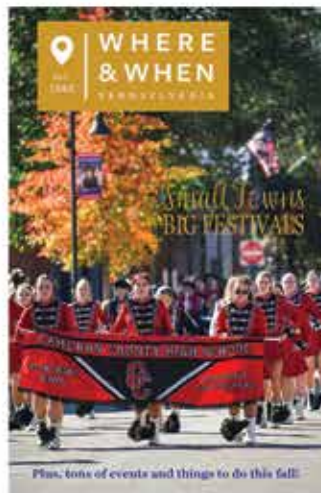
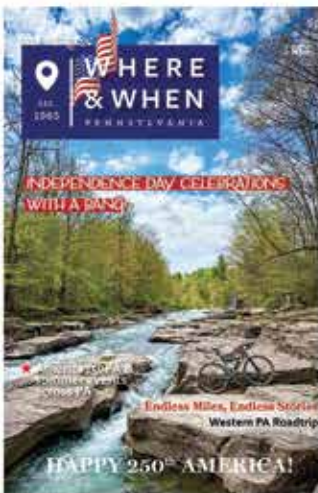
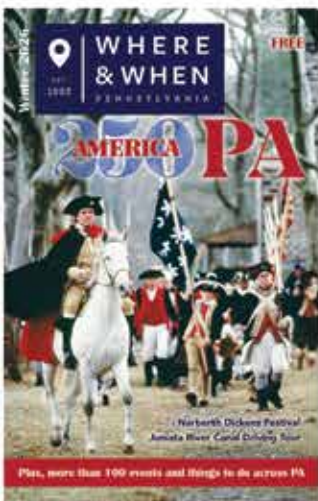




2027 MULTI-MEDIA KIT



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



2027 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

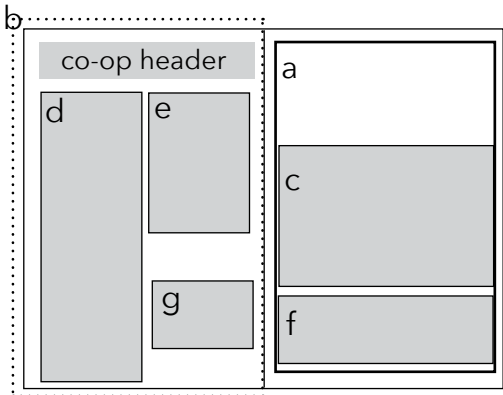
- Attended an event or attraction after seeing it in Where & When Pennsylvania (Print) - 74%
- Have used Where & When to make overnight travel plans - 71%
- Used whereandwhen.com to research attractions, events, etc. - 70%

2027 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.



2027 Advertising Deadlines

ADVERTISING DEADLINES

WINTER (Dec-Jan-Feb)
Tuesday, October 20, 2026

SPRING (Mar-Apr-May)
Tuesday, January 19, 2027

SUMMER (Jun-Jul-Aug)
Tuesday, April 20, 2027

FALL (Sep-Oct-Nov)
Tuesday, July 20, 2027

**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.

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)

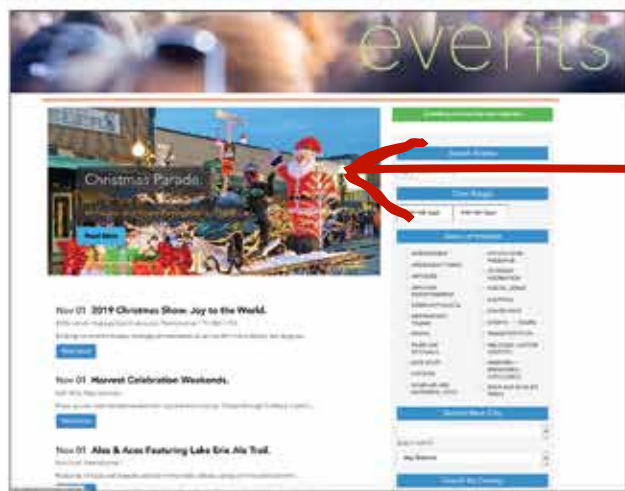
RATE **Web Only**

\$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

\$350/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

\$100/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 3, 2026 9 am to 3 pm
Lebanon Valley Expo Center,
Lebanon
pafamilytravel.com

Registration includes:

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



For more information email Wendy Royal at
wendy@whereandwhen.com



BOOTH RATES:

10X10 Standard Rate

Register by 11/30/26 - \$425

Register by 3/12/27 - \$450

10X20 Standard Rate

Register by 11/30/26 - \$865

Register by 3/12/27 - \$915

Advertiser*/2026 Exhibitor Discount (10% off registration)

Register by 11/30/26 - \$382

Register by 3/12/27 - \$405

Advertiser*/2026 Exhibitor Discount (10% off registration)

By 11/30/26 - \$778

By 3/12/27 - \$823

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

*10% discount is available to 2026/27 Where & When Pennsylvania advertisers and/or 2026 PAFTF exhibitors.