



2022 MEDIA KIT



EVENTS | DESTINATIONS | FEATURES

Promoting Pennsylvania
to residents and visitors
since 1964!

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



2022 Circulation & Demographics

DISTRIBUTION

Direct Mail to more than 200,000+ homes in South Central PA

Subscriptions

AAA offices

PA Welcome Centers

Visitors Bureaus

Visitor Centers

Convenience Stores

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

READERSHIP

1,000,000+ annually

READER PROFILE

Women - 77%

Age of Readers:
30-59, 62% | 60+ - 33% | 20-29 - 5%

Middle to Upper Income - 78%

READER USAGE

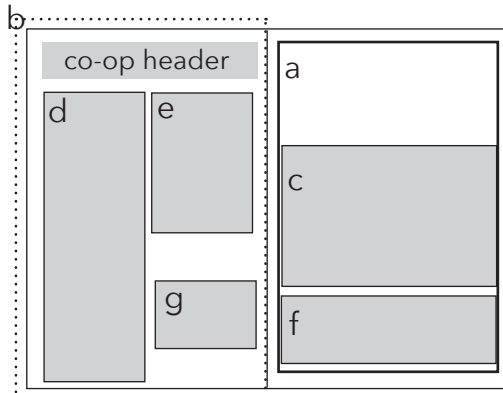
Used whereandwhen.com to research attractions, events, etc. - 90%

Attended an event or attraction after seeing it in Where & When Pennsylvania (Print) - 80%

Have used Where & When to make overnight travel plans - 76%

2022 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"	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.
f. QUARTER PAGE, horizontal	4.75"	1.50"	
g. EIGHTH PAGE	2.31"	1.50"	



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2022 Rates

Save up to 30% when you schedule multiple issues

STANDARD RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$3,030	\$2,727	\$2,424	\$2,121
HALF	\$1,735	\$1,562	\$1,388	\$1,215
QUARTER	\$975	\$878	\$780	\$683
EIGHTH	\$545	\$491	\$436	\$382

CO-OP RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$2,439	\$2,195	\$1,951	\$1,707
HALF	\$1,397	\$1,257	\$1,117	\$978
QUARTER	\$785	\$706	\$628	\$549
EIGHTH	\$439	\$395	\$351	\$307

PREMIUM PLACEMENT RATES

SIZE	Per issue
INSIDE FRONT COVER	\$3,240
PAGE 3	\$3,170
PAGE 5	\$3,100
CENTER SPREAD	\$6,500
INSIDE BACK COVER	\$3,240
BACK COVER	\$3,335

EVENT RATES

SIZE	Per issue
FULL	\$2,273
HALF	\$1,301
QUARTER	\$731
EIGHTH	\$409

ADVERTISING DEADLINES

SPRING (Mar-Apr-May)
Friday: Jan 21, 2022

SUMMER (Jun-Jul-Aug)
Friday: April 22, 2022

FALL (Sep-Oct-Nov)
Friday: July 22, 2022

WINTER (Dec-Jan-Feb)
Friday: October 21, 2022

**deadlines subject to change*

CONTACT

ADVERTISING

Beverly Shank
beverly@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.