

# 2024 MEDIA GUIDE



Observer-Reporter

the almanac

reimagine»  
main street

O-R | Event  
Marketing

122 South Main Street, Washington, PA 15301 | 724.222.2200 | advertising@observer-reporter.com | observer-reporter.com



# Observer-Reporter

## PRINT & DIGITAL CIRCULATION

14,944 Daily | Readership: 37,360  
15,824 Sunday | Readership: 39,560

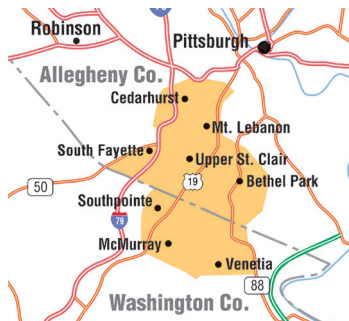


## the almanac

### CIRCULATION

21,000 | Readership: 52,500

The Almanac is an opt-in weekly community newspaper delivered on Sundays throughout the South Hills.



94% of The Observer-Reporter readers are homeowners



Observer-Reporter readers spend \$278 million on healthcare & medical services annually



The Almanac readers spent \$73.5 million on jewelry, watches and accessories



50% of Observer-Reporter readers make \$60,000 or more annually



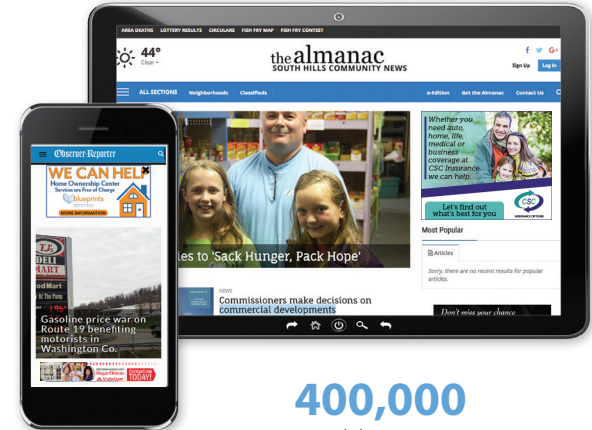
Observer-Reporter readers spend \$310.5 million dining out annually



Observer-Reporter readers spend \$141.4 million on women's clothing & accessories annually



\*Source: 2013 Media Audit and NewZware Circulation database, LEAP Marketing Database, Axion Demographics and Personix values from Q4 2015. Market Defined ZIP Code Footprint.



**400,000**

Avg. Monthly Unique Users

**1,000,000**

Avg. Monthly User Sessions

**2,000,000**

Avg. Monthly Pageviews

*"The Observer Reporter's digital team is professional and very knowledgeable when it comes to online marketing. They were able to assist Washington Health System as we launched a new initiative. During this marketing launch it was key to have an online presence to support the overall campaign. With the digital components we were able to pinpoint our key demographic as well as track our success through timely reports. I highly recommend their services. Once again, I thank this team for their amazing support and comprehension!"*

- Stephanie Wagoner  
Manager of Marketing and Community Relations, Washington Health Systems

## PEOPLE TRUST OUR PRODUCTS

Over a 12 month period, nearly 5,600 businesses have invested a total of \$8,300,000+ using our products to market their message.











