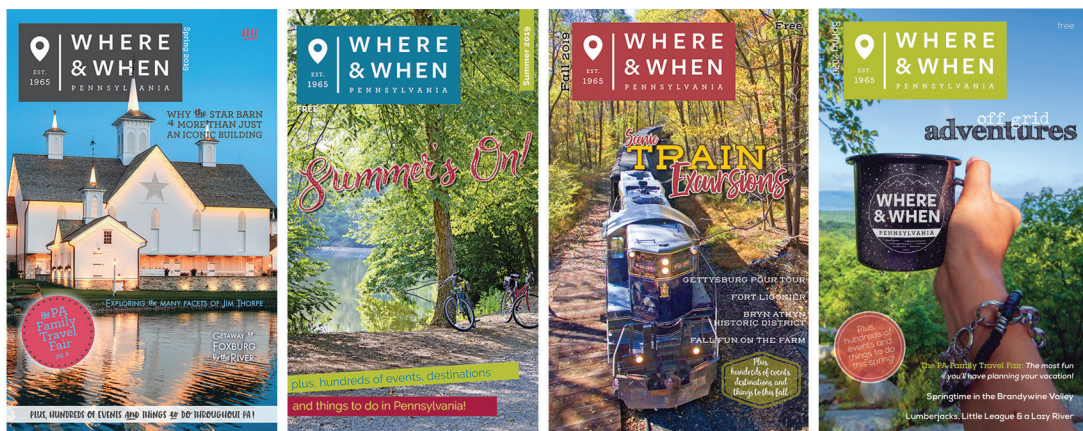




2021 Media Kit



EVENTS | DESTINATIONS | FEATURES

Promoting Pennsylvania
to residents and visitors
for over 55 years!

FOR MORE INFORMATION, contact our advertising team at sales@whereandwhen.com



2021 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

600,000 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%

2021 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 (TEXT SAFE) AREA: 4.75" W x 7.50" L

c. HALF PAGE, horizontal

4.75"

3.00"

MATERIALS: Adobe PDF created with press-quality settings

d. HALF PAGE, vertical

2.31"

7.50"

COLOR: Convert color to CMYK

e. QUARTER PAGE, vertical

2.31"

3.00"

f. QUARTER PAGE, horizontal

4.75"

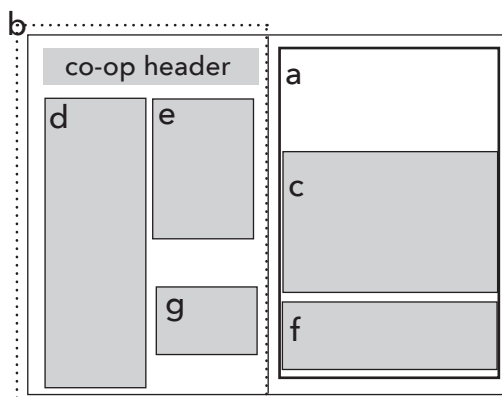
1.50"

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"



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2021 Rates

Save up to 30% when you schedule multiple issues

STANDARD RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$2,770	\$2,490	\$2,215	\$1,935
HALF	\$1,580	\$1,425	\$1,265	\$1,100
QUARTER	\$890	\$800		\$710 \$625
EIGHTH	\$495	\$445		\$395 \$345

CO-OP RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$2,210	\$1,990	\$1,770	\$1,550
HALF	\$1,265	\$1,140	\$1,010	\$885
QUARTER \$495	\$710	\$640		\$570
EIGHTH \$275	\$395	\$355		\$315

PREMIUM PLACEMENT RATES

SIZE	1 issue	2 issues	3 issues	4 issues
BACK COVER	\$3,045	\$3,045	\$3,045	\$3,045
FULL	\$3,045	\$2,740	\$2,435	\$2,130

EVENT RATES

SIZE	Per issue
FULL	\$2,075
HALF	\$1,185
QUARTER	\$665
EIGHTH	\$370

ADVERTISING DEADLINES

WINTER (Dec '20-Jan-Feb)
Friday: October 9, 2020

SPRING (Mar-Apr-May)
Friday: Jan 8, 2021

SUMMER (Jun-Jul-Aug)
Friday: April 9, 2021

FALL (Sep-Oct-Nov)
Friday: July 9, 2021

**deadlines subject to change*

CONTACT

ADVERTISING

Jennifer Nikolaus

jen@whereandwhen.com
717.492.2538

EDITORIAL

Wendy Royal

wendy@whereandwhen.com
717.492.2544

POLICY

On invoices outstanding more than 30 days, an additional 1.5% finance charge monthly (min. \$1.00) is due. All rates quoted are subject to change.

Where & When Pennsylvania reserves the right to edit or reject material based on its standards for publication. Advertising and event listings are subject to the approval of the publisher. Events are listed as space allows and is at the discretion of the editor. Although extreme care is taken to ensure accuracy, Where & When Pennsylvania and its advertisers are not responsible for mistakes or misprints.

