



The only local voice for news, arts, and culture

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



# PRINT MEDIA KIT 2026

## 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.

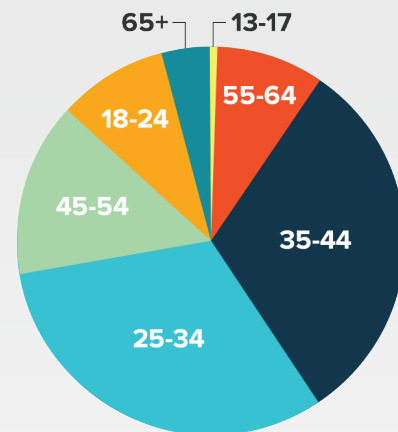


### CULTURALLY MINDED

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

<b>JAN. 15</b>	<b>Best of Erie</b> (DEADLINE: 1/7)	<b>JULY 2</b>	<b>40 Under 40</b> (DEADLINE: 6/24)
<b>FEB. 12</b>	<b>Black History</b> (DEADLINE: 2/4)	<b>AUG 6</b>	<b>Erie Gives Day</b> (DEADLINE: 7/29)
<b>MAR. 12</b>	<b>Food Issue</b> (DEADLINE: 3/4)	<b>SEPT 3</b>	<b>Back to School</b> (DEADLINE: 8/26)
<b>APR 9</b>	<b>Erie Reader Anniversary Issue</b> (DEADLINE: 4/1)	<b>OCT 1</b>	<b>Halloween</b> (DEADLINE: 9/23)
<b>MAY 7</b>	<b>Summer Preview</b> (DEADLINE: 4/29)	<b>NOV 4</b>	<b>Shop Local</b> (DEADLINE: 10/28)
<b>JUNE 4</b>	<b>Pride</b> (DEADLINE: 5/27)	<b>DEC 3</b>	<b>Year In Review</b> (DEADLINE: 11/25)

## SINGLE ISSUE PRINT AD RATES

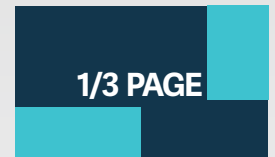
Post-It	\$3,000	1/3 Page	\$800
Full Page	\$2,400	1/4 Page	\$600
3/4 Page	\$1,800	1/6 Page	\$400
1/2 Page	\$1,200	1/8 Page	\$300
3/8 Page	\$900	1/16 Page	\$150

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

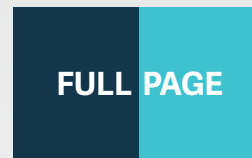
## SIZING & DIMENSIONS



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