

2025 MEDIA KIT



Photo: Andrew Rush/Post-Gazette



Pittsburgh Post-Gazette®

✉ advertising@post-gazette.com

AUDIENCE NUMBERS

Post-Gazette circulation

89,261 Combined average paid circulation on Sundays

77,212 Combined average paid circulation daily

PGe, post-gazette.com and PG Reader

124,415 Daily active users

1,840,551 Monthly average unique users

7,897,669 Monthly average page views



PGe readers spend an average of 25+ minutes reading the paper every day!

Sources: Internal circulation data, Q4 2024; Google Analytics 2024 12-month average

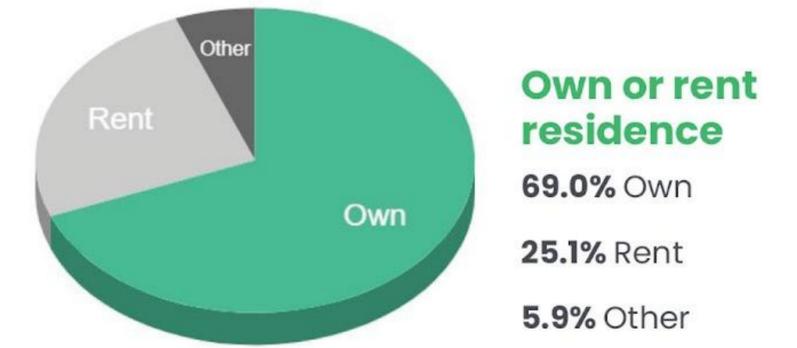
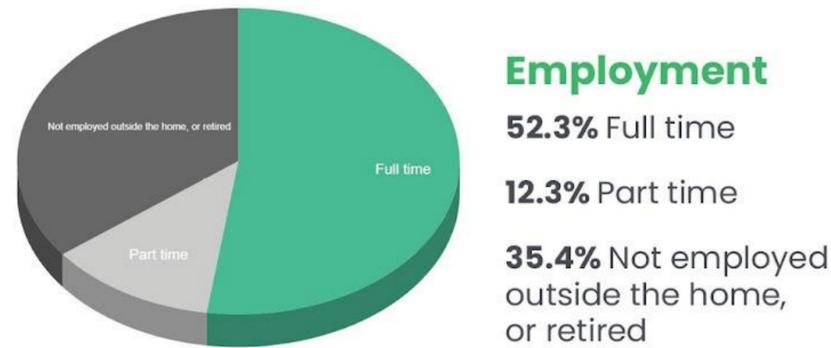
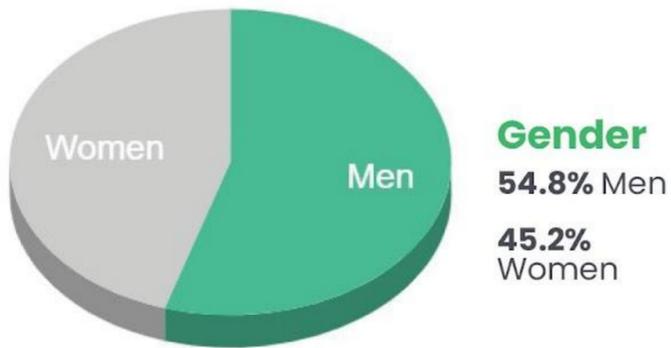


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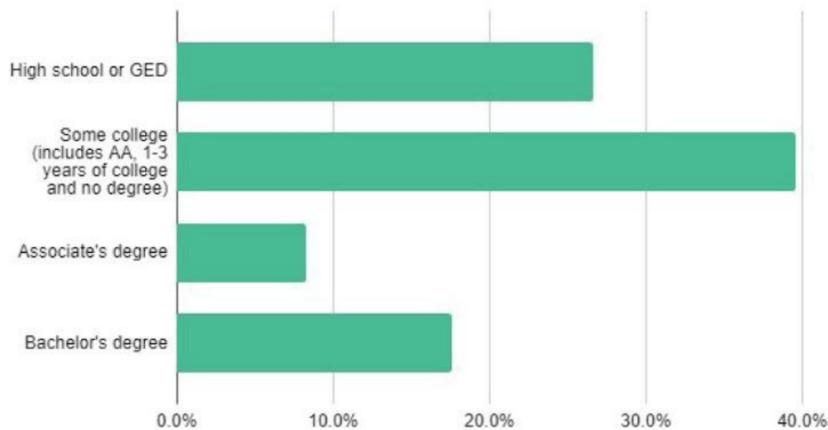
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READER DEMOGRAPHICS

