication Date** ..... Every Wednesday  
**Space Reservation** ..... Monday At Noon  
**Final Copy/Corrections** ..... Tuesday At 5PM

**COLOR RATES**  
 Full Page • 3/4 Page ..... \$195  
 1/2 Page ..... \$100  
 1/3 Page or Less ..... \$50

**PG Daily Circulation**  
**138,402**  
 Paid Home Delivery,  
 Single Copy & Digital Replica\*  
 \*AAM 1st Quarter 2017

FULL PAGE	3/4 HORIZ.	1/2 HORIZ.	1/2 VERT.	1/3 VERT.	1/4 PAGE	1/8 PAGE	STRIP AD
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\*Scarborough Research 2017.  
 \*\*52x and 6x are consecutive weeks.  
 \*\*\*13x and 26x can be consecutive weeks or every other week.

For more information, contact your PG representative or call 412-263-1354.