

# 2026 MEDIA KIT



Photo: Andrew Rush/Post-Gazette



**Pittsburgh Post-Gazette®**

✉ [advertising@post-gazette.com](mailto:advertising@post-gazette.com)

# AUDIENCE NUMBERS

## Post-Gazette circulation

**87,269** Combined average paid circulation on Sundays

**76,521** Combined average paid circulation daily

## PGe, post-gazette.com and PG Reader

**127,068** Daily active users

**2,112,690** Monthly average unique users

**25,105,010** Monthly average page views



**PGe readers spend an average of nearly 2 hours reading the paper every day!**

Sources: Internal circulation data, Q4 2025; Google Analytics 3-month average (Oct-Dec. 2025)

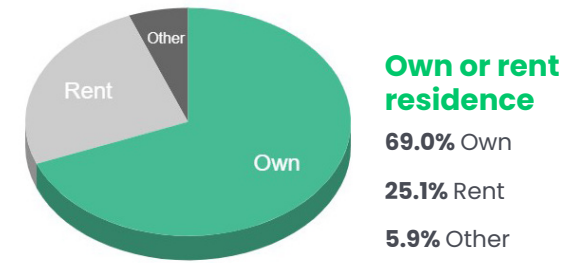
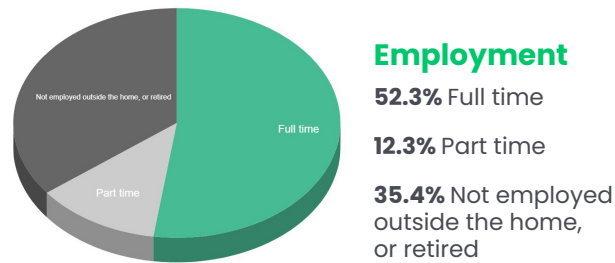
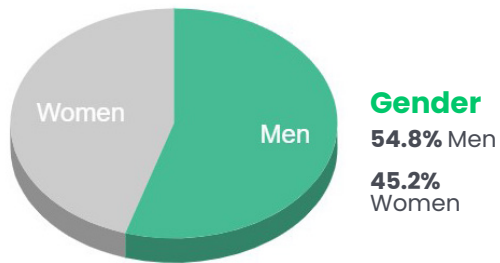


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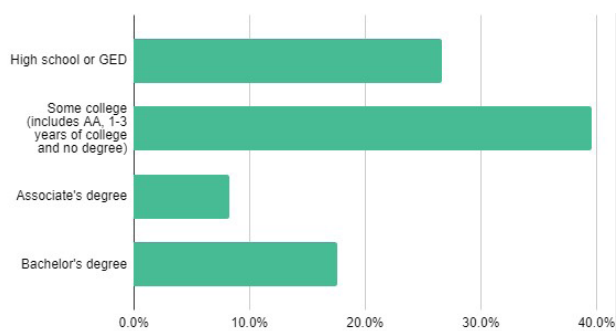
✉ advertising@post-gazette.com

# READER DEMOGRAPHICS

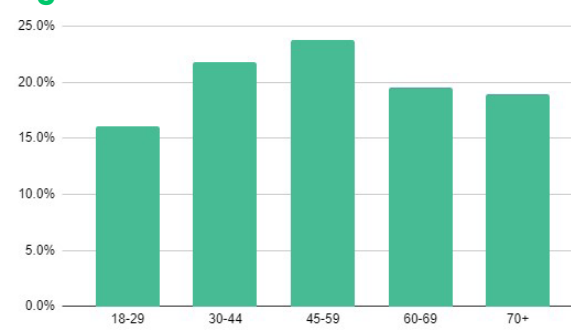
**54.7% of Allegheny County residents 18+ are weekly readers of a newspaper, including print, e-edition or newspaper website**



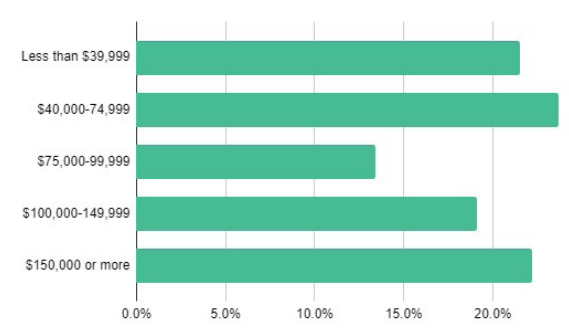
## Education



## Age



## Household income



Sources: 2024 Release 2 Nielsen Scarborough Report. Copyright 2025 Scarborough Research. All rights reserved.



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# PUBLISHING SCHEDULE



**Post-Gazette readers enjoy daily e-delivery as well as around-the-clock news on [post-gazette.com](http://post-gazette.com).**

For those who desire a printed product, home delivery and single copy editions are available on Thursdays and Sundays.



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# AWARD-WINNING JOURNALISM

**As the region's largest news gathering organization, we pride ourselves on providing Pittsburgh with the best local, state and national news coverage.**

The Pennsylvania NewsMedia Association named the Post-Gazette **News Organization of the Year** for four years in a row (2022-2025), an honor recognizing overall performance across all departments.



## Recent awards:

- 26 awards in the 2025 Society for Professional Journalists Keystone Excellence in Journalism contest: Newspaper of the Year in the large-paper division, 11 first place, 8 second place, 6 third place
- 23 awards in the statewide 2025 Keystone Media Awards contest: 8 first place, 8 second place, 7 honorable mentions
- 19 awards in the national Society for Features Journalism Excellence-in-Features competition, as well as the top award in the mid-sized division for a 4th consecutive year: 3 first place, 4 second place, 8 third place, 4 honorable mentions
- 2 silver awards for coverage of Pittsburgh's budget and Allegheny County evictions in the National Association of Real Estate Editors' 75th Annual Journalism Awards
- First place for excellence in religion reporting at small and mid-sized newspapers nationwide for coverage of Holocaust survivors in the Religion News Association's 2025 Excellence in Religion Reporting Awards
- 6 awards at the Pittsburgh Black Media Federation's 2025 Robert L. Vann Media Awards, which celebrate coverage of the African American and African diaspora communities of Western Pa.
- Placed in the top 10 at the annual Associated Press Sports Editors awards for digital portfolio, print portfolio and projects categories—reaching Triple Crown status—with several reporters being honored for beat writing, breaking news and action photography



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# MADE IN PGH



**Made in PGH** helps brands form meaningful connections with our audience of 78,000+ followers on Instagram.



Things To Do



Food + Drink



Health + Wellness



Shop Local



Community Events



Reach us at MadeinPGH on Instagram or at [info@madeinpgh.com](mailto:info@madeinpgh.com)

# PGH DIGITAL



**PGH Digital** helps businesses of all sizes achieve outstanding results with a wide range of digital advertising solutions.



**Paid Search**



**Social Media Advertising**



**Targeted Display**



**Streaming TV (CTV & OTT)**



**Email Marketing**



**Streaming Radio**



**Search Engine Optimization**



**Website Development**



**Geofencing Solutions**



Reach us at [digitaladv@post-gazette.com](mailto:digitaladv@post-gazette.com)

# PGH STUDIOS



**PGH Studios** is a dynamic creative agency specializing in crafting compelling videos, captivating photography and strategic social media management for companies, nonprofits and brands of all sizes.



**Full Service  
Video Production**



**Photography**



**Aerial  
Imaging**



**Social Media  
Management**



**Event Planning  
& Execution**



**Influencer  
Marketing**



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