



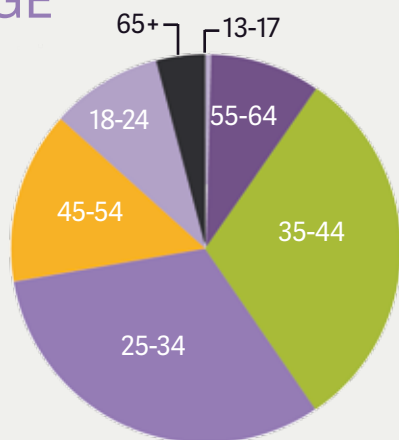
PRINT MEDIA KIT 2018

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READER AGE

13-17	.4%
18-24	9%
25-34	30%
35-44	31%
45-54	14%
55-64	9%
65+	4%



READER READERS ARE

SMART

More likely to have four year degrees and advanced degrees, along with a higher household income.

PROFESSIONALS

More likely to be employed in professional/technical or managerial positions.

ENTREPRENEURIAL

More likely to own a business or be in an executive role.

ACTIVE

Can be found on the ski slopes, mountain biking trail, at health clubs, and on the dance floor.

CULTURALLY MINDED

Read a lot, travel, attend concerts, movies and eat out much more frequently than the average adult.

ACCORDING TO AWN (*Alternative Weekly Network*)

INDUSTRY STATISTICS

Based on industry statistics, we know that there is a pass along rate of **2.5** and estimate our readership to be **37,500**.

DEMOGRAPHICS

Specific Demographics of our Erie Market (based on social media polling): **57% Women / 43% Men**.

PUBLICATION DATES

JANUARY	3, 17, 31	JULY	4, 18
FEBRUARY	14, 28	AUGUST	1, 15, 29
MARCH	14, 28	SEPTEMBER	12, 26
APRIL	11, 25	OCTOBER	10, 24
MAY	9, 23	NOVEMBER	7, 21
JUNE	6, 20	DECEMBER	5, 19

The Erie Reader is published 26 times a year-every other Wednesday. The deadline for advertising is 5 p.m. on Friday, prior to publication.

SINGLE ISSUE PRINT AD RATES

Post-it	\$3,000
Full Page	\$2,400
3/4 Page	\$1,800
1/2 Page	\$1,200
3/8 Page	\$900
1/3 Page	\$800
1/4 Page	\$600
1/6 Page	\$400
1/8 Page	\$300
1/16 Page	\$150

SIZING & DIMENSIONS

Post-it 3" W by 3" H with a .25" bleed all around	1/3 Page 4.7" W by 7.4" H 9.5" W by 3.65" H
Full Page 10.5" W by 12.25" H with a .25" bleed all around	1/4 Page 2.4" W by 11.25" H or 4.7" W by 5.5" H or 9.5" W by 2.7" H
3/4 Page 9.5" W by 8.4" H or 7.1" W by 11.25" H	1/6 Page 4.7" W by 3.6" H or 3" W by 5.54" H
1/2 Page 9.5" W by 5.5" H or 4.7" W by 11.25" H	1/8 Page 4.7" W by 2.7" H or 2.25" W by 5.5" H
3/8 Page 7" W by 5.5" H or 4.7" W by 8.4" H	1/16 Page 2.3" W by 2.7" H

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DISCOUNT OPPORTUNITY**