Our mission

The Pittsburgh Post-Gazette advertising team strives to exceed our partners’ expectations by developing **customized marketing solutions** through innovative digital, print and direct mail products targeted to their neighborhood, the **Pittsburgh community** and beyond.
We deliver award winning journalism

2020 Pulitzer Prize Finalist in Local Reporting & 2019 Pulitzer Prize for breaking news reporting

2018 APME Winner in Mobile Platform category and Finalist for “Innovator of the Year” for NewsSlide

2019 Associated Press Sports Editors contest
Recognized for Sports website, Sunday section and 2019 high school football preview

2018 APME Awards for Journalism Excellence & Innovation

Sweepstakes Winner and 31 Keystone Media Awards in 2020

Bronze Winner, Best Team Report – Real Estate in 2019

Two best-of-show honors and 23 Golden Quills in 2020
“Traffic to our website, phone call inquiries, and in-person visits have steadily increased over the six months that I have worked with the PG team.”

-Jennifer Noah
Marketing Manager
Nemacolin Woodlands Resort

“Our month over month revenue reached record highs in January and February after utilizing services including digital takeovers on post-gazette.com and BENN Paid Search.”

-Jennifer Noah
Marketing Manager
Nemacolin Woodlands Resort
We deliver Pittsburgh

More than 357,000
People read the Post-Gazette on Sundays

More than 100,000
Daily newsletter subscribers

More than 3.6 million
Average monthly unique visitors to post-gazette.com

PG NewsSlide
22,875
Monthly users

PG e
52,000
Unique visitors every month access PG e, the e-delivery solution

Social
136,000+
171,000+
63,000+

Sources: Scarborough, Google Analytics
Pittsburgh Post-Gazette readers

Post-Gazette reader by age
- Adults 18–34: 7.5%
- Adults 35–49: 12.5%
- Adults 50–69: 45%
- Adults 70+: 35%

Post-Gazette reader by level of education
- High school graduate or less: 36%
- Any college: 64%

Post-Gazette reader by household income
- Less than $35,000: 15%
- $35,000–$49,999: 23%
- $50,000–$74,999: 29%
- $75,000–$99,999: 2%
- $100,000–$249,999: 13%
- $250,000 or more: 18%

Post-Gazette reader by gender
- Men: 51%
- Women: 49%

Source: Scarborough Research March 2020
post-gazette.com visitors

post-gazette.com by age
- Adults 18–34: 12%
- Adults 35–49: 27%
- Adults 50–69: 25%
- Adults 70+: 36%

post-gazette.com by level of education
- High school graduate or less: 79%
- Any college: 21%

post-gazette.com by household income
- Less than $35,000: 37%
- $35,000–$49,999: 18%
- $50,000–$74,999: 15%
- $75,000–$99,999: 16%
- $100,000–$249,999: 10%
- $250,000 or more: 4%

post-gazette.com by gender
- Men: 52%
- Women: 48%

Source: Scarborough Research March 2020
Editorial Calendar

**JANUARY**
- Steelers/NFL Playoffs
- 12 Women to Meet

**FEBRUARY**
- Black History Month
- Education Guide
- Fish Fry Map

**MARCH**
- Home & Garden Show Guide
- Pirates/MLB Season Preview
- Summer Camp Directories
- NCAA March Madness
- Travel Brochure

**APRIL**
- Summer Camp Guide
- One Tank Trips

**MAY**
- Pittsburgh Marathon
- Farmers Market Map
- One Tank Trips
- Summer Times

**JUNE–JULY**
- Fortunate 50
- One Tank Trips

**AUGUST**
- Top Workplaces
- High School Football Preview
- One Tank Trips
- Travel Brochure

**SEPTEMBER**
- Steelers/NFL Season Preview
- One Tank Trips
- Fall Arts Preview

**OCTOBER**
- Penguins/NHL Season Preview
- One Tank Trips
- Workplace Diversity
- Education Guide

**NOVEMBER**
- Fab 22 - High School Football All-Stars
- Deer Season
- One Tank Trips
- Shop Holiday

**DECEMBER**
- College Football Recruiting

*The Pittsburgh Post-Gazette reserves the right to modify or change the 2021 editorial calendar at any time.*
Regular Post-Gazette features

WEEKLY
- Business
- Food & Flavor
- Home & Garden
- Local
- LocalXtra
- Sports
- Style & Seen
- VarsityXtra
- Weekend Magazine
- Weekend Sports

MONTHLY
- Business of Pittsburgh

Photo: Stephanie Strasburg/Post-Gazette
NewsSlide Marketplace, a powerful eCommerce platform

The Post-Gazette's NewsSlide Marketplace gives your business the flexibility other platforms cannot.

Your business can:

• Transform customer experiences with Native VR Integration for Discovery Shopping
• Reduce business costs by getting to market quickly
• Drive new revenue growth by being a part of a regional marketplace
We offer:

- Social Influencer Posts
- Branded Content
- Long-Term Brand Alignment
- In-Person and Virtual Event Sponsorships
BENN
Marketing Solutions

Clear strategy
Powerful targeting
Real-time results

We can help with:

• Targeted Display
• Search ads
• SEO
• Email marketing
• Youtube TrueView
• Paid Social Advertising
• Spotify & Pandora Ads
• Native advertising
• Analytics consulting
Contact us

Adam Bush
Director of Advertising
412-263-1758
abush@post-gazette.com

Lindsay Bacci Pardoe
Manager, Local Retail and Digital Sales
412-263-3036
lbacci@post-gazette.com

Vanessa Koper
Manager, Local Retail North/West
412-263-1191
vkoper@post-gazette.com

Jill Kirsch
Associate Director of Advertising
412-263-1183
jkirsch@post-gazette.com

Debby Hansen
Recruitment Manager
412-263-1655
dhansen@post-gazette.com

Chelsie Mascoliola
Manager, Made in PGH and Advertising Operations
412-263-1341
cmascoliola@post-gazette.com