

Squirrel Hill Magazine

Brought to you by the
Squirrel Hill
Urban Coalition



2021 Media Kit

Everyday life made extraordinary by highlighting people, news, & events relevant to the Squirrel Hill community.

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



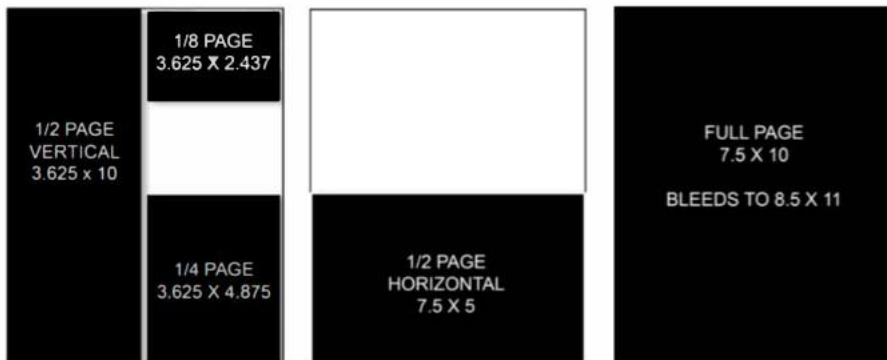
What Does This Mean?

The Squirrel Hill Magazine is a hyper-local, full-color publication which is 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.

Winter 2021 Theme and Publication Dates

Issue	Focus	Reserve By	Art Due	Publish Date
Winter	Holiday	Oct 18	Oct 20	Nov 15

Ad Sizes



2021 Special Winter Rates

*Offering all advertisers the Contract Rate!

Ad size	Typical Single Issue Pricing	2021 Winter Issue Pricing
1/8 page	\$175	\$135 (save \$40!)
1/4 page	\$350	\$275 (save \$75!)
1/2 page	\$600	\$500 (save \$100!)
Full page	\$1000	\$890 (save \$110!)

Special Placement Ads

Ad size	Typical Single Issue Pricing	2021 Winter Issue Pricing
Inside back cover	\$1200	\$1075 (save \$125!)
1/4 page	\$1300	\$1150 (save \$175!)
1/2 page	\$1500	\$1300 (save \$200!)

Production & Payment

Ads can be emailed to marketing@shuc.org and info@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.