

# North Hills Monthly

Your Premier Community Magazine™



## 2020 Media Kit

### WHO WE ARE

*North Hills Monthly*, your premier community magazine™, has been serving the North Hills community for 20 years! Each month, we reach more than 60,000 readers with stories that focus on the people and places that make Pittsburgh's northern suburbs unique. Every issue is filled with fascinating personality profiles, health, family and education trends, news about community events, and incisive columns written by experienced professionals.

As the premier source of community news for people who live, work and play in the North Hills, our mission is to provide our readers with well-written, informative and entertaining articles about the place they call home. We don't run canned information or consider press releases news. Our writers live in and know the area and its people well, which enables us to target our editorial specifically to the communities we serve.

In addition to original feature stories and professional columns, readers also pick us up to enjoy the following columns: Travel by Vanessa Orr, Perspective by Hilary Daninhirsch, Community Events/Weekend Highlights, New & Notable, and our Worship Directory.

### WE HAVE GONE SOCIAL

We're not just a print publication anymore! We want to reach readers every way we can, so that means that we've expanded our digital offerings to include an up-to-the-minute website, daily posts on Facebook, photos on Instagram and more. Our goal is not just to extend our brand, but to share our advertisers' messages with an even larger audience.

We average about 5,000 unique views a month on our Facebook page, and that number is growing daily as we continue to offer even more content. In 2020, we will begin offering even more digital advertising opportunities to our clients, including sponsored pages and events, banner ads, video links and more.

Connect with us:



# Advertising Opportunities

## MAGAZINE WITHIN A MAGAZINE

Includes an article and display ad to be placed in the four center pages of the magazine. We assign a writer to this and our designer will produce the page layout. You may also purchase reprints at an additional fee.

## ADVERTORIAL OPPORTUNITIES:

- **2/3 page First Person:** 600 words plus photo

## AD SIZE:

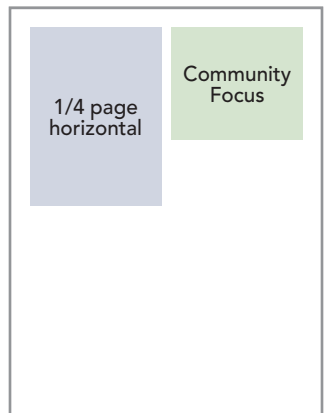
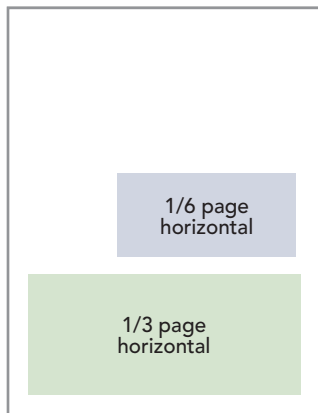
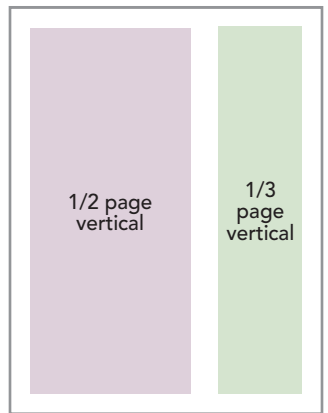
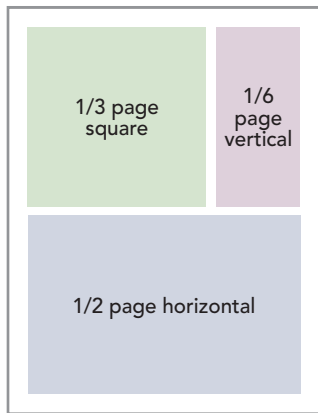
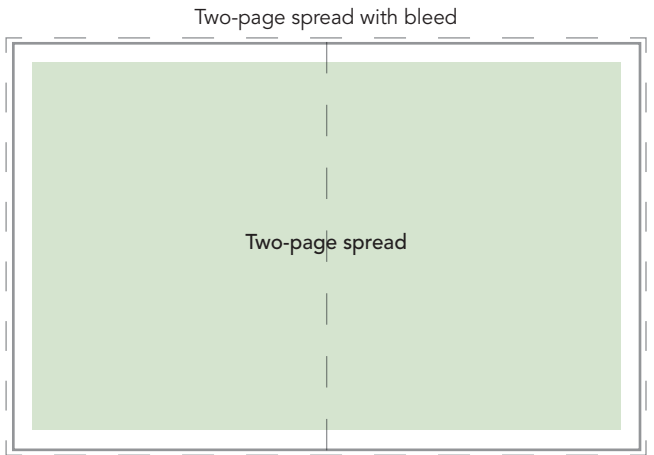
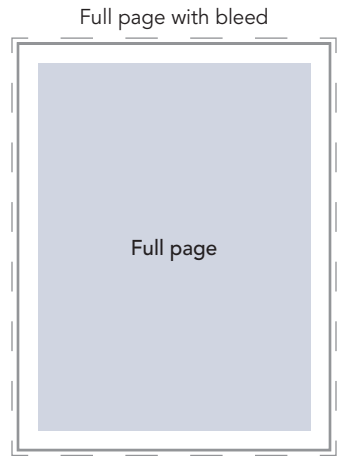
Magazine trim size	8.25" w	x	10.75" h
Two-Page Spread with bleed	17.00" w	x	11.00" h
Two-Page Spread no bleed	15.50" w	x	9.75" h
Full Page with bleed	8.50" w	x	11.00" h
Full Page no bleed	7.25" w	x	9.75" h
1/2 Page Vertical	4.75" w	x	9.625" h
1/2 Page Horizontal	7.25" w	x	4.75" h
1/3 Page Vertical	2.25" w	x	9.75" h
1/3 Page Square	4.75" w	x	4.75" h
1/3 Page Horizontal	7.25" w	x	3.125" h
1/4 Page Vertical	3.50" w	x	4.75" h
1/6 Page Vertical	2.25" w	x	4.75" h
1/6 Page Horizontal	4.75" w	x	2.25" h
Community Focus	3.50" w	x	3.00" h

