

MEDIA KIT



Pittsburgh Post-Gazette®



post-gazette.com | advertising@post-gazette.com

We deliver award-winning journalism

2022 WINNER OF THE KEYSTONE MEDIA NEWS ORGANIZATION OF THE YEAR AND SWEEPSTAKES OUTSTANDING NEWS OPERATION AWARDS

2020 PULITZER PRIZE Finalist in Local Reporting
2019 PULITZER PRIZE Breaking News Reporting

SUNDAY SPORTS SECTION recognized as one of the Top 10 in the country by APSE + three Top 10 writing awards

2022 GOLDEN QUILLS 17 first place and a best-of-show

DIVISION 2 SWEEPSTAKES WINNER
with 18 individual awards in the 2022 Society for Features Journalism contest



Pittsburgh Post-Gazette®



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Readership + Reach

POST-GAZETTE CIRCULATION

87,353

SUNDAY COMBINED
AVG CIRCULATION

47,412

TOTAL PAID
DIGITAL REPLICA

72,337

DAILY COMBINED
AVG CIRCULATION

PGE USERS
SPEND AN
AVERAGE OF
20:27 DAILY
CONSUMING
CONTENT

POST-GAZETTE.COM VISITORS

3,343,583

AVERAGE USERS
MONTHLY

14,812,013

AVERAGE PAGE VIEWS
MONTHLY

3+ MINUTES

AVERAGE TIME
ON SITE



SOURCE: Q1 2023 GOOGLE ANALYTICS AND INTERNAL CIRCULATION DATA

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Regular Editorial Schedule

EVERY DAY

- Main News
- Business
- Local
- Sports
- Obituaries

EVERY WEEK

- Food & Flavor
- Health & Wellness
- Home & Garden
- Goodness
- Sunday Magazine
- Weekend Magazine
- VarsityXtra

EVERY MONTH

- Business of Pittsburgh
- Honor a Life



Editorial + Events Calendar

JANUARY

- Winter Getaway

FEBRUARY

- Winter Getaway

MARCH

- March Madness
- Spring Education Guide
- **Spelling Bee****

APRIL

- One Tank Trips
- Summer Camps
- Travel Feature
- **Best Bites Strip District***
- **Hiring Fair****

MAY

- Nurses Tab
- Summer Times
- One Tank Trips
- Golf Guide Pub
- **Riverwalk & ChalkFest***

JUNE

- One Tank Trips
- In The Lead
- Travel Feature
- **Best Bites Lawrenceville***
- **Southside Works Out***
- **Hiring Fair****

JULY

- One Tank Trip
- **Southside Works Out***

AUGUST

- One Tank Trip
- High School Football
- Travel Feature
- **Best Bites Downtown***
- **Southside Works Out***

SEPTEMBER

- One Tank Trip
- Top Workplaces
- **Southside Works Out***
- **Hiring Fair****

OCTOBER

- Fall Foliage
- Fall Education Guide
- One Tank Trip
- Diversity Tab
- **Best Bites Southside Works***
- **Southside Works Out***

NOVEMBER

- Veterans Tab
- Fab 22
- Winter Dining Guide
- One Tank Trip
- Shop Holiday

DECEMBER

- TBD

* Made in PGH Sponsorable event

** Post-Gazette Sponsorable event

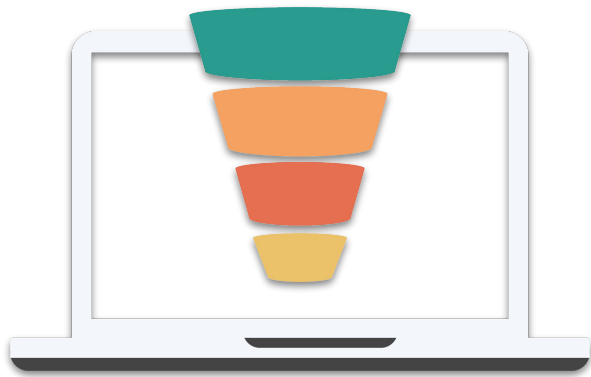


Extend your reach

DELIVER STRATEGICALLY

DIGITAL IN-HOUSE AGENCY

At each step of the decision-making journey, your potential customers have different questions or motivators. For all of our clients and across all of our campaigns, we at BENN Solutions strive to find the most direct route to leads, prioritizing platforms that show the highest user intent.



