

Squirrel Hill

Magazine



Media Kit

Squirrel Hill

Magazine



The Squirrel Hill Urban Coalition (SHUC) invites you to participate in an innovative advertising outlet that offers direct mail, at affordable rates, that reaches the entire local community.

Squirrel Hill Magazine is an exciting publication that is mailed four times a year to over 22,000 homes in the Squirrel Hill, Shadyside & Point Breeze areas. For four successful years, Squirrel Hill Magazine has been promoting, informing, and serving our community. Your advertisement will reach your neighbors and will be sure to increase your sales and leads.

Enclosed, you will find a media kit/ rate sheet. One of our marketing consultants will be contacting you through the next few days to arrange a time to discuss the marketing goals for your business. If you have any questions or time available before next week, please contact SHUC via phone or email. Please visit our website at www.squirrelhillmagazine.net.

Best regards,

Steven G. Hawkins
SHUC President

"The most effective and responsive advertising we have ever done."
Meira Gumerman
The Chocolate Moose

"The best advertising in the last thirty years, we have received **twice** the number of coupons from Squirrel Hill Magazine than any other publication."
Gail Gross
The Pussycat

Squirrel Hill Magazine

Did somebody say,
"Free Advertising?!"
CHECK THIS OUT!

what's new

The *What's New* column provides our advertisers with a FREE way to connect with their customers. It features 10-12 fresh items that are available. If your business wishes to be featured in this column, please email us at pinkhaus.design@verizon.net with the following information:

JPEG PHOTO OR CUTOUT

20-30 WORD TEXT

ISSUE TO BE FEATURED IN

Note: due to lack of space, not all submissions will be used. Please indicate the last possible issue that you wish your information to be featured in.

JPEG photo

20-30 word text

on the
What's New

on the scene

What's New





Little's
Boots, purses, hats and gloves—the perfect gifts. Check out Pittsburgh's largest selection of UGG's at Little's 5850 Forbes Ave. 412-521-3530.



London Dock
You can't miss with the classics this season. Burberry and Lacoste shirts, polos and scarves, available at London Dock 5824 Forbes Ave. 412-421-5710.



Articulation Ltd.
Articulation Ltd. is proud to offer Debbie Thibault's American Collection. Each piece is completely handmade in a very limited edition. The whimsy of her work touches the child that lives in each one of us. \$49.00 to \$189.00 at Articulation, Ltd. 5899 Ellsworth Ave. 412-661-1963.



Evelyn James
Time to hunker down and sit by the fire. Feel extra cozy with these luxurious throws and pillows from Evelyn James. 412-521-5220.



Maggie & Stella's
Turn holiday wishes into holiday kisses with this mistletoe brooch, crafted of hand-patinaed bronze and freshwater pearls, by designer Michael Michaud. Find this and many more one-of-a-kind gifts at Maggie & Stella's Cards & Gifts, 209 Oakland Ave. 412-648-1353.



Chocolate Moose
Cocoa, get your hot cocoa! Moroccan spice, peppermint, dark chocolate—you name it. Sample the wide assortment of your favorite hot beverage at Chocolate Moose 412-422-2208.



Capriccio
Embellished with bows and polka dots, it's the perfect accessory to your holiday wardrobe. Come in and sparkle at Capriccio 5825 Forbes Ave. 412-422-4225.



Charles Spiegel
Limited edition, classic rock t-shirts. Doors, Aerosmith, Public Enemy, Led Zep and more. Give vintage a hip new look! 5841 Forbes Ave. 412-421-9311.



Sirani Gallery
One-of-a-kind three dimensional works of art by Juan Cukier. Juan's original mixed media sculptures are constructed with paper, clay, games, handmade paper, gold and silver leaf and metal paint pigments. Each sculpture is created with great detail and devoted inspiration. Sizes range from 4x5 pieces for a table or small space to large multi-dimensional wall art.

