Tell your story with Whirl Publishing.

Celebrating Local Food & Healthy Lifestyles

Member of Edible Communities

Number 43
April/May 2015

Edible Allegheny

Upgraded Kids Menu
Classics
Floral-Infused Cocktails

Celebrate Healthy Pet Day on May 9

Paw Through the Details, Page 38

Our Favorite Pies
How to make them at home

Pizza Party!

Breathe Deep and Heal in a Local Salt Cave

Probiotic-Packed Kombucha

Potato, Onion, & Dill Latkas Recipe P. 15

Soaps Stews
To warm your bones

Hearty Mario Batali Dishes on the Celebration of America's Farmers

Excerpt from Edible Communities, Celebrating Local Food & Healthy Eats

The Feast of the Seven Fishes
A Sustainable Tradition

Whirl Media Kit

2016
**WHIRL REACHES** THE MOST ADULTS IN THEIR PRIME PURCHASING YEARS, AGES 18-49.

They are business owners, professionals, and homemakers, both urban and suburban, who invest in the region’s continued growth.

**READERSHIP**
- **144,000**
- **PRESS RUN** 25,000

**INCOME**
- **32%** 75K+
- **35%** 100K+
- **18%** 150K+

**AGE**
- **YOUNGEST READERSHIP**
  - **Age of 18-34**

**GENDER**
- **62%** Female
- **38%** Male

**EDUCATION**
- OVER HALF OF READERS have one or more college degrees

**WHIRL READERS**
- **70%** ARE GainFULLY EMPLOYED
- **65%** READ EVERY ISSUE OF WHIRL
- **78%** ARE HOMEOWNERS
- **72%** GO TO THE THEATER/OPERA/BALLET
- **22%** HAVE LIQUID ASSETS OF 100K
- **84%** HAVE CDS/IRAS/401Ks
- **55%** EXERCISE REGULARLY

**WHIRL READERS SPEND:**
- **$96.4M** ANNually ON VEHICLE FINANCING
- **$130.1M** ANNually ON DINING OUT
- **$14.5M** ANNually ON TICKETS FOR MOVIES, THEATERS, CONCERTS, OPERA, AND BALLET
- **$411.2M** ANNually ON CLOTHING
- **$67.7M** ANNually ON JEWELRY/WATCHES
- **$57.5M** ANNually ON CHARITABLE GIVING

**WHIRL PUBLISHING**

**TRAFFIC**
- **120,000** Page Views / Mo
- **39,000** Visitors / Mo
- **1.44M** Page Views / Yr
- **450,000** Unique Visitors / Yr

**SOCIAL MEDIA**
- **20,000+** Twitter
- **12,000+** Facebook
- **4,100+** Instagram
- **11,000+** Edible Social

Source: Media Audit 2015, Google Analytics 2015
WHIRL IS WESTERN PENNSYLVANIA’S PREMIER LIFESTYLE MAGAZINE.

Our monthly, high-gloss publication offers the region’s most complete nonprofit event coverage, along with engaging editorial content featuring local boutiques, businesses, restaurants, community leaders, cultural happenings, and professional sports teams. *It’s Your WHIRL...are you in?*

**IN EVERY ISSUE**
- Event Calendar
- Event Previews
- Arts & Entertainment
- Food & Restaurants
- Financial News
- Corporate Profiles
- Style, Beauty, & Fashion
- Health & Wellness
- Sports
- Real Estate
- Weddings

