

WHIRL

Media Kit

2023/24



WHIRL Magazine. A high-quality lifestyle magazine with profiles of celebrities and local leaders, coverage of events, real estate listings, and weddings, WHIRL also offers high quality exposure on Instagram, Facebook, in E-Blasts, and on its website.

Distribution is focused on Pittsburgh, PA with direct mail to subscribers, and direct distribution to local sport venues, music venues, wedding venues, and event venues, as well as major stadiums and arenas, country clubs, golf clubs, tennis/pickleball/racquet clubs, hotels, restaurants, medical offices, and training facilities. Direct distribution also includes all Pittsburgh professional sports players/administration/staff, including the Pittsburgh Steelers, Pittsburgh Penguins, and Pittsburgh Pirates, and direct distribution throughout the Pittsburgh Cultural Trust venues downtown.

Finalist



*2023 Best
Editorial Magazine,
Folio Magazine
National Awards!*

For inquiries, please contact
christine@whirlpublishing.com | 412.498.9570

WHIRL

Print Schedule



Spring

February 14

Summer

May 14

Fall

August 15

Winter

November 15

WHIRL



Rates



Advertising

¼ Page \$500.00

½ Page \$1,100.00

Full Page \$2,200.00

Submit

Event | Wedding | Real Estate

Small

¼ Page. . . . Complimentary

Medium

½ Page. \$500

Large

Full Page \$1,000.00

Grand

Two Pages \$1,750.00

Digital

Article \$500

Banner. \$300

Instagram \$50/post

Facebook \$50/post

E-Blast \$50/blast

For inquiries, please contact
christine@whirlpublishing.com | 412.498.9570

WHIRL



Ad Specs



Full - page

Trim 8.25 x 10.875

Bleed 8.5 x 11.125

Live 7.75 x 10.375

1/2 - page

Final size 7 x 4.5
(no bleed)

1/4 - page

Final size 3.4 x 4.5
(no bleed)

Preferred file type PDF X1a

Also accepted tif and jpeg

*All files must be CMYK and all
images must be 300 dpi*

All sizes are in inches

WHIRL

Circulation



Relaunch first print

5,000 copies

20,000 readership

Second print

10,000 copies

50,000 readership

WHIRL Readers are active, well-educated, and have high incomes. Sixty percent of our readers are women in the 28-53 year old range. WHIRL readers are involved in community fundraising and activities, as well as cultural and sports events. They are interested in healthy lifestyles and travel.