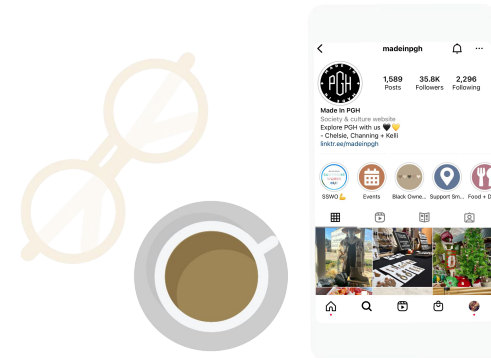
Pittsburgh Post-Gazette®



DELIVER AUTHENTICALLY

LIFESTYLE BRANDING @MADEINPGH

Made in PGH is designed to take trusted brands within our focus pillars and creatively work with them to stand out and build awareness around the product, service, event, activity or experience provided. Work with the team from start to finish: Strategize, plan, execute and repeat. Best part is, you can be as hands on or hands off as you'd like!



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Marketing Solutions

PITTSBURGH POST-GAZETTE

- PGe Edition Display Ads
- Print Edition Display Ads
- Print Inserts
- Post-Gazette.com Banner Ads
- Post-Gazette.com Premium Positions
- Post-Gazette.com Rich Media
- Post-Gazette.com Native Ads

BENN SOLUTIONS

- Targeted Display and Video
- CTV and OTT
- Hulu Ads
- Spotify Audio Ads
- Pandora Audio Ads
- Email Marketing
- Social Media Marketing
- Content Marketing
- Search Engine Marketing
- Remarketing
- Social Media Management
- Newsletter Management
- Analytics Management

MADE IN PGH

- Branded Content
- Social Influencer Posts
 - In-feed
 - Reels
 - In-story
 - Giveaways
- Content Creation
- Event Sponsor Opportunities
 - Best Bites
 - Southside Works Out
 - Riverwalk and Chalkfest

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Contact Us!



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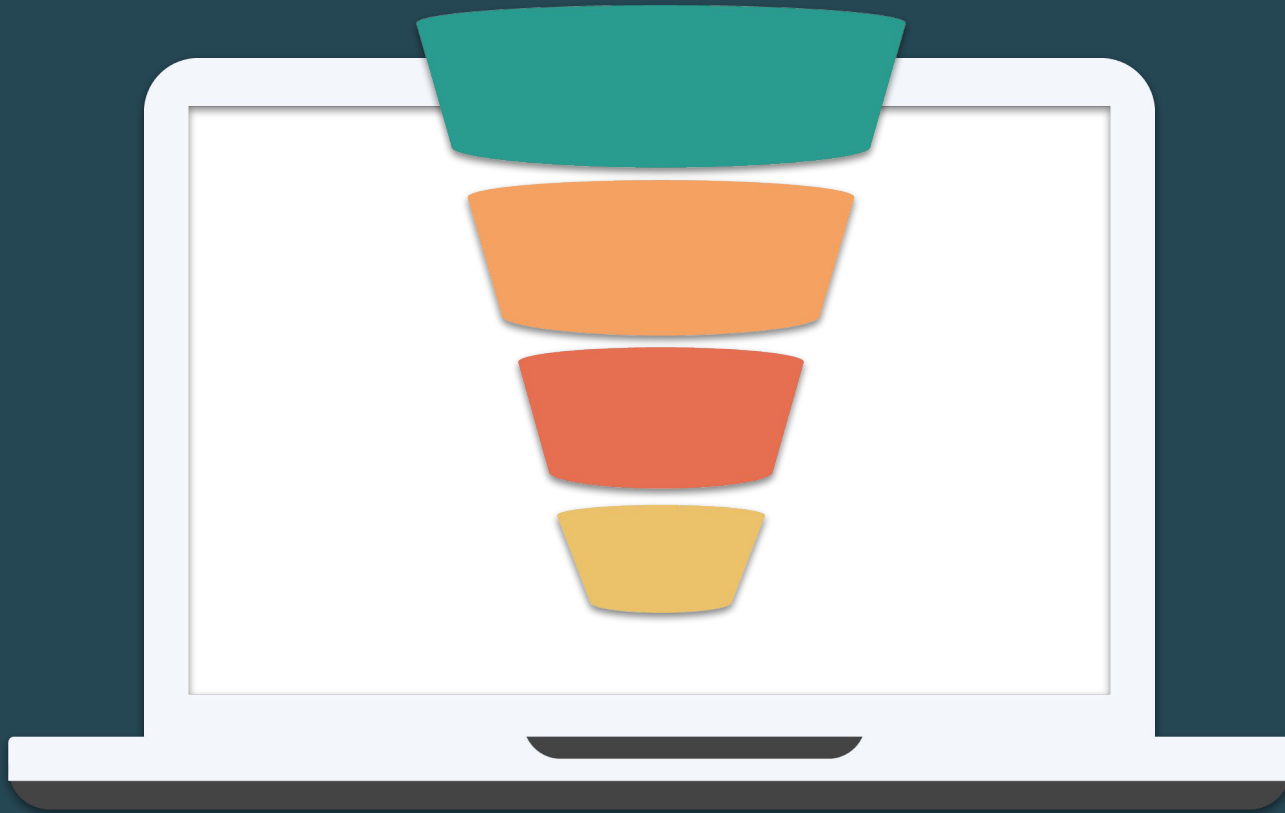
Logan Robins