### EDITORIAL CALENDAR & RATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE RESERVATION*</th>
<th>ART (CR**)</th>
<th>STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2016</td>
<td>Health &amp; Wellness Guide, WHIRL@HOME</td>
<td>November 5</td>
<td>November 26</td>
<td>December 21</td>
</tr>
<tr>
<td>March 2016</td>
<td>13 Under 30, Spring Fashion, WHIRL@HOME, Joint Replacements, Summer Camps</td>
<td>January 7</td>
<td>January 28</td>
<td>February 24</td>
</tr>
<tr>
<td>April 2016</td>
<td>Women in Business, Pittsburgh Pirates, Women’s Health</td>
<td>February 2</td>
<td>February 23</td>
<td>March 23</td>
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<tr>
<td>May 2016</td>
<td>Mother’s Day, Pittsburgh Marathon Guide, WHIRL@HOME, Children &amp; Teen Health</td>
<td>March 7</td>
<td>March 28</td>
<td>April 22</td>
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<tr>
<td>July 2016</td>
<td>One WHIRL Yoga Fest Guide + Healthy Lifestyle Expo, Outdoor Dining, Medical Breakthroughs</td>
<td>May 5</td>
<td>May 26</td>
<td>June 23</td>
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<tr>
<td>August 2016</td>
<td>Pittsburgh’s 50 Finest, Event Guide</td>
<td>June 6</td>
<td>June 27</td>
<td>July 25</td>
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<tr>
<td>September 2016</td>
<td>Pittsburgh Steelers, Fall Fashion, WHIRL@HOME</td>
<td>July 11</td>
<td>July 29</td>
<td>August 24</td>
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<tr>
<td>October 2016</td>
<td>College Guide, Men’s Fashion, Senior Living Guide, Cancer Awareness</td>
<td>August 10</td>
<td>August 31</td>
<td>September 26</td>
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<tr>
<td>November 2016</td>
<td>Chef’s Best Dish, Giving Guide</td>
<td>September 7</td>
<td>September 28</td>
<td>October 24</td>
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<tr>
<td>December 2016</td>
<td>Holiday Gift Guide, Family Health Care</td>
<td>October 10</td>
<td>October 28</td>
<td>November 25</td>
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<td>January 2017</td>
<td>Health &amp; Wellness Guide, Senior Living Guide, WHIRL@HOME</td>
<td>November 3</td>
<td>November 24</td>
<td>December 19</td>
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<table>
<thead>
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<td>$5,500</td>
<td>$5,750</td>
<td>$6,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>$4,250</td>
<td>$4,500</td>
<td>$5,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,500</td>
<td>$4,000</td>
<td>$4,500</td>
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</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$3,500</td>
<td>$4,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,350</td>
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<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
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<td>$450</td>
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<td>$750</td>
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</table>

* Materials for ads produced in-house are due on the space reservation date.
** Denotes camera-ready art.
- All advertising rates are net.
- Production and design charges are not included in advertising rates.
- Guaranteed positioning is available for an extra 15% of cost.
- Insert information and quotes are available upon request.
- Terms: Net due upon publication.
WHIRL WEDDING GUIDE

THE REGION’S MOST COMPLETE GUIDE FOR WEDDING PLANNING
in Western Pennsylvania, including venues, caterers, rentals, and coverage of real Pittsburgh weddings.

IN EVERY ISSUE
- Wedding & Engagement Rings
- Gowns & Tuxedos
- Stationery
- Photography & Videography
- Catering & Cakes
- Registries
- Flowers & Décor
- Party Rentals
- Entertainment
- Venues
- Transportation

WEDDING TRENDS
From rustic to modern themes, and even destination weddings, we are here to inspire!

REAL WEDDINGS
Real Western Pennsylvania weddings, complete with information on vendors, retailers, and planners, make this the ultimate wedding resource!

EDITORIAL CALENDAR & RATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION*</th>
<th>ART (CR**)</th>
<th>STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2016</td>
<td>December 27</td>
<td>January 12</td>
<td>February 8</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>July 19</td>
<td>August 9</td>
<td>September 6</td>
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<tr>
<td>Spring 2017</td>
<td>December 18</td>
<td>January 4</td>
<td>February 10</td>
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<table>
<thead>
<tr>
<th>POSITIONS</th>
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<th>1X</th>
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<tbody>
<tr>
<td>Back Cover</td>
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<td>$6,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

* Materials for ads produced in-house are due on the space reservation date.
** Denotes camera-ready art.
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ON AVERAGE, WHIRL WEDDING READERS SPEND THE FOLLOWING ON A WEDDING:
- $35,000 on total budget
- $2,300 on gown and accessories
- $15,000 on venue, catering, and rentals
- $1,300 on entertainment
- $3,000 on live music
- $1,100 on DJs
- $2,500 on wedding planners
- $1,700 on professional printing services

NUMBERS

READERSHIP 43,000
PRESS RUN/RATE BASE 12,000

ANNUALLY, WHIRL WEDDING READERS SPEND:
- $1.7M on professional photographers
- $5.1M on indoor plants and fresh flowers
- $2.2M on bakery goods
- $26M on jewelry
- $80.7M on hotels/resorts (honeymooning)

The WHIRL Wedding Guide is perfect for our advertising needs. The focused content always showcases the best of the Pittsburgh area wedding industry.”

— Cyndi Araujo, Owner, Araujo Photography
PUBLISHED SIX TIMES A YEAR, EDIBLE ALLEGHENY MAGAZINE OFFERS AN INSIDE LOOK at the best restaurants, farmers markets, and food retailers our region has to offer. Readers can also enjoy seasonal, on-trend recipes and inspiration for embracing a locavore lifestyle.

IN EVERY ISSUE
- Seasonal Recipes
- Local Leaders (Heal Thy Life)
- Restaurants
- Farmers Markets
- Events
- Food News
- Guides

SEASONAL RECIPES
Find great recipes using seasonal ingredients and chef-inspired dishes you can make at home.