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Squirrel Hill Magazine

Squirrel Hill Magazine is a free, quarterly magazine that focuses on promoting and serving the community. Squirrel Hill Magazine is proven to be the most cost effective advertising outlet to reach the Squirrel Hill, Shadyside and Point Breeze consumers.

“The most effective and responsive advertising we have ever done”
Meira Gumerman
The Chocolate Moose

22,000

Magazines mailed to ALL homes and businesses in Squirrel Hill, Shadyside and Point Breeze

1,000

Magazines are available at local businesses, including:

CARNEGIE LIBRARY 61C CAFÉ COFFEE TREE STARBUCK'S BARNES & NOBLE

WWW.

In Fall of 2009, Squirrel Hill Magazine will be available on the web. www.squirrelhillmagazine.net will include a feature that allows readers to access each issue online. New opportunities for web advertising will be available. Please, inquire about how your business can advertise on our website.

“The best advertising in the last thirty years, we have received **twice** the number of coupons from Squirrel Hill Magazine than any other publication.”
Gail Gross
The Pussycat

features

- * what's new
- * restaurants
- * SHUC committee reports
- * calendar
- * shops & stops
- * art & poetry
- * from the hill
- * councilman's corner
- * finance

ads

All ads print full color. We accept: QuarkXpress, PDF and TIF files. Camera ready art must be submitted to size. Screen requirements are 150-175 line. Artwork may be submitted via disk or emailed to pinkhaus.design@verizon.net. If you do not have an ad to submit, we will be happy to provide one for an ad setup fee of \$75.

contacts

Squirrel Hill Urban Coalition, publisher
Patricia Tsagaris, designer
Steve Cohen, webmaster

info@shuc.org
pinkhaus.design@verizon.net
stevec@keystonebydesign.com



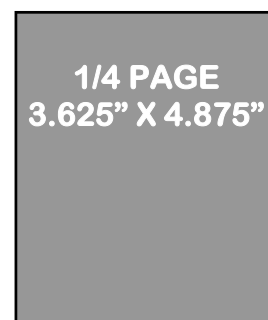
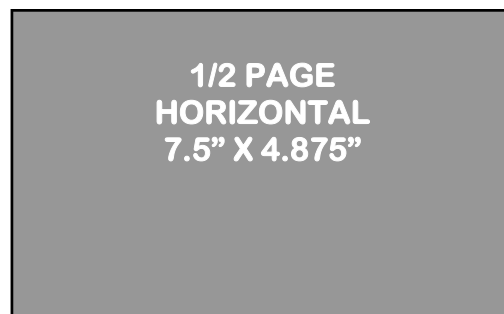
SQUIRREL HILL MAGAZINE

2008 *Advertising Rates and Sizes* 2008

TO RESERVE YOUR SPACE, CALL THE SQUIRREL HILL URBAN COALITION AT **412.422.7666**

OR EMAIL INFO@SHUC.ORG

E-MAIL ARTWORK TO PINKHAUS.DESIGN@VERIZON.NET



2008 Dates to Remember

	Space Reserve	Artwork Due	Publication
Spring	March 10, 2008	March 28, 2008	April 14, 2008
Summer	June 30, 2008	July 18, 2008	August 4, 2008
Fall	September 6, 2008	September 20, 2008	October 6, 2008
Winter	October 30, 2008	November 18, 2008	December 8, 2008

	1x	2x	3x	4x
1/4 PAGE	480.00	435.00	385.00	290.00
1/2 PAGE	900.00	810.00	720.00	540.00
FULL PAGE	1620.00	1460.00	1300.00	975.00
INSIDE COVER	1920.00	1730.00	1535.00	1155.00
BACK COVER	2400.00	2160.00	1920.00	1440.00

*75.00 set up fee if no artwork is provided

*Make checks payable to: Squirrel Hill Urban Coalition

Mail checks to: Squirrel Hill Magazine 5604 Solway St. Pittsburgh, PA 15217