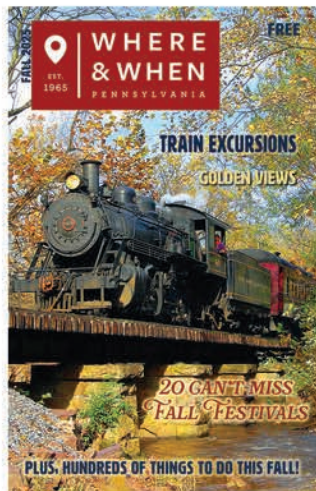




# 2026 MULTI-MEDIA KIT



Promoting  
Pennsylvania  
to residents and  
visitors for  
more than  
*60 years!*



EVENTS | DESTINATIONS | FEATURES

FOR MORE INFORMATION, contact our advertising team at [sales@whereandwhen.com](mailto:sales@whereandwhen.com)



# 2026 Circulation & Demographics

## DISTRIBUTION

- PA Welcome Centers
- Visitors Bureaus
- Visitor Centers
- AAA offices
- Inserted in Community Newspapers
- Hotels
- Convenience and Grocery Stores
- Subscriptions
- ... and other high-profile locations located throughout Pennsylvania and some neighboring states

## READERSHIP

549,775 annually (2024)

## READER PROFILE

- Women - 69%
- Age of Readers:  
30-59, 54% | 60+ - 34% | 18-29 - 12%
- Middle to Upper Income - 64%

## READER USAGE

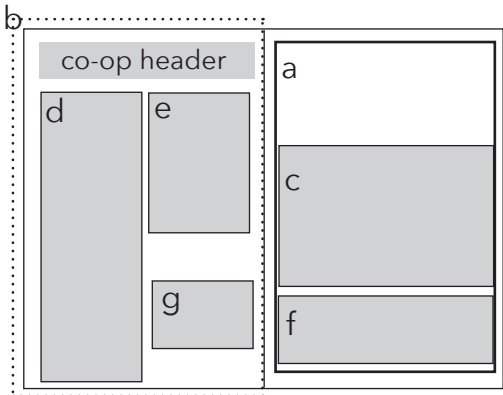
- Attended an event or attraction after seeing it in Where & When Pennsylvania (Print) - 74%
- Have used Where & When to make overnight travel plans - 71%
- Used whereandwhen.com to research attractions, events, etc. - 70%

# 2026 Advertising Specs

DISPLAY (PRINT)	width	length
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.



# 2026 Advertising Rates

Save up to 30% when you schedule multiple issues

## STANDARD RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$3,606	\$3,245	\$2,885	\$2,524
HALF	\$2,114	\$1,902	\$1,691	\$1,479
QUARTER	\$1,211	\$1,090	\$969	\$847
EIGHTH	\$677	\$610	\$542	\$474

\* Free web ad with a half page or larger.

## CO-OP RATES

SIZE	1 issue	2 issues	3 issues	4 issues
FULL	\$2,904	\$2,613	\$2,323	\$2,032
HALF	\$1,702	\$1,531	\$1,361	\$1,191
QUARTER	\$975	\$878	\$780	\$683
EIGHTH	\$545	\$490	\$436	\$381

## PREMIUM PLACEMENT RATES

SIZE	Per issue
INSIDE FRONT COVER	\$3,775
PAGE 3	\$3,682
PAGE 5	\$3,631
CENTER SPREAD	\$7,555
INSIDE BACK COVER	\$3,765
BACK COVER	\$3,878

## EVENT RATES

SIZE	Per issue
FULL	\$2,705
HALF	\$1,585
QUARTER	\$908
EIGHTH	\$508

## ADVERTISING DEADLINES

**WINTER** (Dec-Jan-Feb)  
Tuesday, October 21, 2025

**SPRING** (Mar-Apr-May)  
Tuesday, January 20, 2026

**SUMMER** (Jun-Jul-Aug)  
Tuesday, April 21, 2026

**FALL** (Sep-Oct-Nov)  
Tuesday, July 21, 2026

*\*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.

*\*rates subject to change*

# DIGITAL MARKETING .....

WHEREANDWHEN.COM

## FEATURED PARTNERS

Slider on whereandwhen.com homepage.  
800 px W x 600 px H, 72 dpi photo. Plus,  
35-word (or 220-character) copy with link to  
your website.

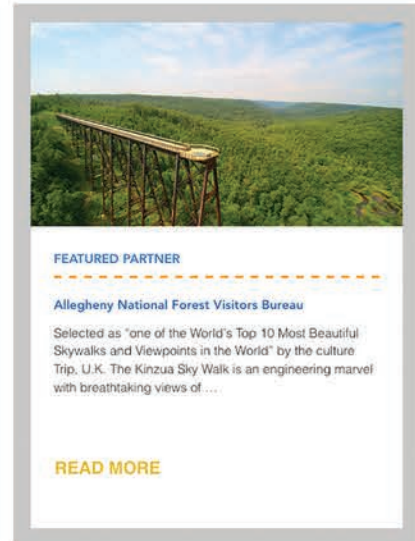
### **RATE** **Print Advertisers**

\$50/month  
(no minimum)

