



The only local voice for news, arts, and culture

(814) 314-9364
eriereader.com
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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.



ENTREPRENEURIAL

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.

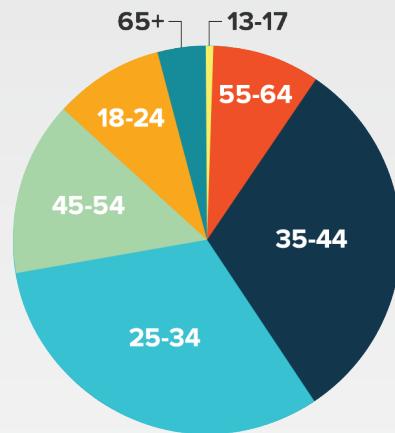


CULTURALLY MINDED

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

POST-IT

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

FULL PAGE

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

3/4 PAGE

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

1/2 PAGE

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

3/8 PAGE

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

FULL SPREAD

21" W x 12.25" 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

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

1/6 PAGE

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

1/8 PAGE

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

1/16 PAGE

2.3" W x 2.7" H

CENTER SPREAD

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