



Squirrel Hill

Magazine

2017 Media Kit

Squirrel Hill Magazine is a free, quarterly magazine published by the **Squirrel Hill Urban Coalition** to highlight people, news & events relevant to the everyday life of East End residents. Advertising in the magazine supports the community and your business!

Who are you reaching?

We mail to over 15,500 households and businesses in 15217, which encompasses all of Squirrel Hill and parts of Regent Square, Shadyside, Point Breeze and Swisshelm Park. An additional 1,000 copies are distributed throughout the East End of Pittsburgh.

You'll reach a mix of families, young singles, affluent homeowners and college students

Our readers are active and engaged members of the community, the tastemakers & influencers of Pittsburgh.



2017 Calendar

Spring: Home & Lifestyle

Contract Deadline: Feb 3; Art Due: Feb 17
Runs: Mar 13

Summer: Fitness & Entertainment

Contract Deadline: Apr 21; Art Due: May 5
Runs: Jun 1

Fall: Education & Community

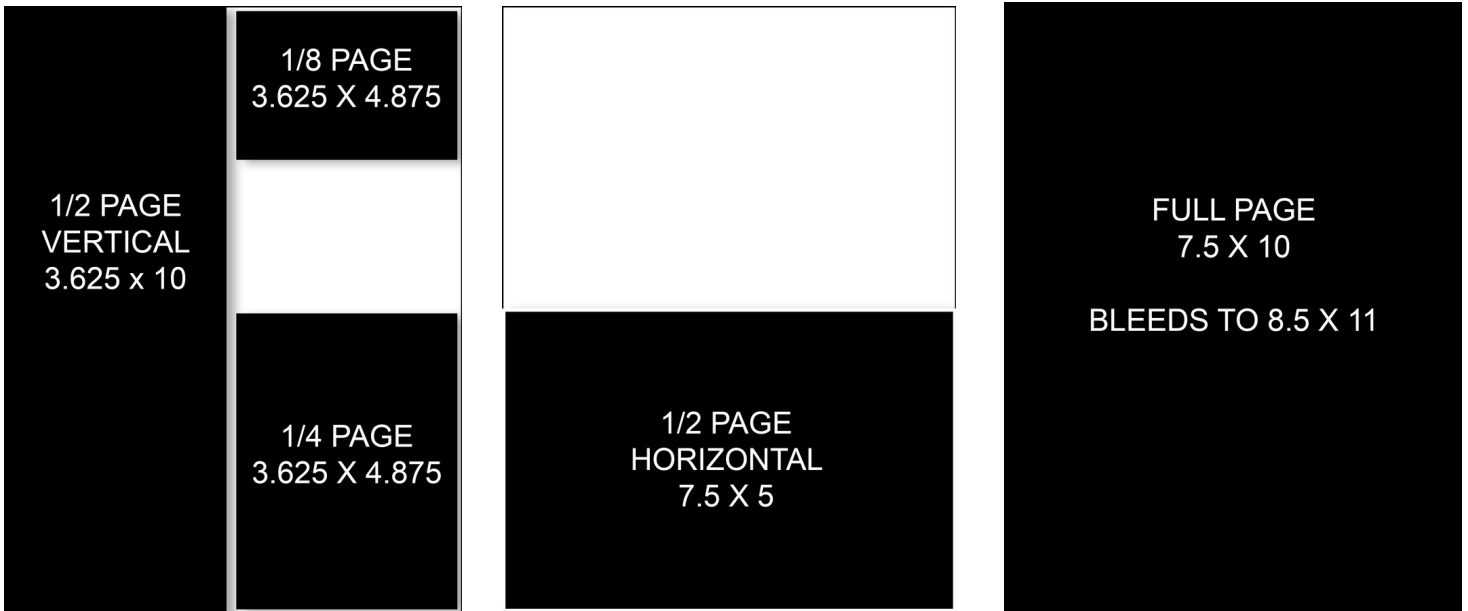
Contract Deadline: Jul 14; Art Due: Aug 4
Runs: Aug 28

Winter: Holiday

Contract Deadline: Oct 20; Art Due: Nov 3
Runs: Nov 13



Ad Sizes



Ad Rates

Ad Size	Single Issue	Annual Contract
1/8 Page	\$175	\$135
1/4 Page	\$350	\$275
1/2 Page	\$600	\$500
Full Page	\$1,000	\$890
Inside Back Cover	\$1,200	\$1,100
1st Right-Hand Page	\$1,300	\$1,175
Inside Front Cover	\$1400	\$1,225
Outside Back Cover	\$1,500	\$1,300

Contact us directly to discuss additional editorial opportunities for premium advertisers.

Production & Payment

Ads can be emailed to marketing@shuc.org in JPG PDF format. All files must be a minimum resolution of 300 dpi and print-ready, with fonts embedded in the file and color outputs set to composite CMYK. All prices reflect full-color printing. An ad can be created for you for \$75.

First-time advertisers shall make payment when electronic file is sent, before publication. For subsequent issues, invoices will be provided and payment is due within thirty (30) days of billing.

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