DINING GUIDE
Peruse a directory of local restaurants that live up to the Edible mission of celebrating healthy, sustainable food.

EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE RESERVATION*</th>
<th>ART (CR**)</th>
<th>STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2016</td>
<td>Planting Season</td>
<td>January 7</td>
<td>January 28</td>
<td>February 24</td>
</tr>
<tr>
<td>April/May 2016</td>
<td>Spring</td>
<td>February 2</td>
<td>February 23</td>
<td>March 23</td>
</tr>
<tr>
<td>June/July 2016</td>
<td>Summer</td>
<td>April 6</td>
<td>April 27</td>
<td>May 25</td>
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<tr>
<td>August/September 2016</td>
<td>Harvest</td>
<td>June 6</td>
<td>June 27</td>
<td>July 25</td>
</tr>
<tr>
<td>October/November 2016</td>
<td>Fall</td>
<td>August 10</td>
<td>August 31</td>
<td>September 26</td>
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<tr>
<td>December/January 2016</td>
<td>Holiday</td>
<td>October 10</td>
<td>October 28</td>
<td>November 25</td>
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RATES

<table>
<thead>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$3,000</td>
<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,750</td>
<td>$3,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,500</td>
<td>$2,750</td>
<td>$3,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,250</td>
<td>$2,500</td>
<td>$3,000</td>
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<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,750</td>
<td>$2,000</td>
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<tr>
<td>1/3 Page</td>
<td>$950</td>
<td>$1,250</td>
<td>$1,500</td>
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<tr>
<td>1/4 Page</td>
<td>$775</td>
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<tr>
<td>1/6 Page</td>
<td>$550</td>
<td>$700</td>
<td>$850</td>
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<tr>
<td>1/8 Page</td>
<td>$450</td>
<td>$550</td>
<td>$650</td>
</tr>
<tr>
<td>Directory Listings</td>
<td>$125 per column inch listing in select issues only</td>
<td></td>
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</tbody>
</table>

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** Denotes camera-ready art.
• All advertising rates are net.
• Production and design charges are not included in advertising rates.
• Guaranteed positioning is available for an extra 15% of cost.
• Insert information and quotes are available upon request.
• Terms: Net due upon publication.

EDIBLE ALLEGHENY IS DISTRIBUTED AT FARMERS MARKETS AND IN CSA BOXES THROUGHOUT WESTERN PENNSYLVANIA!

READERSHIP

65,000

PRESS RUN

20,000

edible ALLEGHENY READERS:
- 63% of readers read every issue
- $261 M spent at restaurants
- 85% of readers are gardeners
- 70% of readers exercise regularly
- 60% have either a dog or a cat
- 83% regularly buy green products

edible ALLEGHENY IS AVAILABLE ON NEWSSTANDS AT:
- Barnes & Noble, Giant Eagle Market District, and Pittsburgh International Airport.

Source: Media Audit 2014
REACH PITTSBURGH’S EDUCATED, CULTURALLY ENGAGED COMMUNITY.

CARNEGIE magazine is distributed to all members of Carnegie Museums of Pittsburgh. These members are the educated decision makers in Pittsburgh.

EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION</th>
<th>ART</th>
<th>STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2016</td>
<td>January 15</td>
<td>February 5</td>
<td>By March 1</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>April 11</td>
<td>May 9</td>
<td>By June 1</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>July 11</td>
<td>August 5</td>
<td>By September 1</td>
</tr>
<tr>
<td>Winter 2017</td>
<td>October 10</td>
<td>November 4</td>
<td>By December 1</td>
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</table>

ADVERTISING RATES

<table>
<thead>
<tr>
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<tr>
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<td>2/3 Page</td>
<td>$1,675</td>
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<td>1/3 Square Page</td>
<td>$850</td>
<td>$1,175</td>
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<tr>
<td>1/6 Page</td>
<td>$450</td>
<td>$750</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Cover and premium positions: Up to an additional 15% • All rates are net
For more information, visit www.carnegiemuseums.org.

PRODUCTION REQUIREMENTS


DIGITAL FILE SPECS: PDFs are required. PDFs must be 300 dpi and CMYK. Files received in any other format are subject to additional charges to the advertiser.

MEDIA: Ads must be submitted on CDs or via email. If the document cannot be readily opened or its components are substandard, the disc will be returned. Client will be advised of appropriate production charges that apply if a disc does not meet specifications.

EMAIL: Send all emailed ads to art@whirlmagazine.com. Please use DropBox, Hightail, or ZIP. We accept files up to 18 MB. Please include in the subject line of your email the following tag line: “Advertiser’s name, size of ad, publication name, and publication month.” WHIRL is not responsible for misdirected emails.

