



2023 MEDIA KIT



EVENTS | DESTINATIONS | FEATURES

Promoting Pennsylvania
to residents and visitors
since 1964!

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



2023 Circulation & Demographics

DISTRIBUTION

Direct Mail to more than 350,000 homes in South Central PA

Subscriptions

AAA offices

PA Welcome Centers

Visitors Bureaus

Visitor Centers

Convenience/Grocery 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%

2023 Advertising Specs - Print

DISPLAY (PRINT)

width

depth

a. FULL PAGE, non-bleed

4.75"

7.50"

b. FULL PAGE, bleed

5.75"

8.75"

c. HALF PAGE, horizontal

4.75"

3.00"

d. HALF PAGE, vertical

2.31"

7.50"

e. QUARTER PAGE, vertical

2.31"

3.00"

f. QUARTER PAGE, horizontal

4.75"

1.50"

g. EIGHTH PAGE

2.31"

1.50"

MECHANICAL SPECIFICATIONS

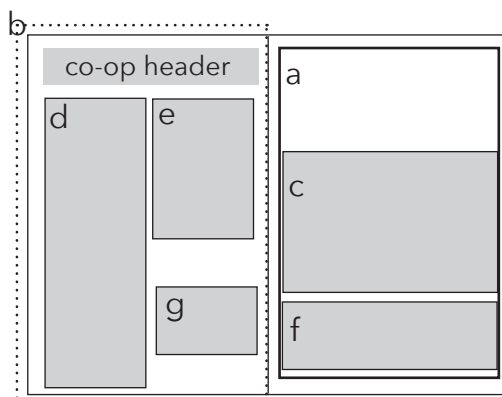
TRIM SIZE: 5.25" W x 8.25" L

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

MATERIALS: Adobe PDF created with press-quality settings

COLOR: Convert color to CMYK

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.



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2023 Rates

Save up to 30% when you schedule multiple issues

STANDARD RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$3,257	\$2,932	\$2,606	\$2,280
HALF	\$1,909	\$1,718	\$1,527	\$1,336
QUARTER	\$1,073	\$965	\$858	\$751
EIGHTH	\$600	\$540	\$480	\$420

CO-OP RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$2,622	\$2,360	\$2,098	\$1,835
HALF	\$1,536	\$1,383	\$1,229	\$1,075
QUARTER	\$863	\$777	\$691	\$604
EIGHTH	\$483	\$434	\$386	\$338

PREMIUM PLACEMENT RATES

SIZE	Per issue
INSIDE FRONT COVER	\$3,483
PAGE 3	\$3,408
PAGE 5	\$3,333
CENTER SPREAD	\$6,988
INSIDE BACK COVER	\$3,483
BACK COVER	\$3,585

EVENT RATES

Available one time per year to qualified events.

SIZE	Per issue	SIZE	Per issue
FULL	\$2,443	QUARTER	\$804
HALF	\$1,431	EIGHTH	\$450

ADVERTISING DEADLINES

WINTER (Dec-Jan-Feb)
Tuesday, October 22, 2022

SPRING (Mar-Apr-May)
Tuesday, Jan 24, 2023

SUMMER (Jun-Jul-Aug)
Tuesday, April 25, 2023

FALL (Sep-Oct-Nov)
Tuesday, July 25, 2023

**deadlines subject to change*

CONTACT

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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.

