

2026 MEDIA GUIDE



Observer-Reporter

the **almanac**

reimagine»
main street

BeLocal
EVENTS

Observer-Reporter

PRINT & DIGITAL CIRCULATION

11,582 Daily | Readership 28,955
12,682 Sunday | Readership 31,705



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, Acxiom 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

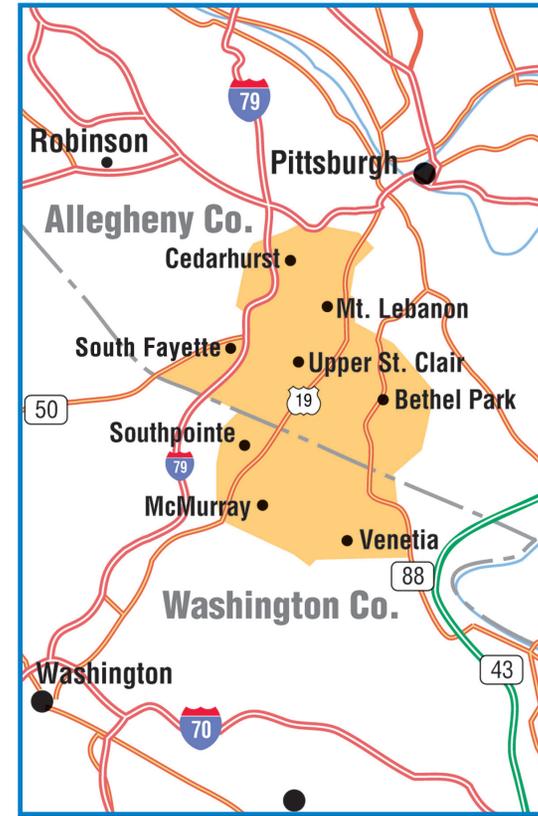
Avg. Monthly Pageviews

"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.



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

Source: Coda Ventures

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



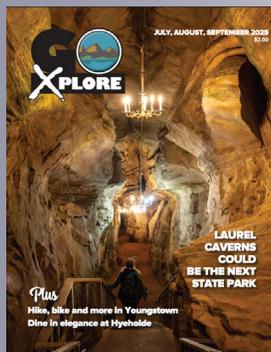
Mon Valley Magazine
Bi-monthly

January
March
May
July
September
November



Tri-State Business Journal
Quarterly

March
June
September
December



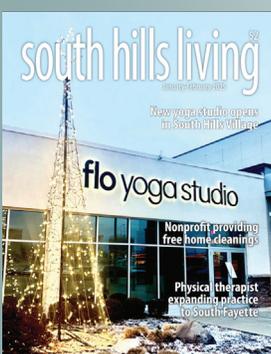
GO Xplore
Quarterly

March
June
September
December



Greene County Magazine
Quarterly

February
May
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

2026 NICHE PUBLICATIONS



Washington Co. Home Show **JANUARY**



Weddings **FEBRUARY**



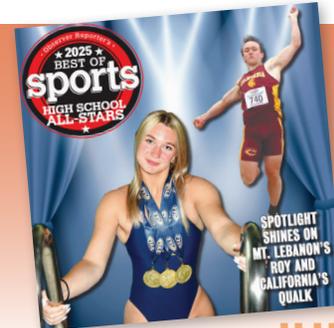
Tri-State Business Journal Business Profiles **MARCH**



SWPA Summer Camp Guide **APRIL**



SWPA Employment Showcase **MAY**



Best of Sports **JUNE**



Washington County Fair **JULY**



Football Preview **AUGUST**



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



SWPA Seniors Medicare Edition** **OCTOBER**



Best of the Best **NOVEMBER**



GO Xplore* **DECEMBER**

Additional Special Sections available:

- Bingo
- GO Magazine
- Greene County Yearbook
- Meadows Magazine
- Peters Twp. Community Day
- South Hills Home Show
- SWPA Cookbook
- BeLocal Coupon Book & Gift Guide
- Thanksgiving Day Insert
- Days of Giveaways
- Whiskey Rebellion Program

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

*GO Xplore also publishes in March, June, & December

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

2026 SPECIAL SECTIONS



1200x42



1200x400

WE CAN HELP

FORECLOSURE ASSISTANCE CREDIT REPAIR HOME PURCHASE ASSISTANCE

blueprints Home Ownership Center Services are Free of Charge

MORE INFORMATION



300x600



728x90



320x160

300x250

320x50

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

Kids Fest

TBD



Corks & Kegs

August 21, 22 & 23
Hollywood Casino
at the Meadows



First Friday

May 1, June 5, August 7
Downtown Washington
Community Pavilion

Farm to Fork

September 12
Thistlethwaite Vineyards



All for Her

October 2025



Greater Pittsburgh Food Truck Festival

May 22, 23 and 24
Hollywood Casino
at the Meadows



Best of the Best

November 19
Hilton Garden Inn



Founding Day

June 27
Downtown
Uniontown

Holiday Market

December 11
Downtown Washington
Community Pavilion



ADVERTISE WITH US



Carole DeAngelo
Advertising Director
cdeangelo@observer-reporter.com



Pamala Tuscano
Classified Manager
ptuscano@observer-reporter.com



Natalie Glody
Digital Strategy Manager
natalie@reimaginemainstreet.com

122 South Main Street, Washington, PA 15301
Washington 724.222.2200 | Mon Valley 412.944.5575
advertising@observer-reporter.com | observer-reporter.com

AWARDS