PRODUCTION CHARGES: Any changes required in furnished materials will be billed at prevailing printer’s rates. Cost for size alterations, ad design, and layout will be charged to the advertiser.
TELL YOUR STORY
With WHIRL Publishing’s digital marketing, you have a chance to connect with potential customers, increase traffic to your website, and boost your own social media presence.

SOCIAL MEDIA
Boost your social media presence by sharing your message through the Twitter and Facebook accounts of WHIRL Magazine and Edible Allegheny Magazine.

**SOCIAL PROMO** $50
Promo = One Facebook and one Twitter post through the publication of your choice. (Instagram included if you have an account.)

**TWITTER**
Promo Example

```
WHIRL Magazine | WHIRL Magazine Nov 4
Join us on November 10 for our 3rd Annual Chef’s Best Dish! Tickets available at bit.ly/1l260x5
```

**FACEBOOK**
Promo Example

```
WHIRL Magazine
October 13 at 10:30pm - 11whirlmagazine.com’s Pointe & Click: What’s better than a pop-up performance by the Pittsburgh Ballet Theatre during your lunch hour? Be sure to head over to the Omni William Penn Hotel tomorrow at noon to raise cancer awareness! #pointeandclick
```

WEB ADVERTISING

**WHIRLMAGAZINE.COM**
Sizes / Rates

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>COST*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90px</td>
<td>$750/mo</td>
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<tr>
<td>Half Page</td>
<td>300x600px</td>
<td>$500/mo</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250px</td>
<td>$400/mo</td>
</tr>
</tbody>
</table>

**EDIBLEALLEGHENY.COM**
Sizes / Rates

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>COST*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90px</td>
<td>$500/mo</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600px</td>
<td>$400/mo</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250px</td>
<td>$300/mo</td>
</tr>
<tr>
<td>Footer Ad</td>
<td>728x90px</td>
<td>$400/mo</td>
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</table>

* Minimum of 3 months placement

E-BLASTS

“It’s Your WHIRL” E-Blast is a weekly e-newsletter that is generally focused on a topic from our most recent magazines. Share your message alongside ours or reach our subscribers with your own dedicated e-blast.

**E-BLAST SPONSORSHIP** $500
600px wide / max height of 400px

**DEDICATED E-BLAST** $750
600px wide / max height of 1,500px

Source: Media Audit 2014, Google Analytics 2015
### Print Advertising

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
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<tbody>
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<td>Full Page (content area)</td>
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<td>4.9444&quot;</td>
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<tr>
<td>1/2 Page Full Vertical</td>
<td>3.6627&quot;</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>4.9444&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>7.5&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.9444&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.3889&quot;</td>
</tr>
<tr>
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<td>3.6627&quot;</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.9444&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.3889&quot;</td>
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<tr>
<td>1/8 Page Horizontal</td>
<td>3.6627&quot;</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2.3889&quot;</td>
</tr>
</tbody>
</table>

*All content must fit in trimmed area 8.25"x10.875". To ensure content does not get cut off, WHIRL suggests fitting all content in 7.5"x10" and bleeding only the images to 8.5"x11.1875".

- **Bellyband** — Promote your message/special offer on a horizontal band that wraps around the magazine. Readers will see your piece first as it will have to be removed before they can read their issue, providing a sense of "just for you."
- **Poly Bag / Printed Poly Bag** — This option provides the opportunity to enclose a direct mail item with the magazine or to print an advertising message directly on the clear polybag encasing the magazine.
- **Ad-Stix** — Affix a pre-printed, re-positionable label note to an ad page.
- **Gate Fold Covers** — This can be incorporated on the front or back cover of the magazine, resulting in an extra fold-out page.
- **French Door / Barn Door** — Splits the front cover vertically to reveal additional advertising cover when opened.
- **Bind-In / Blow-In / Tip-In** — Advertising materials can be glued in, bound in, or blown in to the magazine.

### Web Advertising

**SEND ARTWORK**  
DPI: 300 | Color: CMYK | File Type: TIFF, EPS, & PDF

If over 18MB, please use Dropbox, Hightail, or another file sending platform.

**SEND ARTWORK**  
DPI: 72 | Color: RGB | File Type: GIF, SWF, & JPG

**WHIRL Magazine** is not responsible for ads sent without proofs or ads not meeting our electronic specifications. All color ads must be formatted in CMYK color. If color matching is critical, a high-quality color match proof must be supplied. Color proofs can be made by WHIRL at a charge. You may request one from your advertising representative or by calling 412-431-7888. Any and all requested changes or alterations to materials supplied to WHIRL Magazine by an advertiser must be in writing and done so in accordance with the advertising deadline. Any and all materials received or altered after the appropriate closing date will be subject to late handling charges. Publisher will not be held liable for printing complications, which may arise due to receipt of non-conforming materials.