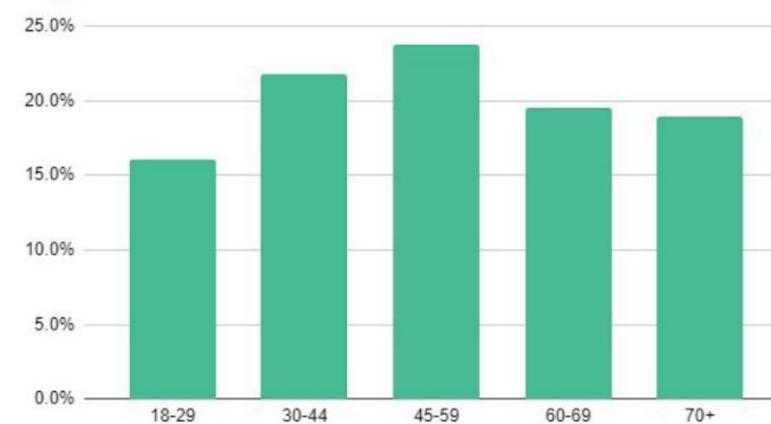
54.7% of Allegheny County residents 18+ are weekly readers of a newspaper, including print, e-edition or newspaper website



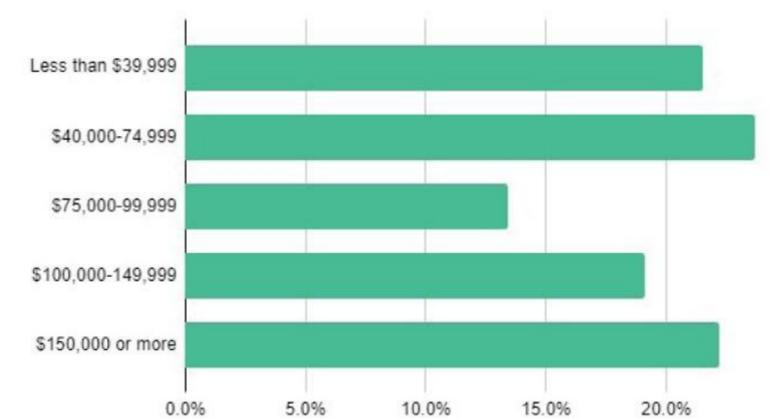
Education



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.

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** in 2022, 2023 and 2024, an honor recognizing overall performance across all departments.



Investigative reporting awards for "With Every Breath," which detailed the massive recall of Philips Respironics breathing machines:

- Winner of the Spotlight Award in the 2024 Society for Professional Journalists Keystone Excellence in Journalism contest
- Winner of two best-of-show honors at the 60th Golden Quill Awards in 2024, including the Ray Sprigle Memorial Award and the Marie Torre Memorial Award
- Winner of the top investigative prize at the 2024 Keystone Media Awards
- Finalist for the 2024 Goldsmith Prize for Investigative Reporting
- Finalist for the 2024 Scripps Howard Journalism Award for Excellence in Business/Financial Reporting
- Winner of the 2023 George Polk Award in the category of medical reporting

Additional recent awards:

- 32 awards in the 2024 Society for Professional Journalists Keystone Excellence in Journalism contest: 12 first-place, 10 second-place, 10 third-place
- Two best-of-show awards, 13 first-place and 17 finalists at the 60th Golden Quill Awards in 2024
- Seven awards at the 2024 Pittsburgh Black Media Federation's Robert L. Vann Media Awards, which celebrate coverage of the African American and African diaspora communities of Western Pa.
- 2024 Pulitzer Prize Finalist for editorial writing advocating for better systems to care for those in the region dealing with homelessness
- 28 awards in the statewide 2024 Keystone Media Awards contest: 10 first-place, 8 second-place, 10 honorable mentions



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MADE IN PGH



Made in PGH helps brands form meaningful connections with our audience of 60,000+ 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

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

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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