



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?*

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.



WHIRL PUBLISHING CIRCULATION & DEMOGRAPHICS

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

READER BREAKDOWN

AGE
WIDE-RANGING READERSHIP
Age 25-54

INCOME
59% 75K+
41% 100K+
19% 150K+

GENDER

62% Female
38% Male

EDUCATION

76% have one or more college degrees

ADVERTISING RATES

SIZE	RATES:	PREPAY	6X	1X
Outside Back Cover		\$4,650	\$5,050	\$5,500
Inside Front Cover		\$3,650	\$3,900	\$4,200
Inside Back Cover		\$3,650	\$3,900	\$4,200
2 Page Spread		\$5,050	\$5,500	\$6,200
Full Page		\$3,250	\$3,650	\$3,800
1/2 Page		\$1,650	\$1,800	\$1,950
1/3 Page		\$1,050	\$1,299	\$1,599
1/4 Page		\$1,025	\$1,150	\$1,350
1/6 Page		\$655	\$800	\$999

WHIRL IS AVAILABLE ON 300 NEWSSTANDS ACROSS WESTERN PENNSYLVANIA, AND DISDISTRIBUTED IN 5,000 GUEST ROOMS IN WESTERN PENNSYLVANIA HOTELS. WE ARE COMMITTED TO OUR COMMUNITY, COMPLIMENTARY COPIES ARE DISTRIBUTED TO CHARITABLE EVENTS THROUGHOUT WESTERN PENNSYLVANIA.

EDITORIAL CALENDAR

ISSUE	THEME	SPACE RESERVATION	ART	STREET
Jan/Feb 2019	Health & Wellness	December 29	January 5	January 31
March 2019	The 20's of Pittsburgh	February 1	February 7	February 25
April 2019	Powerful Women of the World, The Pittsburgh Pirates	March 1	March 7	March 25
May 2019	Training Tips for Moms from Doctors, Latest Workout Clothing	April 1	April 8	April 25
June 2019	Arts & Entertainment	May 1	May 9	May 24
July/Aug 2019	Yoga Fest, 50 Finest	Jun 15	Jun 22	July 15
September 2019	Yoga Fest Recap, Pittsburgh Steelers	August 1	July 20	August 23
October 2019	Cancer Awareness	September 1	September 9	September 26
November 2019	Food & Community	October 1	October 7	October 23
December 2019	Holiday Shopping & Events	October 30	November 4	November 21

AD ART SPECS

AD SIZE	WIDTH	HEIGHT
Full Page Bleed*	8.5"	11.125"
*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"x11.125".		
Full Page (content area)	7.5"	10"
1/2 Page Vertical	3.7"	10"
1/2 Page Horizontal	7.5"	4.875"
1/3 Page Square	5"	4.875"
1/3 Page Vertical	2.4"	10"
1/4 Page	3.7"	4.875"
1/6 Page Vertical	2.4"	4.875"

- Net ad cost due at space reservation.
- 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.

CONTACT: Kimberly Phillips: Kim@WHIRLMagazine.com



SEND ARTWORK TO: Artwork@WHIRLMagazine.com • DPI: 300 | Color: CMYK | File Type: TIFF, EPS, & PDF • If over 18MB, please use DropBox, Hightail, or another other file sending platform.