WHIRL MAGAZINE

WHIRL is Western Pennsylvania’s premier lifestyle magazine. WHIRL promotes the people, places, and businesses that help Pittsburgh continue to be “America’s Most Livable City.”

WEDDING GUIDE

The WHIRL Wedding Guide is Western Pennsylvania’s No. 1 wedding resource, showcasing the region’s best florists, venues, jewelers, bridal shops, and more.

EDIBLE ALLEGHENY

Edible Allegheny is devoted to improving the quality of life in our region by bringing you important information about food, the local agricultural community, and healthy eating.
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.

**PRINT**

**READERSHIP**
- **155,000**

**PRESS RUN**
- **20,000**

**HOUSEHOLDS**
- 5,000

**SUBSCRIPTION/NEWSSTANDS**
- 4,500

**HOTEL ROOMS**
- 5,000

**ADVERTISER COPIES**
- 4,500

**EVENT/PROMOTIONAL COPIES**
- 1,000

WHIRL IS AVAILABLE ON 300 NEWSSTANDS ACROSS WESTERN PENNSYLVANIA

WHIRL IS DISTRIBUTED IN 5,000 GUEST ROOMS IN WESTERN PENNSYLVANIA HOTELS

WHIRL IS COMMITTED TO OUR COMMUNITY
Complimentary copies are distributed at more than 750 charitable events annually throughout Western Pennsylvania.

**WEBSTIE**

**TRAFFIC**
- **131,000** Pageviews / Mo
- **46,000** Visitors / Mo
- **1.25M** Pageviews / Yr
- **500,000** Unique Visitors / Yr

**SOCIAL MEDIA**

**FOLLOWERS/LIKES**
- **17,000+** Twitter
- **10,000+** Facebook
- **10,000+** Instagram
- **10,000+** Edible Social

**Source:** Civic Science, Google Analytics
### Editorial Calendar & Rates

#### Issue/THEME

| March 2018 | HAIR!, 13 under 30, Horses | February 1 | February 7 | February 23 |
| April 2018 | Powerful Women of the World, The Pittsburgh Pirates, Immunology | March 1 | March 7 | March 23 |
| May 2018 | Pittsburgh Marathon, Training Tips for Moms from Doctors, Latest Workout Clothing | April 1 | April 4 | April 20 |
| June 2018 | The Chefs, Summer Trips | May 1 | May 9 | May 15 |
| July/Aug 2018 | Yoga Fest, 50 Finest, Changing Your Life | June 25 | July 1 | July 18 |
| September 2018 | Real Estate Agents, Pittsburgh Steelers, Changing Your Life Part 2 | August 1 | August 6 | August 21 |
| October 2018 | Breast Cancer Awareness | September 1 | September 10 | September 25 |
| November 2018 | Chef’s Best Dish, Lung Cancer Awareness | September 28 | October 3 | October 19 |
| December 2018 | Holiday Shopping, Good Health for the Holidays | November 1 | November 5 | November 20 |

#### Size

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<th>8X</th>
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* 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 at placement.
THE REGION’S MOST COMPLETE GUIDE FOR WEDDING PLANNING

WHIRL WEDDINGS

A resource for Western Pennsylvania, including venues, caterers, rentals, and coverage of real Pittsburgh weddings. Real weddings are complete with information on vendors, retailers, planners, and more!

IN EVERY ISSUE

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

EDITORIAL CALENDAR & RATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION*</th>
<th>ART (CR**)</th>
<th>STREET</th>
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<tbody>
<tr>
<td>Spring 2018</td>
<td>February 1</td>
<td>February 7</td>
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<tr>
<td>Summer 2018</td>
<td>May 25</td>
<td>June 5</td>
<td>June 21</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>August 20</td>
<td>August 28</td>
<td>September 13</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>February 1</td>
<td>February 7</td>
<td>February 22</td>
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* Materials for ads produced in-house are due on the space reservation date.
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SIZE | 3X  | 2X  | 1X  |
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Back Cover | $4,000 | $5,000 | $6,000 |
Inside Front Cover | $3,500 | $4,250 | $5,000 |
Inside Back Cover | $3,000 | $3,500 | $4,000 |
Full Page | $2,500 | $2,750 | $3,000 |
1/2 Page | $1,475 | $1,950 | $2,000 |
1/4 Page | $800 | $895 | $1,500 |
1/8 Page | $475 | $500 | $850 |
EXPLORE THE GROWING FOOD SCENE OF WESTERN PENNSYLVANIA