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DELIVER STRATEGICALLY

BENN Solutions Marketing



MARKETING SOLUTIONS: Service Overview

Building Awareness

Strategically and broadly reach users to spark an interest in your products or services through **targeted display and video, streaming television and streaming radio**

Drive Consideration

Reach users during their research stages as they look for information similar to the services or products you offer with **email marketing, paid social and content marketing**

Intent Focus

Reach users at the bottom of the purchasing funnel when they have a higher intent to purchase a product or service with **paid search and remarketing**

Retain Business

Once you gain a purchase or following, make sure to retain these users to drive more sales and engagement through **social media management and newsletters**

Measured Results

When running any kind of digital marketing campaign, learning and optimizing as you go is essential to its success.



Our Approach

- ✓ Analyze your needs
- ✓ Define your goals
- ✓ Prioritize your spend
- ✓ Launch your campaign
- ✓ Monitor your success
- ✓ Optimize your strategy
- ✓ Repeat

Our Marketing Strategy

At each step of the decision-making journey, your potential customers have different questions or motivators. For all of our clients and across all of our campaigns, we strive to find the most direct route to leads, prioritizing platforms that show the highest user intent.



Awareness

Broadly reach users to spark an interest in your products or services

Top platforms for awareness:

- Connected TV (incl. Hulu)
- Streaming Radio
- Targeted Display & Video
- Traditional Media

Metrics to measure success:

- Impressions
- Site traffic (new users)

Consideration + Research

Reach users during their research stages as they look for information similar to the services or products you offer

Top platforms for consideration:

- Email Marketing
- Social Media Marketing
- Content Marketing

Metrics to measure success:

- Clicks
- Site engagement

Intent

Reach users at the bottom of the purchasing funnel when they have a higher intent to purchase a product or service

Top platforms for intent:

- Search Engine Marketing
- Remarketing

Metrics to measure success:

- Form fills
- Phone calls
- Visits to high-intent URLs (ie contact, locations)

Retention

Once you gain a purchase or following, make sure to retain these users to drive more sales and engagement

Top platforms for retention:

- Social Media
- Newsletter

Metrics to measure success:

- Return visitors
- Consistent social engagement



Measuring Results

When running any kind of digital marketing campaign, learning and optimizing as you go is essential to its success. Despite this obvious fact, it's surprising just how many companies forget, or even de-prioritize, tracking. Like it or not, you need to get this done before you start any digital marketing campaign.

We use Google Tag Manager and Google Analytics to track prospective customers throughout their Journey.

Contact Us!

Let's start the conversation – reach out to your Post-Gazette account manager or digitaladv@post-gazette.com to set up your needs analysis



