

Squirrel Hill Magazine

2023 Media Kit

What is Squirrel Hill Magazine?

Squirrel Hill Magazine is a hyper-local, full-color publication focused on the people, places, news, and events of Squirrel Hill and its environs. Published by the Squirrel Hill Urban Coalition (SHUC), a 501(c)(3) charitable organization, the magazine is delivered free of charge to all households and businesses within the 15217 ZIP code, which includes Squirrel Hill North, Squirrel Hill South, and parts of Greenfield. It can also be accessed online at issuu.com/squirrelhillmagazine.

Why advertise with us?

Squirrel Hill Magazine reaches a variety of readers, including young and young-at-heart families, homeowners, university students, professionals, and retirees who love and care about their neighborhood. By advertising with us, you are showing this audience that you also care about Squirrel Hill, that you support SHUC, and that you provide services worth their investment.

Things to know about 15217*:

Population: 27, 566, 64% 18 to 64, 19% 65 and over
Households: 12,000

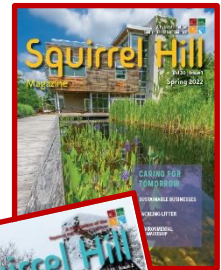
High school graduates: 95.6%

Bachelor's degree or higher: 72.5%

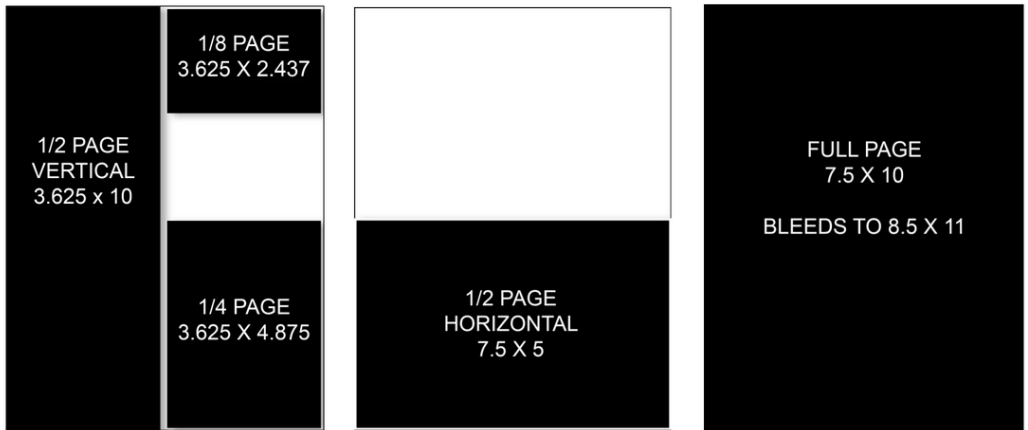
Median household income: \$74,744

Median value of owner-occupied housing units: \$310,900

* sourced from censusreporter.org using American Community Survey 5-year data



Ad Sizes



Ad Rates

Ad size	Single Issue	Annual Contract, per issue
1/8 Page	\$190	\$150
1/4 Page	\$380	\$300
1/2 Page	\$650	\$550
Full Page	\$1100	\$990
Inside Back Cover	\$1300	\$1200
First Right-hand Page	\$1400	\$1275
Inside Front Cover	\$1500	\$1325
Outside Back Cover	\$1600	\$1400

Please contact us at marketing@shuc.org to learn more about our 501(c)(3) rates.

2023 Issue Themes and Publication Calendar

Issue	Theme	Reserve By	Art Due	Publish Date
Spring	On the Move	February 6	February 13	March 17
Summer	Making a Home	June 20	June 26	July 28
Winter	Holiday Festivities	October 2	October 9	November 10

Production & Payment

Ads should be emailed to **marketing@shuc.org** in JPG or 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 include full-color printing. An ad can be created for you for \$80.

Invoices will be sent when the magazine goes to print, and payment is due within 30 days.

Questions?

We're here for you! Reach out to **marketing@shuc.org** with any advertising questions or contact our editor at **editor@shuc.org** with any magazine content questions. Thank you for your interest!

