

PITTSBURGH MAGAZINE
COMMEMORATIVE ISSUE

2026 NFL DRAFT



SPONSORSHIP &
PREMIUM SPACE
RESERVATION DEADLINE

DEC. 5

LIMITED INVENTORY

MEDIA KIT



Pittsburgh Magazine announced it will publish a special issue in March 2026 to commemorate the **NFL DRAFT** taking place in Pittsburgh on **April 23-25**. This special commemorative issue will include articles and resources for visitors, event attendees and residents, including:

Letters of welcome from our civic leaders

The history of professional football and the football draft in Pittsburgh

How the history of football is tightly woven with the evolution of the region and its economy

What makes Pittsburgh a unique host city – where to go/ what to do if you are in the city for the Draft

How organizations and companies worked together to ensure a successful, memorable event that will introduce hundreds of thousands of visitors to our unique city

This special issue is in partnership with **VisitPittsburgh**, our region's official destination marketing organization that holds the NFL Draft contract for the city of Pittsburgh. VisitPittsburgh will provide content and distribution assistance to Pittsburgh Magazine on a high-quality "keeper" that celebrates this event in a way only a city magazine can.

Pittsburgh Magazine's Commemorative **NFL DRAFT 2026** issue provides a unique opportunity to deliver high-quality, interesting and timely content about our region to meet anticipated high demand.



2026 NFL DRAFT

Distribution

A press run of 30,000 copies will be sent to subscribers, subscription partners, regional hotels, newsstands and sponsors. Subscribers will receive the issue polybagged and mailed with the regular March/April edition. Contact Pittsburgh Magazine for details about newsstand and hotel distribution. The content will also be available on our website, as a digital flipbook and in a limited-edition e-newsletter to be sent on Tuesdays over the 4 weeks leading up to and during the NFL DRAFT (March 31, April 7-28).

Digital Promotion



Microsite

- ★ Custom micro-site linked on the main menu bar
- ★ Includes all editorial content surrounding the NFL Draft, and things to do in Pittsburgh
- ★ Promoted via a QR code in the special edition issue and with house ads



Retargeting/Geofencing

- ★ Real-time microproximity targeting for clients
- ★ Post-event retargeting of event attendees



Print Promotion and Sponsorships

- ★ Limited inventory sponsorships available
- ★ Discounts available if confirmed by Dec. 5, 2025



Limited Edition Sponsorships

	Premier	Distinguished	Premium	Specialty	Partner
PRINT:	3-page gatefold	2-page spread	Outside Back Cover	Inside Front Cover OR Inside Back Cover	Full Page
DIGITAL SPONSORSHIP: Limited Edition Newsletter	★ Primary Sponsor *rotating leaderboard ad units (non-exclusive)	★ Primary Sponsor *rotating leaderboard ad units (non-exclusive)	★ Secondary Sponsor	★ Secondary Sponsor	★ Tertiary Sponsor
SOCIAL MEDIA:	✓	✓	✓	✓	✓
RETARGETING: # of impressions	✓ 180k impressions	✓ 180k impressions	✓ 120k impressions	✓ 80k impressions	
AVAILABLE SPOTS:	1	10	1	2	15
RATE:	\$17,500	\$12,500	\$10,000	\$8,500	\$5,500



**2026
NFL
DRAFT**

2026 NFL Draft Limited Edition Newsletter

Only 12 spots available during
the 4 weeks of pre-event coverage

PRIMARY SPONSORSHIP

4x

- ★ Leaderboard (728x90 px image)
- ★ Sponsored Content (750x500 px image, 35 words of copy and URL link)