Meet the team



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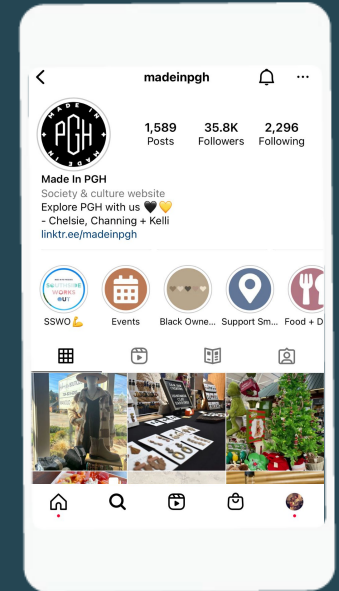
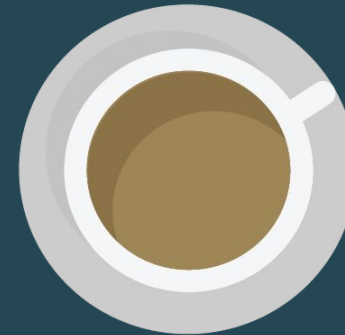
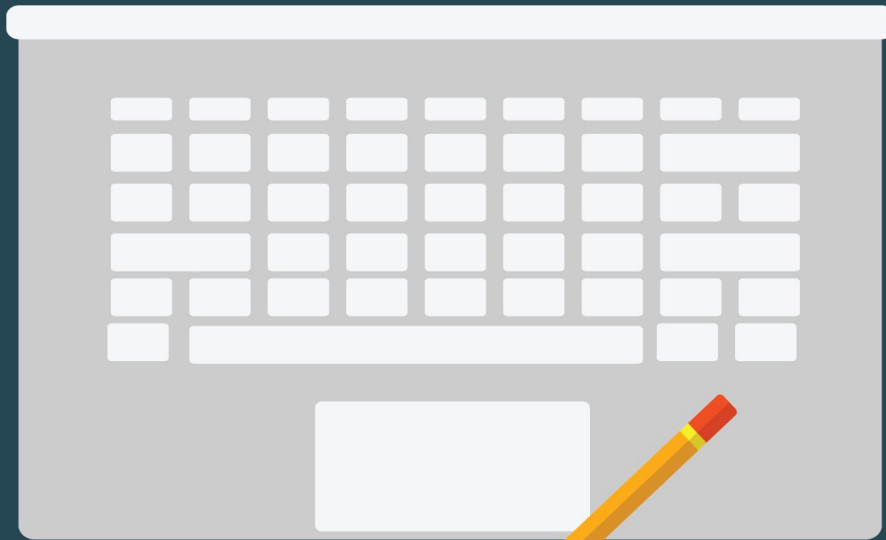
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DELIVER AUTHENTICALLY

Made in PGH



@madeinpgh | madeinpgh.com | madeinpgh@post-gazette.com

INSTAGRAM: AUDIENCE + REACH

Made in PGH's Instagram reaches over **40k followers** largely in the Pittsburgh market and surrounding suburbs with **43%** between the ages of **25-34** and **29%** between **35-44**.

75% of those users are **women** and **25%** of them are **men**.

Engagement rate on the platform is **0.42%** on average with an average of **161 likes** and **3 comments** per posts.



BLOG: AUDIENCE + REACH

On average, madeinpgh.com reaches about **20-25k unique users** in one month with between **35-50k pageviews** in that same time frame.

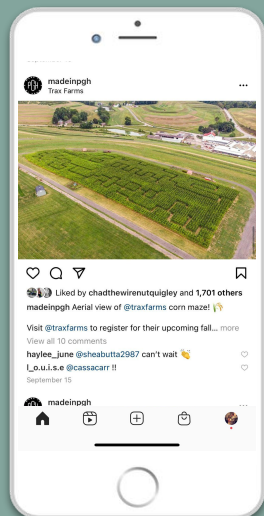
That audience is built up of about **60% women** and **40% men** and **30%** of users are between the ages of **25-34**.

The **average time** spent on article pages is around **2 minutes and 30 seconds**.



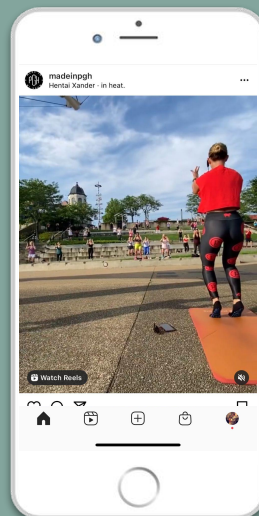
PAST PARTNERSHIPS

Trax Farms, Xfinity, Stage AE, Promo West Live, Frank B Fuhrer, Smoothie King, Sheetz, Condado, Innovative Extracts, Quick Drip IV, Allegheny County Parks, American Natural, Eclipse Tattoo, Goodwill of SWPA, Sarris Candies, Pittsburgh Botanic Gardens, Pittsburgh Riverhounds, Cranberry Dental Studios, SouthSide Works, Bacardi + Grey Goose, Triple B Farms, Rush Hour Boat Charters, Pittsburgh Irish Festival, Laurel Highlands Visitors Bureau



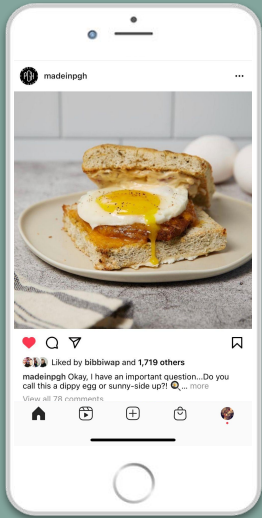
Trax Farms has been working with Made in PGH for a little over a year now, and we could not be happier! The Made in PGH team is hands on and very accommodating; partnering up with them has been a great decision for our business!

