

A Marketers' Guide

Designed to help you navigate advertising opportunities in Pittsburgh

13 Questions To Ask When Evaluating Media Outlets For Your Advertising Dollars

1 Does the outlet or publication reach my ideal customer?

2 Can the publication prove the size and quality of their audience and distribution with 3rd party documentation and circulation audits?

3 Does the publication's content adhere to journalistic standards?

4 Does the publication participate in local media competitions that recognize quality editorial?

5 Does the publication have a distribution track record of publishing or delivering content on time and as promised?

6 Is the publication available for sale at various newsstands? Which ones? Are they prominently displayed?

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7 What is the frequency of the publication? (Publications with greater frequency are more efficient and effective in promoting brands.)

8 Does the publication have a strong, established and recognizable brand?

9 Is the publication's brand supported with digital, social and event assets? Brand investment is a sign of strength, both for advertisers and media outlets.

10 Does the publication share 3rd party metrics on the strength of their followers in digital, social and event channels?

11 How do the publications under consideration compare in size based on of 3rd party metrics?

12 Does the publication provide "other services," such as proposals with multiple options, marketing consulting, advertising design, co-creation services and campaign performance reports with analysis and recommendations?

13 Does the media outlet embrace technology and innovation and look for ways to introduce clients to new ideas?

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Distribution Glossary

Audited circulation

This is the gold standard for publications. Most advertising agencies will not place ads for their clients in publications that are not audited by a reputable third party. Why? Because audits back up the claims that a magazine may make about the number of copies that are printed and delivered – and to whom. Without an audit, it is difficult to be confident that the publishers' claims are honest and accurate — and hence that your investment will offer a return.



Paid circulation

People are more likely to read what they invest in. People pay for quality. Some publications buy mailing lists as a substitute for paid subscribers. Question to ask: Do you read your junk mail?

Sponsored or membership distribution

This type of distribution can supplement other types of circulation or serve as the primary source of readers. Publications may partner with professional groups or associations in which the magazine serves a premium of membership.

Newsstand sale

For city and regional magazines, this type of sales & distribution typically represents a small but important source. Credible, widely circulated magazines should always have a presence at key retail outlets to generate brand visibility.



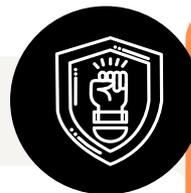
Digital distribution

Does the publication provide its content with or without a paywall? How many unique visitors are claimed per month? All Digital metrics should be provided from a third party.



Periodicals

In order to be classified as a periodical, a magazine must maintain a certain level of quality, a certain advertising-editorial ratio and be in good standing with the U.S. Post Office. When classified as a periodical, a magazine is mailed first class.



Free distribution

This type of distribution can supplement other types of circulation or serve as the primary source of readers. Typically, bundles of magazines are dropped off at places of business. It is impossible to know if these magazines are immediately discarded or read, and if they are read, by how many people. Other publications buy mailing lists based on geography and income, sending thru a "junk mail" permit to households that may have no interest or familiarity with the material coming into their homes "unrequested".

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About Pittsburgh Magazine

Pittsburgh Magazine is the only paid, audited periodical in the region, for which it must pay thousands of dollars in fees and staffing each year. In return, it has a special standing with the Post Office and is mailed first class to subscribers who pay to have it delivered to their homes. In addition, Pittsburgh Magazine is available for sale at newsstand locations, including Barnes & Noble, Whole Foods, Giant Eagle, CVS and other locations. Pittsburgh Magazine is available at more locations and sells more newsstand copies than any other local magazine.

Pittsburgh Magazine supplements its paid subscriptions with sponsored/membership distribution with organizations that have been carefully selected to add value for advertisers. Those partnerships include the region's four largest chambers, as well as the Pittsburgh Downtown Partnership and Leadership Pittsburgh program alumni. Please request a copy of Pittsburgh Magazine's media kit for a complete overview of audited audience data.

www.pittsburghmagazine.com/contact-us/