WHIRL
MAGAZINE

# MEDIA KIT 2022/2023

## WHO ARE WE

WHIRL is a luxury lifestyle brand that focuses on **health** and wellness, and community involvement. It includes WHIRL Magazine, a quarterly print subscription-based quality keepsake publication; an interactive social media platform structure; a bi-weekly newsletter; and a website with an online shop for related products.

Click the magazine to read more.

## WHAT IS OUR GOAL?

WHIRL is committed to bringing **positive** inspiration, community engagement, and support for health and wellness in all aspects of life. We aim to invigorate the philanthropic spirit, and to bring awareness to the people, places, and things that make Western Pennsylvania special. Our mission is to support concepts that bring value to people's lives, and to highlight the best that this area has to offer.

## WHO IS OUR AUDIENCE?

WHIRL commands an astounding audience of **active**, educated, professionals. They are the leaders of the community as CEOs, business owners, and heads of cultural organizations. Our diverse audience is highly interactive within our network as subscribers to our print and digital magazines, and as followers of our social media posts and website. We are well aware of every member of our audience as we are subscriber-based, and keep stringent analytics on all the interactions we have with our audience. Our distribution model is based on direct mailing of our print magazines to our subscriber list, at social and special events, and directly to our advertisers, who partner with us to assess our audience-who they are, their reactions, and interactiveness. Our digital followers are influencers, active in their communities, and interested in healthy lifestyles. With coverage in several platforms, our audience has a wide age range, from baby boomers in high level corporate executive roles to millennials with leading positions in the growing number of hi-technology businesses emerging throughout Western Pennsylvania.

# CONTENT

WHIRL is a lifestyle network which regularly focuses on events, business, food, dance, music, sports, arts, real estate, design/architecture, medical/dental, theater/comedy, poet/author, weddings,fashion/beauty/jewelry, travel, automobiles, education, and health and wellness. With such a tremendous range of content opportunities, we offer significant and authentic editorial content which is compelling to the audience. Our readers study every page and posting, giving advertisers exponential value with each exposure. Because of our strong brand recognition, our audience treats each print and digital magazine as a keepsake, yet another incremental value. We work closely with the community to discover interesting, informative, and creative content that will engage the audience, as well as provide inspiration and **genuine** encouragement.

| WHIRL MAGAZINE | SCHEDULE 2022/2023 |
|---|---|
| September 2022 | Space Reservation: August 3, 2022 |
| November 2022 | Space Reservation: October 2, 2022 |
| March 2023 | Space Reservation: February 1, 2023 |
| June 2023 | Space Reservation: May 3, 2023 |
| **Content Guidelines** | |
| September 2022 | Pittsburgh Steelers, Sports, Events, Real Estate, Food |
| November 2022 | Gift Guide, Fashion, Beauty, Jewelry, Design,Architecture, Automobiles |
| March 2023 | Business, Arts, Music, Dance, Theater, Comedy, Medical, Dental, Education |
| June 2023 | Engagements/Weddings, Travel, Health and Wellness, Financial |

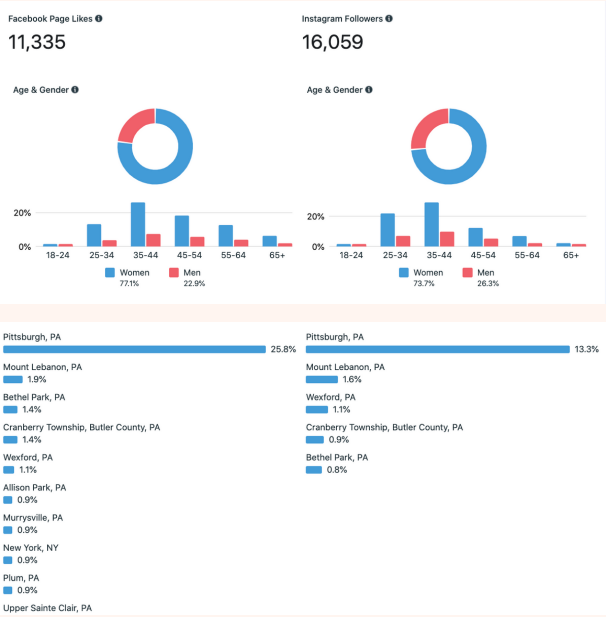
# CONTENT

## WHIRL NEWSLETTER

Subscribers receive WHIRL Newsletter in their email twice a week. On Monday, the newsletter features event coverage from the preceding week/end, real estate listings, and a product promotion. The newsletter on Thursday provides information on upcoming community and philanthropic events, real estate open houses, and a product promotion.

## WHIRL SOCIAL MEDIA

With more than 16,000 interactive followers of WHIRL on Instagram and Facebook, we offer a wide range of opportunities for engagement, from large-scale campaign exposures to one-on-one interactions. We work closely with advertisers on schedules, content, and follow-through to determine efficiency of campaigns, and effective marketing strategies. We also monitor and analyze our analytics to provide authentic and useful insights to our advertising partners.



Click the magazine to read more.

@whirlmagazine

Facebook

# SPECIAL LAUNCH RATE! 20% REDUCTION!

| WHIRL MAGAZINE | 1x | 2x | 3x | 4x |
|---|---|---|---|---|
| ¼ | $650 | $600 | $550 | $500 |
| ½ | $1400 | $1350 | $1300 | $1250 |
| 1 | $2200 | $2100 | $2000 | $1900 |
| 2 | $4000 | $3800 | $3500 | $3300 |
| OUTSIDE BACK COVER | $5000 | $4800 | $4500 | $4300 |
| INSIDE FRONT/BACK COVER | $4400 | $4200 | $4000 | $3800 |

| WHIRL WEBSITE | 1x | 2x | 3x | 4x |
|---|---|---|---|---|
| **ISSUE BANNER OPENING PAGE** (3 month exposure) | $3,000 | $2,400 | $1,800 | $1,600 |
| **SECTION BANNER OPENING PAGE** (3 month exposure) | $1,500 | $1,200 | $900 | $600 |

**SPECIAL LAUNCH RATE! 20% REDUCTION!**

| | | | | |
|---|---|---|---|---|
| **WHIRL SOCIAL MEDIA POSTS** (INSTAGRAM, FACEBOOK) | **3x** | **6x** | **10x** | **20x** |
| | $100 | $180 | $250 | $400 |
| **WHIRL NEWSLETTER** | **2x** | **8x** | **12x** | **16x** |
| | $60 | $220 | $340 | $450 |
| **WHIRL SUBSCRIPTIONS** | **1** | **5** | **10** | **20** |
| | $20 | $95 | $80 | $150 |

# WHIRL SPECIALTY MARKETING

PARTNERSHIPS AND SPONSORSHIPS VIA PRINT AND DIGITAL
Available upon request.

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