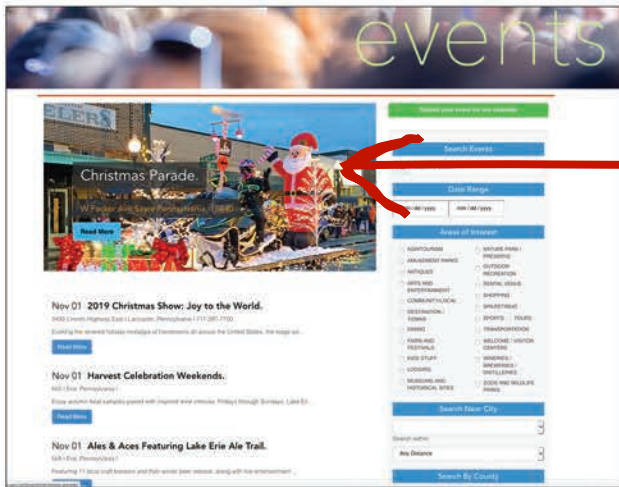
### **RATE** **Web Only**

\$70/month (3 month  
minimum)

Half page or larger print advertisers:  
No charge. Runs concurrent with print ad.



## FEATURED EVENT OR THINGS TO DO LISTING



**Featured Events & Things To Do:**  
slider positioned above calendar list

### **RATE** **Print Advertisers**

\$100 to run concurrent with print ad (3 months)

### **RATE** **Web Only**

\$20/week  
(4 week minimum)

Large rotation photo  
(1200 px wide X 500 px high)  
50-word description max  
(not including date, event name and address)



# DIGITAL MARKETING .....

WHEREANDWHEN.COM

## SPONSORED CONTENT

### RATE

\$200/month

Photo with link from homepage.  
Up to 1,500 words and six photos.  
Promoted by Where & When on  
social media.

(Advertiser provides content. Article subject to  
publishers discretion and can be edited)

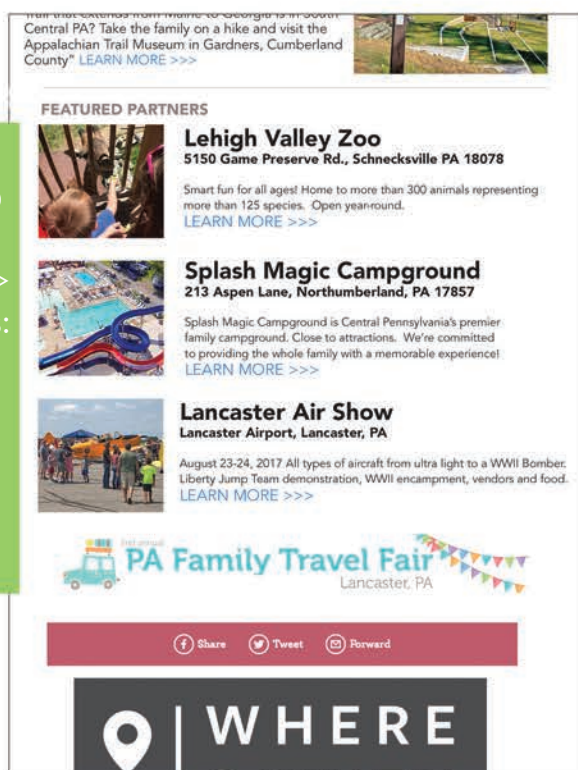


## FEATURED PARTNER ON E-NEWSLETTER

### FEATURED PARTNERS

Photo specs:  
600 px W x  
400 px H

RGB - 72 dpi -  
jpeg



### RATE

\$50/newsletter  
25-word description  
and photo with link  
to your site.

Deadline: 1st Friday of the  
month preceding the news-  
letter  
(advertiser provides content)

Contact: Beverly Shank  
beverly@whereandwhen.com  
717-492-2538

# IN-PERSON MARKETING . . . . .

## PA FAMILY TRAVEL FAIR

Saturday, April 11, 2026 9 am to 3 pm  
Lebanon Valley Expo Center,  
Lebanon  
[pafamilytravel.com](http://pafamilytravel.com)

### Registration includes:

- 10x10 space
- 8-foot pipe and drape
- 6-foot draped table
- 2 chairs
- booth sign
- trash can
- listing in program
- food voucher



For more information email Wendy Royal at  
[wendy@whereandwhen.com](mailto:wendy@whereandwhen.com)



### BOOTH RATES:

#### 10X10 Standard Rate

Register by 11/30/24 - \$425

Register by 4/3/25 - \$450

#### 10X20 Standard Rate

Register by 11/30/24 - \$865

Register by 4/3/25 - \$915

#### Advertiser\*/2025 Exhibitor Discount (10% off registration)

Register by 11/30/24 - \$382

Register by 4/3/25 - \$405

#### Advertiser\*/2025 Exhibitor Discount (10% off registration)

By 11/30/24 - \$778

By 11/30/24 - \$823

**END-CAP BOOTH 20X10** (check availability) - add \$75 upgrade fee on 10x20 rates

\*10% discount is available to 2025/26 Where & When Pennsylvania advertisers and/or 2025 PAFTF exhibitors.