

Allegheny West Magazine

Proudly Serving the Airport Community

Now in Our 26th Year!



2024
Advertising Information
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(724) 673-3161
awmagazine.com

Allegheny West Magazine

“Good news always, mailed & delivered free, every time.”

The longest published, most widely read community-based magazine in the western Allegheny County suburbs, since 1999.

A bit about us...

Allegheny West Magazine is a glossy, free, direct-mail publication serving four school districts in western Allegheny County. Each of Allegheny West Magazine’s four editions are tailored to the school districts they serve and mailed to every residential and business street address, as provided by the United States Postal Service, in its respective school district. For over 20 years, the magazine has worked with local businesses, civic organizations, local governments and other stakeholders to connect communities and raise the overall profile of the airport corridor. The magazine also works with area schools by publishing news and the official newsletters for four public school districts as part of its editions.

Allegheny West Magazine was founded in 1999 by Imperial resident Pat Jennette as a spin-off of her company, which provides public relations and marketing services to school districts and small businesses. In January of 2014, the magazine transitioned ownership to Jennette’s assistant editor, Doug Hughey. An area native himself, Doug now runs the business with his wife, Sarah Kizina, who also grew up in the area and has taken over as the magazine’s art director. Allegheny West Magazine is printed locally by Knepper Press in Clinton.

From start to finish, each edition of Allegheny West Magazine is proudly created by and for local residents.

Editions and publication schedule

Allegheny West Magazine publishes four editions. The magazine’s Moon and Montour editions are mailed on the odd months while its West Allegheny edition is mailed on the even months. The Cornell edition is mailed quarterly. Issues are generally in homes by the second to third week of the month. Throughout the year, several editions also contain special

sections. May and June’s issues contain a special Summer Fun Guide with a comprehensive listing of fairs, festivals and other fun things to do around the area. August and September’s back-to-school issues contain tear-out calendars listing athletic and academic schedules.

Months	Editions Published	Special Sections	Space Deadlines	Artwork Deadlines	Approximate Street Date
January	Moon / Montour		Dec. 15	Dec. 28	Jan. 18
February	West Allegheny / Cornell		Jan. 17	Jan. 29	Feb. 18
March	Moon / Montour		Feb. 15	Feb. 26	March 18
April	West Allegheny		March 15	March 27	April 18
May	Moon / Montour	<i>Summer Fun Guide</i>	April 15	April 29	May 18
June	West Allegheny / Cornell	<i>Summer Fun Guide</i>	May 15	May 29	June 19
July	Moon / Montour		June 17	June 26	July 18
August	West Allegheny / Cornell	<i>Back to School Calendars</i>	July 17	July 29	Aug. 18
September	Moon / Montour	<i>Back to School Calendars</i>	Aug. 15	Aug. 28	Sept. 18
October	West Allegheny		Sept. 16	Sept. 27	Oct. 18
November	Moon / Montour		Oct. 16	Oct. 29	Nov. 18
December	West Allegheny / Cornell		Nov. 1	Nov. 12	Dec. 1

Editorial opportunities for advertisers:

Allegheny West Magazine’s advertisers can take advantage of special editorial opportunities. Writing and photography assistance is provided at no additional cost, if so desired. In addition to news items, the magazine offers two types of promotional articles:

• **Learning Curves article** - Educates readers about an aspect of the advertiser’s profession with a piece of service journalism that establishes the advertiser as an expert in their field.

• **New in Town article** - Informs readers about a new business, service or staff member. Can also be used for a business that is rebranding or changing ownership.

