

Squirrel Hill Magazine 2020 Media Kit

Brought to you by the Squirrel Hill Urban Coalition



Powered by volunteers to preserve, improve, and celebrate our community!

Everyday life made extraordinary by highlighting people, news, & events relevant to the community in the 14th Ward.

Why Us?

Here are the facts for 15217:

Median household income: \$73,294

Median house cost: \$145,770

In Pittsburgh:

High school graduates: 92.1%

Bachelor's degree or higher: 41.9%

Population per sq. mile: 5,521

app. 1 in 3 of the population is younger than 19 and 65 and above.

*Incomebyzipcode.com|census.gov|smartasset.com



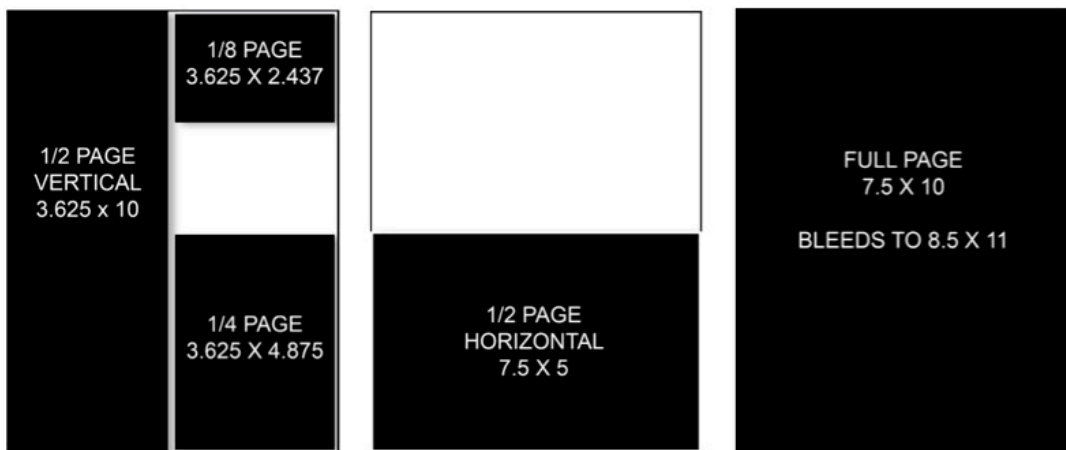
What Does This Mean?

The Squirrel Hill Magazine gets distributed to residents and businesses in 15217 which includes Squirrel Hill, parts of Regent Square, Shadyside, Point Breeze, and Swisshelm Park— and is also made available online for view, free of charge! Your advertisement will reach a variety of consumers, including young and young-at-heart families, homeowners, university students, and professionals who take pride in their neighborhood. By purchasing an ad, you are not only telling these consumers that you are committed to providing services worth their investment, but also showing that you care about Squirrel Hill by supporting us. This dedication is reinforced quarterly, with seasonal issues every year.

Our Schedule

Issue	Theme/Focus	Reserve By	Art Due	Publish Date
Spring	New Beginnings	Feb 7	Feb 14	March 6
Summer	Art & Architecture	April 17	May 1	May 22
Fall	Back to School	July 10	July 31	August 21
Winter	Homemade	October 16	October 23	November 6

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	\$1,400	\$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.