Keep up with regional restaurants, wineries, and breweries that are cooking with local ingredients. Dig in to tips for adopting the locavore lifestyle. Share delicious experiences with local farmers and chefs. Peruse the Edible Directory, our extensive listing of farmers markets, farmstands, and retailers.

IN EVERY ISSUE
Seasonal Recipes
Restaurants
Farmers Markets
Events
Food News
Guides

+ OUR EDIBLE DINING GUIDE
A directory of local restaurants that live up to the Edible mission of healthy, sustainable food.

EDITORIAL CALENDAR & RATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SEASON</th>
<th>SPACE RESERVATION*</th>
<th>ART (CR**)</th>
<th>STREET</th>
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<tr>
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<td>Spring</td>
<td>March 1</td>
<td>March 7</td>
<td>March 23</td>
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<tr>
<td>June/July/Aug 2018</td>
<td>Summer</td>
<td>May 1</td>
<td>May 9</td>
<td>May 25</td>
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<tr>
<td>Sept/Oct 2018</td>
<td>Fall</td>
<td>August 30</td>
<td>August 6</td>
<td>August 21</td>
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<tr>
<td>Nov/Dec/Jan 2019</td>
<td>Winter/Holiday</td>
<td>September 28</td>
<td>October 3</td>
<td>October 19</td>
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<table>
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<th>SIZE</th>
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</thead>
<tbody>
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<td>Outside Back Cover</td>
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<td>$3,500</td>
<td>$4,000</td>
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<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>
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<tr>
<td>Full Page</td>
<td>$2,250</td>
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<tr>
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<td>$650</td>
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<tr>
<td>Directory Listings</td>
<td>$125 per column listing in select issues only</td>
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EDIBLE ALLEGHENY MAGAZINE:
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 MILLION 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 ACROSS WESTERN PENNSYLVANIA:
Barnes & Noble, Faber, Coe & Gregg, Giant Eagle Market District, Whole Foods Market, and Pittsburgh International Airport.
**ADVERTISING PRODUCTION REQUIREMENTS**

### PRINT ADVERTISING

<table>
<thead>
<tr>
<th>WIDTH</th>
<th>HEIGHT</th>
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</thead>
<tbody>
<tr>
<td>Full Page Bleed*</td>
<td>8.5” 11.1875”</td>
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<tr>
<td>*All content must fit in trimmed area 8.25” x 10.875”. To ensure content does not get cut off, WHIRL suggests fitting all content in 7.5” x 10” and bleeding only the images to 8.5” x 11.1875”.</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.9444” 10”</td>
</tr>
<tr>
<td>1/2 Page Full Vertical</td>
<td>3.6627” 10”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.9444” 7.375”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5” 4.875”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.9444” 4.875”</td>
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<tr>
<td>1/3 Page Vertical</td>
<td>2.3889” 10”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.6627” 4.875”</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.9444” 2.375”</td>
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<tr>
<td>1/6 Page Vertical</td>
<td>2.3889” 4.875”</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>3.6627” 2.28”</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2.3889” 2.375”</td>
</tr>
</tbody>
</table>

### WEB ADVERTISING

**SEND ARTWORK**

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

To: Art@WHIRLMagazine.com

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

**ADDITIONAL PRINT OPPORTUNITIES**

**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.”

**POLYBAG / PRINTED POLYBAG** — 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.

**SEND ARTWORK**

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

To: WebArt@WHIRLMagazine.com

WHIRL 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 can 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.