SECONDARY SPONSORSHIP

4x

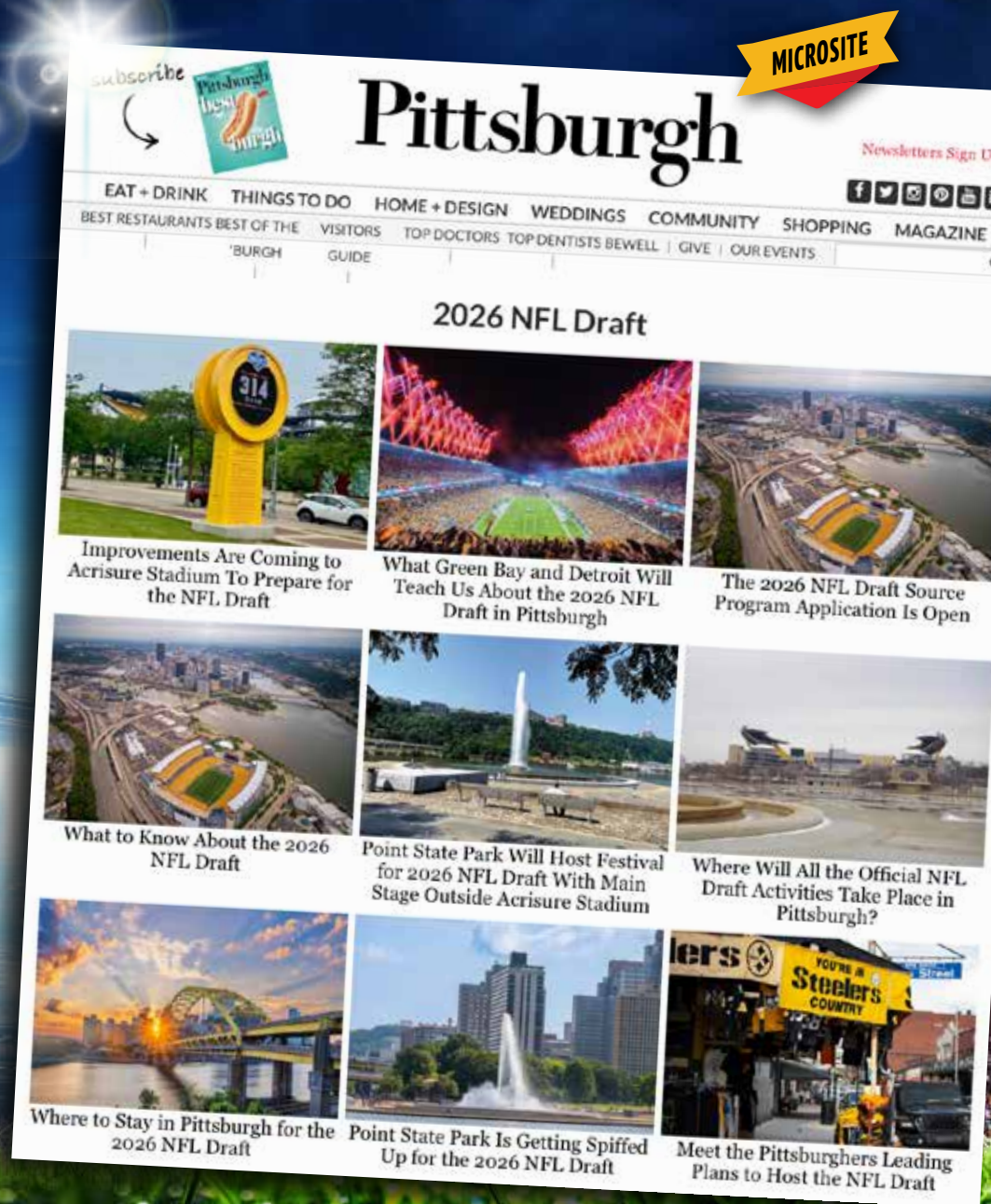
- ★ Sponsored Content (750x500 px image, 35 words of copy and URL link)

TERTIARY SPONSORSHIP

4x

- ★ Sponsored Content (750x500 px image, 35 words of copy and URL link)

2026
NFL
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2026 NFL DRAFT



SCHEDULE A TEAMS MEETING NOW! Contact Trish Boerio: tboerio@pittsburghmagazine.com ☎ 412-304-0907

