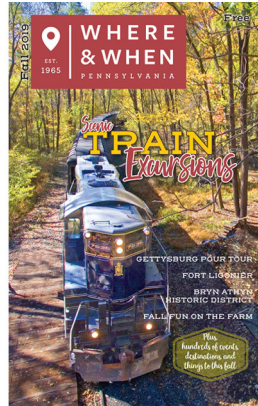
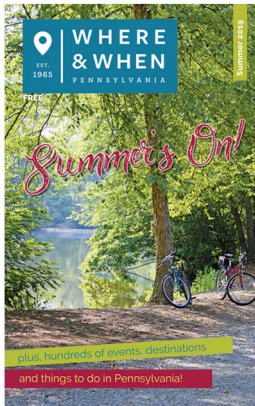




2020 MEDIA KIT



Events | Destinations | Features

Promoting Pennsylvania
to residents and visitors
for 55 years!



2020 Circulation & Demographics

DISTRIBUTION

- Subscriptions
- AAA offices
- PA Welcome Centers
- Visitors Bureaus
- Visitor Centers
- Chambers of Commerce
- Convenience Stores
- Hotels
- B&Bs
- Select Travel Agencies

... and other high-profile locations located throughout Pennsylvania and some neighboring states

READERSHIP

750,000 annually

READER PROFILE

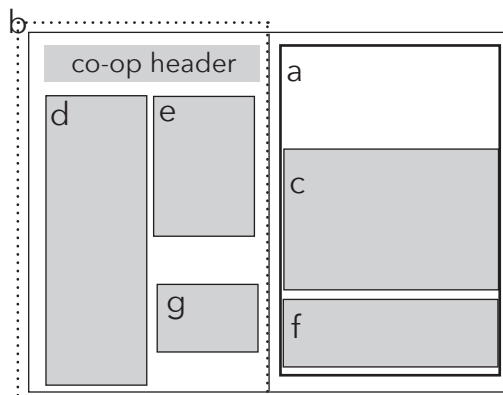
- Women - 77%
- Age of Readers:
30-59, 62% | 60+ - 33% | 20-29 - 5%
- Middle to Upper Income - 78%

READER USAGE

- Used whereandwhen.com to research attractions, events, etc. - 90%
- Attended an event or attraction after seeing it in Where & When Pennsylvania (Print) - 80%
- Have used Where & When to make overnight travel plans - 76%

2020 Advertising Specs - Print

| DISPLAY (PRINT) | width | length | MECHANICAL SPECIFICATIONS |
|-----------------------------|-------|--------|---|
| a. FULL PAGE, non-bleed | 4.75" | 7.50" | TRIM SIZE: 5.25" W x 8.25" L |
| b. FULL PAGE, bleed | 5.75" | 8.75" | LIVE AREA: 4.75" W x 7.50" L |
| c. HALF PAGE, horizontal | 4.75" | 3.00" | TEXT SAFETY AREA: .50" inside of trim (full page bleed only) |
| d. HALF PAGE, vertical | 2.31" | 7.50" | MATERIALS: Adobe PDF created with press-quality settings |
| e. QUARTER PAGE, vertical | 2.31" | 3.00" | COLOR: Convert color to CMYK |
| f. QUARTER PAGE, horizontal | 4.75" | 1.50" | ARTWORK: All images and logos should be at least 300 dpi and CMYK. When creating a camera-ready ad, all images that make up the ad must be 300 dpi before adding to the file. |
| g. EIGHTH PAGE | 2.31" | 1.50" | |



Advertising Deadlines

- | | |
|--|---|
| WINTER (Dec, '19-Jan-Feb) Friday: October 11, 2019 | SUMMER (Jun-Jul-Aug) Friday: April 10, 2020 |
| SPRING (Mar-Apr-May) Friday: Jan 10, 2020 | FALL (Sep-Oct-Nov) Friday: July 10, 2020 |