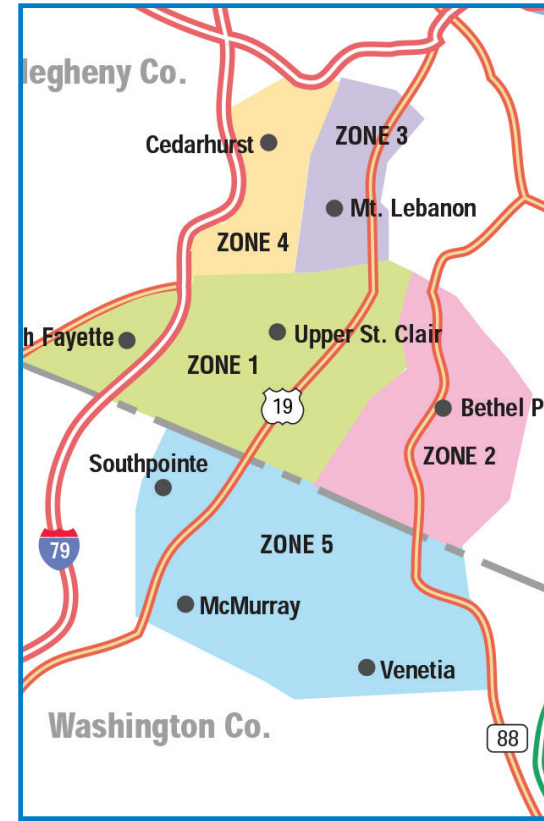
<b>ZONE 1</b>	
Daily .....	6,780
Sunday.....	7,422
<b>ZONE 2</b>	
Daily .....	1,868
Sunday.....	2,176
<b>ZONE 3</b>	
Daily .....	39
Sunday.....	71
<b>ZONE 4</b>	
Daily .....	1,853
Sunday.....	2,076
<b>ZONE 5</b>	
Daily .....	313
Sunday.....	354
<b>ZONE 6</b>	
Daily .....	1,640
Sunday.....	1,833

**DAILY PRINT TOTAL**  
12,493

**SUNDAY PRINT TOTAL**  
13,932

**NINE OUT OF 10 NEWSPAPER READERS (91%)** report that they take action after reading or looking at inserts.

Source: Coda Ventures



<b>ZONE 1</b>	
15241, 15017, 15057 .....	4,174
<b>ZONE 2</b>	
15057 .....	7,346
<b>ZONE 3</b>	
15102 .....	4,376
<b>ZONE 4</b>	
15243 .....	2,942
<b>ZONE 5</b>	
15317, 15367 .....	1,807
<b>SUNDAY PRINT TOTAL</b>	<b>20,645</b>

**MORE THAN 8 IN 10 ADULTS** over the age of 18 read a newspaper each week.

Source: 2017 Release 1 Nielsen Scarborough Report

*"When we opened Designer Consignor of Peters Township, we turned to The Almanac. We had an overwhelming response from our advertising!"*  
- Barb Gallo, Owner, Designer Consignor of Peters Township and Tanger Outlets



## Living In Washington County

**Bi-monthly**

February  
April  
June  
August  
October  
December



## Mon Valley Magazine

**Bi-monthly**

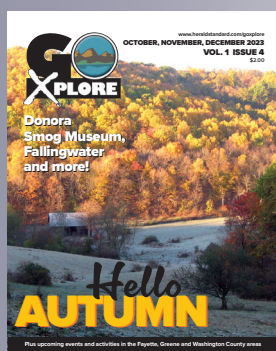
January  
March  
May  
July  
September  
November



## Southwestern PA Business Journal

**Quarterly**

March  
June  
September  
December



## GO Explore

**Quarterly**

March  
June  
September  
December



## Greene County Living

**Quarterly**

March  
June  
September  
December



## South Hills Living

**Bi-Monthly**

January  
March  
May  
July  
September  
November

Our niche publications are uniquely curated for the communities and neighborhoods in which they are delivered. The content is designed to focus on the news and events within these local regions, as well as to highlight the businesses and organizations that service the areas.