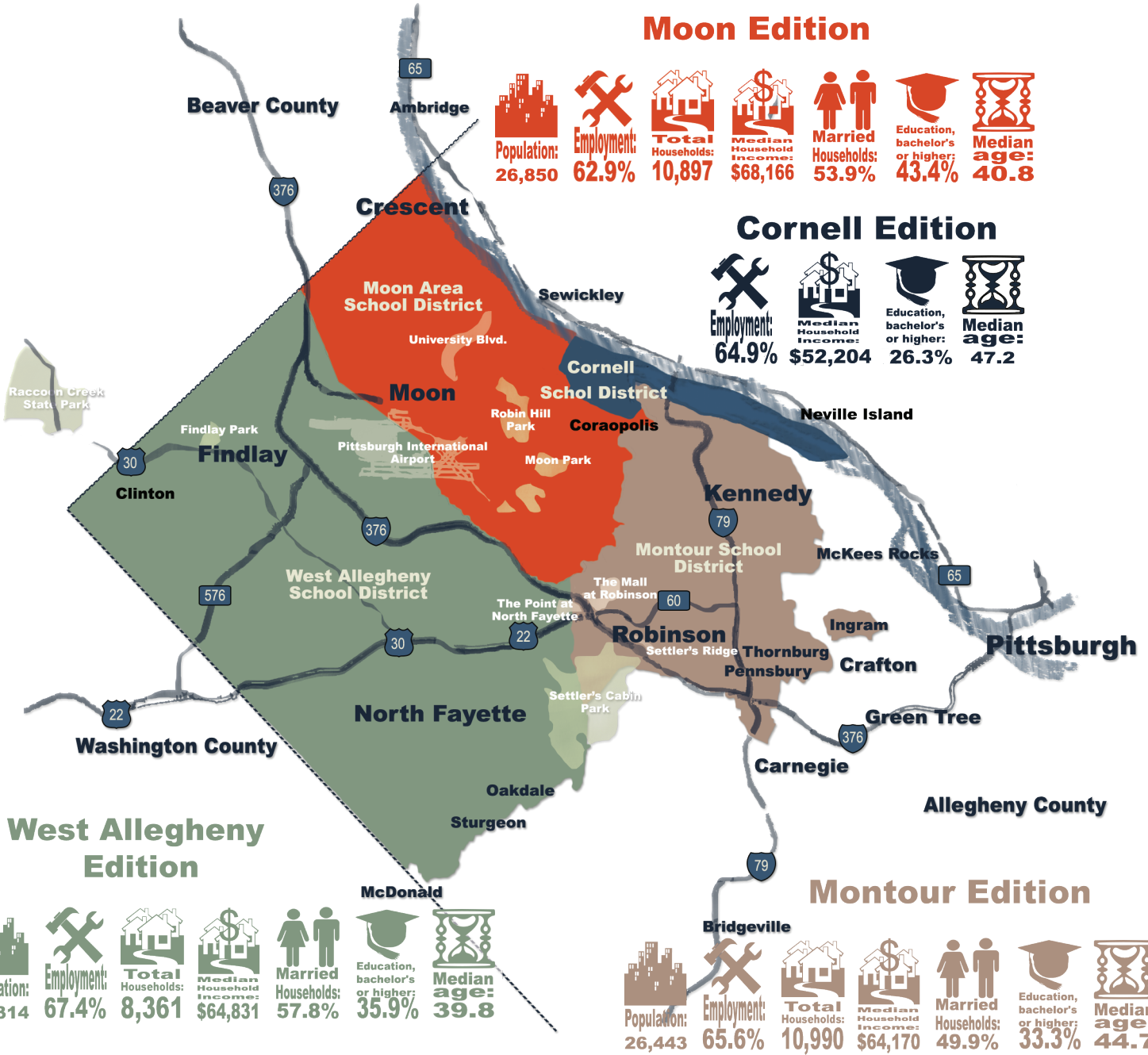
Four editions, each serving their own unique communities -

Moon: serving Moon and Crescent;

Montour: serving Robinson, Kennedy, Ingram, Pennsbury and Thornburg;

West Allegheny: serving Clinton, Findlay, North Fayette, Imperial, Oakdale, Sturgeon and portions of McDonald;

Cornell: serving Coraopolis Borough and Neville Township (Neville Island).



Direct-Mail Copies: 42,000+

Hundreds of additional copies of each edition distributed to high foot traffic areas

Mailed to households in: 16 communities, 13 municipalities, four school districts, 2,000+ businesses

22 total issues published annually – 6 bimonthly and one quarterly

Rates among the most reasonable in the area for the size and reach offered.

Options for editorial perks and advertising in single editions or all.

1,000+ Businesses Have Advertised in Allegheny West Magazine!

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West Allegheny Edition



Montour Edition



Moon Edition



Cornell Edition

Purchase an ad in one edition and focus on a single community or canvas over 42,000 homes and businesses with an ad in all four editions. Discounts available for multiple placements. Prices listed are per placement. View ad packages at awmagazine.com or contact us for a tailored ad package.

SIZE	DIMENSIONS (WIDTH X LENGTH)	RATE PER AD PLACEMENT		
		1x	3x	6x
Full Page	7.625" x 10" *	\$990	\$970	\$950
2/3 Page	4.875" x 10"	\$800	\$760	\$740
Half Page	7.625" x 4.875"	\$595	\$585	\$550
1/3 Page (horizontal)	7.625" x 3.25"	\$480	\$460	\$425
1/3 Page (vertical)	2.4375" x 10"	\$480	\$460	\$425
1/4 Page	3.75" x 4.875"	\$390	\$370	\$350
1/6 Page (square)	3.75" x 3.25"	\$280	\$240	\$220
1/6 Page (vertical)	2.4375" x 4.875"	\$280	\$240	\$220
Business Card	3.75" x 1.875"	\$140 - FLAT RATE		
Mini-Card (B&W)	2.25" x 2"			
Coupon	3.25" x 2.5"	\$140 - FLAT RATE		

RATES ARE NET. NONPROFIT RATES AVAILABLE. PLEASE INQUIRE.
 Rate earned for number of ads purchased. Ads to be run within 12-month period.
 * Size of ad within live area. Full bleed size 8.5"x11.125".

Earn *discounts* and *free advertorials* when purchasing multiple placements in a 12-month period.

Also take advantage of:

- **Free ad design with ad purchase** - Our in-house designers can create ad artwork for you using existing branding material or by creating new branding material at no additional cost. Advertisers may also submit their own ad artwork at 300 dpi using the specifications listed above. No Publisher files, please.
- **Editorial perks** - Free promotional editorial is offered based on the size and number of ads purchased. Assistance with writing and photography is provided at no additional cost. Articles can announce a new business, educate readers about an advertiser's services or share other news. See the advertise tab awmagazine.com or contact us for more information.

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