



The only local voice for news, arts, and culture

(814)314-9364
 eriereader.com
 sales@eriereader.com



PRINT MEDIA KIT 2020

READER READERS ARE



SMART

More likely to have four year degrees and advanced degrees, along with a higher household income.



PROFESSIONALS

More likely to be employed in professional/technical or managerial positions.



ENTREPRENEURAL

More likely to own a business or be in an executive role.



ACTIVE

Can be found on the ski slopes, mountain biking trail, at health clubs, and on the dance floor.

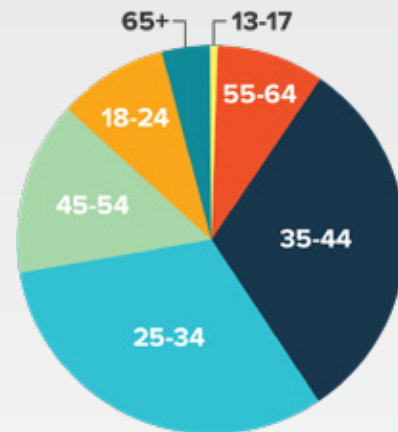


CULTURALLY MINDED

Read a lot, travel, attend concerts, movies and eat out much more frequently than the average adult.

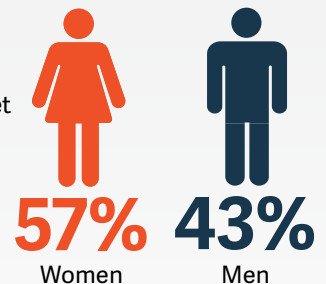
READER AGE

13-17	0.4%
18-24	9%
25-34	30%
35-44	31%
45-54	14%
55-64	9%
65+	4%



DEMOGRAPHICS

Specific demographics of our Erie Market (based on social media polling)



INDUSTRY STATISTICS

Based on industry statistics, we know that there is a pass along rate of 2.5 and estimate our readership to be 37,500.





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PUBLICATION DATES

JANUARY	1, 15, 29	JULY	1, 15, 29
FEBRUARY	12, 26	AUGUST	12, 26
MARCH	11, 25	SEPTEMBER	9, 23
APRIL	8, 22	OCTOBER	7, 21
MAY	6, 20	NOVEMBER	4, 18
JUNE	3, 17	DECEMBER	2, 16, 30

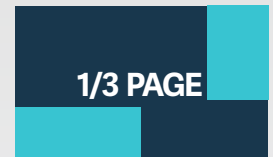
SINGLE ISSUE PRINT AD RATES

Post-It	\$3,000	1/3 Page	\$800
Full Page	\$2,400	1/4 Page	\$600
3/4 Page	\$1,800	1/6 Page	\$400
1/2 Page	\$1,200	1/8 Page	\$300
3/8 Page	\$900	1/16 Page	\$150

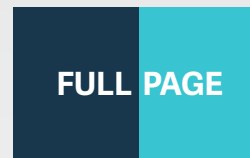
SIZING & DIMENSIONS



POST-IT
3" W x 3" H
with a .25" bleed all around



1/3 PAGE
4.7" W x 7.4" H
or 9.5" W x 3.65" H



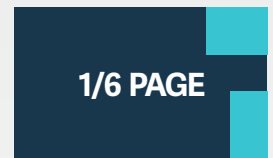
FULL PAGE
10.5" W x 12.25" H
with a .25" bleed all around



1/4 PAGE
2.4" W x 11.25" H
or 4.7" W x 5.5" H
or 9.5" W x 2.7" H



3/4 PAGE
9.5" W x 8.4" H
or 7.1" W x 11.25" H



1/6 PAGE
4.7" W x 3.6" H
or 3" W x 5.54" H



1/2 PAGE
9.5" W x 5.5" H
or 4.7" W x 11.25" H



1/8 PAGE
4.7" W x 2.7" H
or 2.25" W x 5.5" H



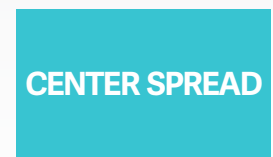
3/8 PAGE
7" W x 5.5" H
or 4.7" W x 8.4" H



1/16 PAGE
2.3" W x 2.7" H



FULL SPREAD
21" W x 12.25" H
with a .25" bleed all around



CENTER SPREAD
21" W x 12.25" H
with a .25" bleed all around

**ASK ABOUT OUR
NON-PROFIT DISCOUNT
OPPORTUNITY!**