*The advertising rates in each of our niche publications varies. Please contact your sales representative for more information.*

724.222.2200  
advertising@observer-reporter.com

*"Advertising in the Observer-Reporter has helped us in so many ways. The ads we run are seen by all their subscribers and many of these people bring these ads in to the shop for easy reference. The staff is extremely easy to work with and have great ideas."*

- Tracy Wheeler, Management at Coen Tire LLC

**2024 NICHE PUBLICATIONS**





Washington Co.  
Home Show

**JANUARY**



SWPA Weddings **FEBRUARY**



SWPA Business Journal  
Business Profiles

**MARCH**



SWPA Summer Camp Guide **APRIL**



Career Expo\*\*\* **MAY**



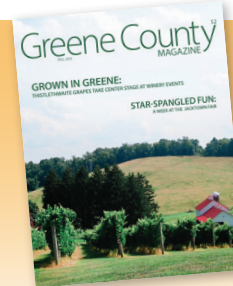
Best of Sports **JUNE**



Whiskey Rebellion **JULY**



Football Preview **AUGUST**



Greene County  
Magazine Farm  
to Fork Edition **SEPTEMBER**



SWPA Seniors  
Medicare Edition\*\* **OCTOBER**



Best of the Best **NOVEMBER**



Go Explore\* **DECEMBER**

## Additional Special Sections available:

- South Hills Home Show
- SWPA Cookbook
- Peters Twp. Community Day
- Greene County Yearbook
- Thanksgiving Day Insert
- SWPA Holiday Gift Guide
- Twelve Days of Giveaways
- Bingo
- Meadows Magazine
- GO Magazine

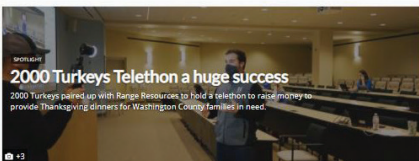
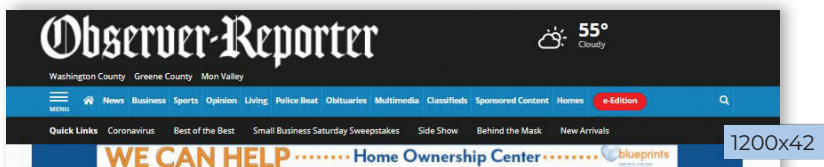
*The advertising rates in each of our special sections varies. Please contact your sales representative for more information.*

\*Also Publishes March, June & December

\*\*SWPA Seniors also publishes in January, April, & July

\*\*\* In addition to May, a Career Expo takes place in Sept.

## 2024 SPECIAL SECTIONS



Blanketing Washington, Greene + southern Allegheny Counties, our online readership is more than 90% local. Our websites offer unique online advertising opportunities with digital ads, homepage banners, email + section sponsorships, + interactive user experiences.

## HOMEPAGE BANNER

\$330/Day

## RUN OF SITE IMPRESSIONS

25,000 impressions

\$250

75,000 impressions

\$750

50,000 impressions

\$500

100,000 impressions

\$1,000

Additional impression packages available upon request.

## OR + ALMANAC ONLINE + EMAIL SPONSORSHIPS

\$300/Month + up

Options include, but not limited to:

- App
- e-Edition
- Obituaries
- Community News
- Weather
- Police Beat
- Lottery
- Steelers News
- Daily Poll
- Podcasts
- Video
- OR Online
- Sports Update
- Email News

**2024 DIGITAL AD RATES**





**Bridal Event**  
February 24  
Dee's Event Center

**Kids Fest**  
March 23  
Washington Crown Center



**Corks & Kegs**  
August 24 & 25  
Hollywood Casino at the Meadows



**First Friday**  
May 3, June 7, & August 2  
Downtown Washington Community Pavilion

**Farm to Fork**  
September 2024  
Thistlethwaite Vineyards



**All for Her**  
October 2024



**Greater Pittsburgh Food Truck Festival**  
May 22, 23 and 24  
Hollywood Casino at the Meadows



**Best of the Best**  
November 21  
Hilton Garden Inn



**Founding Day**  
June 29  
Downtown Uniontown

**Holiday Market**  
December 6  
Downtown Washington Community Pavilion



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## ADVERTISE WITH US

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## AWARDS

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