



The only local voice for news, arts, and culture

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



# PRINT MEDIA KIT 2024

## 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.

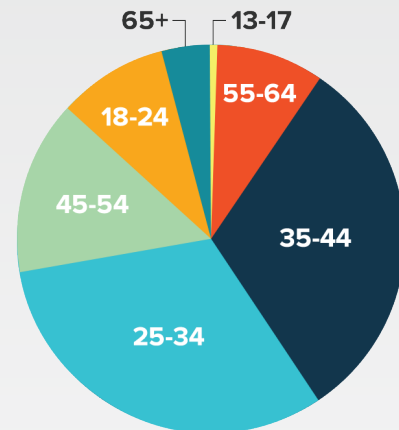


### CULTURALLY MINDED

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)



**57%**  
Women



**43%**  
Men

## 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**.

**37,500**  
Readers



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## PUBLICATION DATES

JAN 10	Best of Erie	JUL 3	40 Under 40
FEB 7	Black History	AUG 7	Erie Gives Day
FEB 23	Business Quarterly*	SEP 11	Back to School
MAR 6	Food issue	SEP 20	Business Quarterly*
APR 3	TBD	OCT 2	Halloween
MAY 1	Summer Preview	NOV 6	Shop Local
MAY 31	City Guide*	DEC 4	Holidays/Year in Review
JUN 5	Pride	DEC 20	Business Quarterly*
JUN 21	Business Quarterly*	*Special issue with expanded distribution	

## SINGLE ISSUE PRINT AD RATES

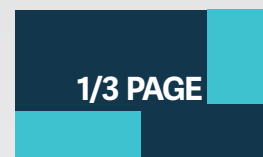
Post-It	\$3,000	1/3 Page	\$800
Full Page	\$2,400	1/4 Page	\$600
3/4 Page	\$1,800	1/6 Page	\$400
1/2 Page	\$1,200	1/8 Page	\$300
3/8 Page	\$900	1/16 Page	\$150

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

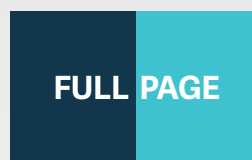
## SIZING & DIMENSIONS



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



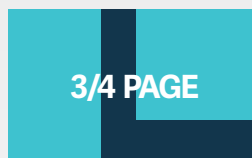
4.7" W x 7.4" H  
or 9.5" W x 3.65" H



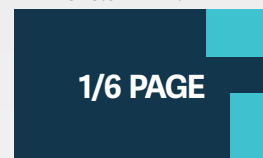
10.5" W x 12.25" H  
with a .25" bleed all around



2.4" W x 11.25" H  
or 4.7" W x 5.5" H  
or 9.5" W x 2.7" H



9.5" W x 8.4" H  
or 7.1" W x 11.25" H



4.7" W x 3.6" H  
or 3" W x 5.54" H



9.5" W x 5.5" H  
or 4.7" W x 11.25" H



4.7" W x 2.7" H  
or 2.25" W x 5.5" H



7" W x 5.5" H  
or 4.7" W x 8.4" H



2.3" W x 2.7" H



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



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