



CARNEGIE MAGAZINE

REACH PITTSBURGH'S EDUCATED, CULTURALLY ENGAGED COMMUNITY.

CARNEGIE magazine is distributed to all members of Carnegie Museums of Pittsburgh. These members are the decision makers in Pittsburgh.

EDITORIAL CALENDAR

ISSUE	SPACE RESERVATION	ART	STREET
Spring 2017	January 11	February 3	Week of March 1
Summer 2017	April 12	May 5	Week of June 1
Fall 2017	July 12	August 4	Week of September 1
Winter 2017	October 11	November 3	Week of December 1

ADVERTISING RATES

SIZE	4x	2x	1x
Full Page	\$2,550	\$3,000	\$3,500
2/3 Page	\$1,675	\$2,125	\$2,500
1/3 Square Page	\$850	\$1,175	\$1,500
1/6 Page	\$450	\$750	\$1000

Cover and premium positions: Up to an additional 15% • All rates are net
For more information, see www.carnegiemuseums.org.

READERSHIP PROFILE



READERSHIP **63,900**



CIRCULATION **32,000**



DISTRIBUTION: Guaranteed to all members of Carnegie Museums.

AUDIENCE NET WORTH

\$60,000+ HHI **55%**

\$100,000+ HHI **22%**

EDUCATION



77% COLLEGE+



CARNEGIE magazine readers are affluent, influential, highly educated, and culturally involved.

CARNEGIE magazine is a membership publication of:

CARNEGIE MUSEUMS OF PITTSBURGH

Four distinctive museums

CARNEGIE magazine is marketed by:

WHIRL
publishing.

1501 Reedsdale St. Suite 202
Pittsburgh, PA 15233

TO ADVERTISE, CONTACT:

Jack Tumpson
JTumpson@whirlpublishing.com
412.431.7888

PRODUCTION REQUIREMENTS

FULL PAGE

BLEED: 8.875" X 11.25"
TRIM: 8.5" X 10.875"
NON-BLEED: 7.25" X 10"

2/3 PAGE

4.75" X 10"

1/3 PAGE

4.75" X 4.875"

1/6

HORIZONTAL
4.75" X 2.4375"

PRINTING METHOD: Offset. Standard four color process inks. 133 line screen. Page trim size: 8.5 x 10.875. Binding: Saddle Stitching.

DIGITAL FILE SPECS: PDFs are required. PDFs must be 300 dpi and CMYK. Files received in any other format are subject to additional charges to the advertiser.

MEDIA: Ads must be submitted on CDs or via email. If the document cannot be readily opened or its components are substandard, the disc will be returned. Client will be advised of appropriate production charges that apply if a disc does not meet specifications.

EMAIL: Send all emailed ads to art@whirlmagazine.com. Please use DropBox, Hightail, or ZIP. We accept files up to 18 MB. Please include in the subject line of your email the following tag line: "Advertiser's name, size of ad, publication name, and publication month." WHIRL is not responsible for misdirected emails.

PRODUCTION CHARGES: Any changes required in furnished materials will be billed at prevailing printer's rates. Cost for size alterations, ad design, and layout will be charged to the advertiser.