

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

# WHIRL

## Media Kit



**W**HIRL 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.

## Why is WHIRL an award-winning new media network?

**Authentic Editorial:** Share your story with WHIRL. Your truth, your message, your goals. We collaborate with you to create your ideal exposure.

**Honest Analytics:** WHIRL gives you the precise numbers, reach, and details about your marketing campaign.

**Direct Distribution:** Where is WHIRL distributed? Wherever you want! Along with our regular distribution to WHIRL subscribers/followers/recipients, WHIRL is white-gloved hand-delivered to your clients and mailed securely from your own list. We will provide photos of the deliveries and proof of mailing.

**WHIRL makes bringing your message to market easy, efficient, and effective.**

## Artwork Deadlines



**Spring** . . . . . February 14

**Summer** . . . . . June 1

**Fall** . . . . . August 15

**Winter** . . . . . November 15

## Contact



**Publisher/Editorial Director**

Christine McMahan Tumpson  
christine@whirlpublishing.com  
412.498.9570



# WHIRL

## Advertising is easy with WHIRL!

1. Select a media package.
2. Make your payment.
3. Send us the assets (images, video, text).
4. We collaborate with you to produce superb marketing for all of our WHIRL platforms.

Align your brand with WHIRL!  
The ultimate luxury brand with a health wellness focus!

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## Ad Package Options



### Half-Page Package — \$500

- 1/2 page ad (print and digital)
- 1 social media post
- 5 magazines to be white glove hand delivered.

### Half-Page Plus Package — \$1,100

- 1/2 page ad (print and digital)
- 1 social media posts
- 1 page of editorial article
- 10 magazines to be white glove hand delivered.

### Full-Page Package — \$2,200

- 1 full page ad (print and digital)
- 2 social media posts with analytics to include ad and article,
- 2 pages of editorial article, and
- 20 magazines to be white glove hand delivered.

### Double Full-Page Package — \$4,400

- 2 full page ads (print and digital)
- 4 social media posts with analytics to include ad and article
- 4 page editorial article
- 40 magazines to be white glove hand delivered.

### Inside Cover — \$5,500

- 1 inside front or back cover ad and opening page (print and digital)
- 5 social media posts with analytics to include ad and article
- 4 pages of editorial article
- 50 magazines to be white glove hand delivered.

### Cover — \$6,000

- 1 cover (print and digital)
- 6 social media posts with analytics to include ad and article
- 6 pages of editorial article
- 60 magazines to be white glove hand delivered.

### Eblasts — \$500

### Videos

- Opening page of the website each month are:
1. \$500 for 15 second video
  2. \$1,000 for 30 second video

## 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

## Circulation



### Relaunch first print

**5,000** copies  
**20,000** readership

### Second print

**10,000** copies  
**50,000** readership

**27,000**  

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.