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.

Photo: Michael M. Santiago/Post-Gazette
We deliver award winning journalism

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

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

2019 Associated Press Sports Editors contest

Recognized for Sports website, Sunday section and 2019 high school football preview

2019 APSE Bronze Winner, Best Team Report – Real Estate in 2019

Sweepstakes Winner and 25 Keystone Media Awards in 2021

Two best-of-show honors and 23 Golden Quills in 2020
We deliver Pittsburgh

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

More than 100,000
Daily newsletter subscribers

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

NewsSlide
22,875
Monthly users

4.1 million
Average monthly unique visitors to post-gazette.com

Social

137,000+
175,000+
68,000+

Sources: Scarborough, Google Analytics

Photo: Andrew Rush/Post-Gazette
“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
Pittsburgh Post-Gazette readers

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

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: 2%
- $35,000–$49,999: 29%
- $50,000–$74,999: 13%
- $75,000–$99,999: 18%
- $100,000–$249,999: 15%
- $250,000 or more: 12%

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: 36%
- Adults 70+: 25%

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

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

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

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
- Education Guide

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

### MAY
- Pittsburgh Marathon
- Pittsburgh Thanks its Nurses
- In the Lead
- Summer Times

### JUNE-JULY
- Summer Dining Guide
- Steelers Training Camp

### AUGUST
- High School Football Preview
- One Tank Trips
- Travel Brochure

### SEPTEMBER
- Steelers/NFL Season Preview
- Top Workplaces
- Fall Arts Preview

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

### NOVEMBER
- Fab 22 - High School Football All-Stars
- One Tank Trips
- Shop Holiday

### DECEMBER
- Year in Photos

---

*Calendar is for planning purposes only. *The Pittsburgh Post-Gazette reserves the right to modify or change the 2022 editorial calendar at any time.*

It's concussion season, too

Know where to go if your child shows symptoms

Call 412-359-3895 to make an appointment.
Regular Post-Gazette features

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

MONTHLY
Business of Pittsburgh
Made in PGH connects its audience with what’s happening in Pittsburgh

Made in PGH is a lifestyle brand with a focus on local. Brands can connect with the Made in PGH audience in a way that is relevant and authentic to them and in return they will be more engaged and more apt to connect.

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

Lindsay Bacci Pardoe
Associate Director of Advertising - Sales
412-263-3036
lbacci@post-gazette.com

Rob Anders
Associate Director of Advertising - Operations
412-263-1776
randers@post-gazette.com

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

Paul Reynolds
Manager, Local Retail City/East
412-263-1048
preynolds@post-gazette.com

Chelsie Masciola
Senior Manager, Digital Business Strategy
412-263-1341
cmasciola@post-gazette.com