



The only local voice for news, arts, and culture

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



PRINT MEDIA KIT 2021

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.

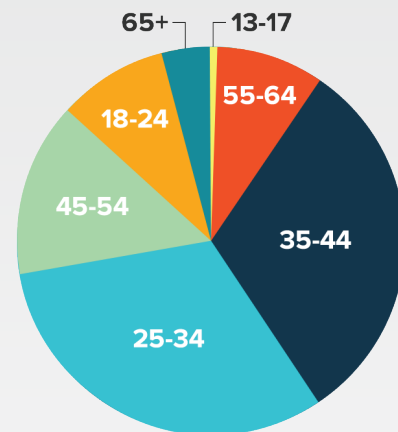


CULTURALLY MINDED

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

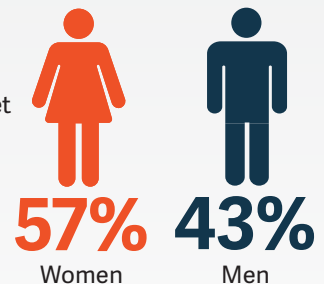
READER AGE

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 13	JULY (6/30)
FEBRUARY 10	AUGUST 4
MARCH 10	SEPTEMBER 1
APRIL 7	OCTOBER 6
MAY 5	NOVEMBER 3
JUNE 2	DECEMBER 1

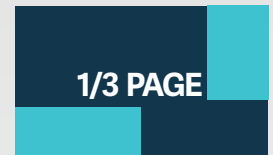
SINGLE ISSUE PRINT AD RATES

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

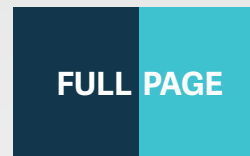
SIZING & DIMENSIONS



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



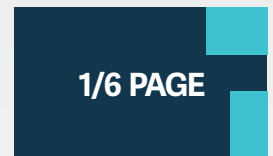
FULL PAGE
10.5" W x 12.25" H
with a .25" bleed all around



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



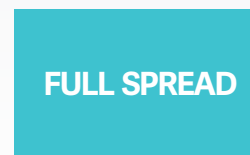
1/8 PAGE
4.7" W x 2.7" H
or 2.25" W x 5.5" H



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!**