Abby Spinnenweber,
Trax Farms



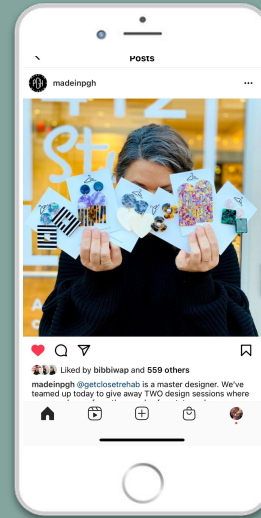
Made In PGH has been a source of inspiration and engagement for our clients and collaborators. From excellent real-time coverage that shines a light on people doing good work to supporting local businesses in challenging times, MIP has truly been a champion of this city as well as one of our most trusted resources for creative client activations. The MIP audience shares and shows up - the two most important points of ROI in our world.

Eileen French Jordan,
Revive Marketing Group



Our partnership with Made in PGH and their dedicated staff is outstanding. We appreciate their innovative ideas and their attention to detail. Their creative approach to bringing our business and brand top of mind within the Pittsburgh marketplace has been really a huge win, especially this past year.

*Norma Quon,
American Natural*



Working with the Made in PGH platform has given my business great exposure within the local community. From participating in local group articles and doing a social media post featuring a giveaway to a reverse published article. With ongoing participation, I have been able to increase local awareness for my storefront as well as an increase in engagement online via social media and visits to my website.

*Erica Parr,
Closet Rehab*

LETS GET CREATIVE: PARTNERSHIPS

Made in PGH is designed to take trusted brands within our focus pillars and creatively work with them to stand out and build awareness around the product, service, event, activity or experience provided.

The team strongly looks into the brands that they partner with so that the audience looking to them as a resource can trust that what they post.

Work with the team from start to finish: Strategize, plan, execute and repeat. Best part is, you can be as hands on or hands off as you'd like!



Basic Collaborating Options

SOCIAL INFLUENCER

Includes:

- 1 in-feed Instagram post (\$100 boosting)
- 1 Instagram story cluster (includes swipe up link)
- Planning session w/ Made in PGH team member
- Campaign content creation by Made in PGH team member

COST: \$500

BRANDED CONTENT

Includes:

- 1 featured article written by Made in PGH contributor (\$250 boosting)
- 1 story cluster supporting article (includes swipe up link to article)
- Planning session w/ Made in PGH team member
- Campaign content creation by Made in PGH team member

COST: \$1,200



Partnership Packages

All campaigns include a planning call and content creation by Made in PGH team member

BASIC

Includes:

- 3 Instagram in-feed post
- 1 Instagram story (includes swipe up link)

COST: \$900 (\$1,200 VALUE)

STANDARD

Includes:

- 3 Instagram in-feed Instagram post
- 2 Instagram stories (includes swipe up link)
- 1 Instagram reel

COST: \$1,500 (\$2,400 VALUE)

PLUS

Includes:

- 6 Instagram in-feed post
- 2 Instagram story cluster (includes swipe up link)
- 2 Instagram reels
- 1 Featured Article on madeinpgh.com

COST: \$3,500 (\$4,900 VALUE)



**All components must be used within 3 months. Can be billed monthly or all at once.*

[@madeinpgh](#) | [madeinpgh.com](#) | madeinpgh@post-gazette.com

Sponsorable Events



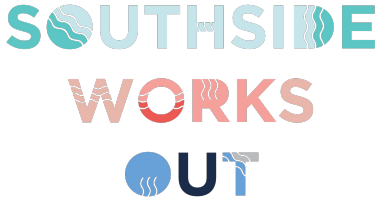
APRIL 2022



MAY 2022



JUNE 2022



JUNE-OCTOBER 2022



AUGUST 2022



SEPTEMBER 2022



Sponsorable Events