## DUE DATES

- Space reservation is due on the 12th of each month prior to the month of publication.
- Advertisement files are due on the 15th of each month prior to the month of publication.
- All Community Events and/or New & Notables should be emailed by the first of the month prior to the month of publication to [vanessa@northhillsmoonthly.com](mailto:vanessa@northhillsmoonthly.com).

## PRODUCTION REQUIREMENTS

- Supplied ad files must be submitted to the exact size specifications.
- All ads must be supplied in high-resolution (at least 300 dpi), CMYK, .pdf format.
- All photos must be supplied in high-resolution (at least 300 dpi) .jpg format.
- For files 10MB or smaller, e-mail to [nhmm@northhillsmoonthly.com](mailto:nhmm@northhillsmoonthly.com).



# About Us

## WHERE WE GO

North Hills Monthly is the best medium with which to reach Pittsburgh's northern suburbs. We cover all of northern Allegheny and southern Butler counties, including every community from Butler to the North Side, from Fox Chapel to Sewickley Township. We publish a minimum of 15,000 issues monthly, with increased distribution during special events.

Our magazine is distributed in hundreds of high-traffic areas in the North Hills, including local hospitals, grocery stores, restaurants, retail and commercial businesses and corporate offices.

## WHY YOU SHOULD ADVERTISE WITH US

North Hills' residents pick up our magazine and they frequent the businesses of our advertisers. For this reason, many of our advertisers have been with us since our first issue, and we continue to add new advertisers every day. We offer financial incentives for clients who choose to advertise with us when we run special sections, such as in our Annual Education Issue or in our Holiday Shopper section. Each magazine is printed full-color on glossy paper.

**Advertorials:** Clients who advertise in one of our special sections will receive advertorial space in which to feature their businesses. Advertorials are written by the client, or can be written by NHM staff for an additional fee. Advertisers who commit to a longer contract will receive a discount on their ad and advertorial space.

**First Persons:** These 600 or 800-word advertorials are written by the client and include a photo, showcase the client's business and are provided at a special rate. Clients can choose to spotlight a specific product, store, service or procedure in a way that educates the reader and sets the business apart from its competition.

## CONTACT US

Publishers: **Matt Hill and Eric Hill**  
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## OUR MISSION

To provide informative, educational and upbeat articles that will have a positive impact on our readers. We focus on people, businesses, education, area resources, community events, health and fitness, pets, travel, and home and garden.

North Hills Monthly Magazine is published 12 times per year and is available free of charge to all area residents. Mail subscriptions may be purchased for \$36 per year by contacting our sales office at 724-719-2119.

