



The only local voice for news, arts, and culture

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



PRINT MEDIA KIT 2022

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.

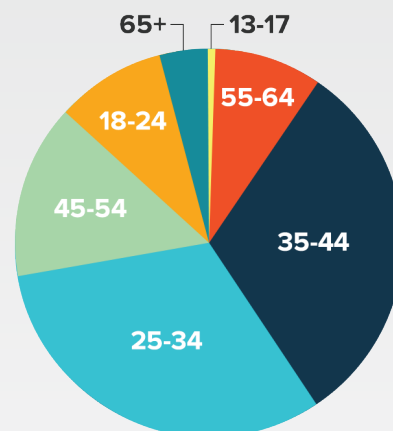


CULTURALLY MINDED

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

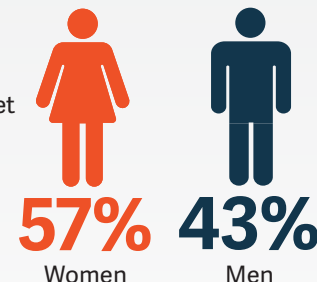
READER AGE

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.





The only local voice for news, arts, and culture

(814) 314-9364

eriereader.com

sales@eriereader.com



PUBLICATION DATES

JANUARY 5	JULY 13
FEBRUARY 2	AUGUST 3
MARCH 2	SEPTEMBER (AUG 31)
APRIL 6	OCTOBER 5
MAY 4	NOVEMBER 2
JUNE 8	DECEMBER 7

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

<p>POST-IT</p> <p>3" W x 3" H with a .25" bleed all around</p>	<p>1/3 PAGE</p> <p>4.7" W x 7.4" H or 9.5" W x 3.65" H</p>
<p>FULL PAGE</p> <p>10.5" W x 12.25" H with a .25" bleed all around</p>	<p>1/4 PAGE</p> <p>2.4" W x 11.25" H or 4.7" W x 5.5" H or 9.5" W x 2.7" H</p>
<p>3/4 PAGE</p> <p>9.5" W x 8.4" H or 7.1" W x 11.25" H</p>	<p>1/6 PAGE</p> <p>4.7" W x 3.6" H or 3" W x 5.54" H</p>
<p>1/2 PAGE</p> <p>9.5" W x 5.5" H or 4.7" W x 11.25" H</p>	<p>1/8 PAGE</p> <p>4.7" W x 2.7" H or 2.25" W x 5.5" H</p>
<p>3/8 PAGE</p> <p>7" W x 5.5" H or 4.7" W x 8.4" H</p>	<p>1/16 PAGE</p> <p>2.3" W x 2.7" H</p>
<p>FULL SPREAD</p> <p>21" W x 12.25" H with a .25" bleed all around</p>	<p>CENTER SPREAD</p> <p>21" W x 12.25" H with a .25" bleed all around</p>

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