

NORTHERN CONNECTION

August 2023

CONNECTING YOU TO THE COMMUNITY FOR 24 YEARS



Has Made a Student's Architecture Dreams a Reality!

Also...

Back-to-School 2023-24

3rd Annual Race to Beat Women's Cancers

Creating NEXT STEPS to Your Future



NORTHERN CONNECTION

May 2023

CONNECTING YOU TO THE COMMUNITY FOR 24 YEARS

A High-Risk Pregnancy: The Care You Need — Close to Home

Also...

Women's Health
Women in Business
Memorial Day Trivia



NORTHERN CONNECTION

October 2022

CONNECTING YOU TO THE COMMUNITY FOR 23 YEARS



Expert Specialty Care for Women, By Women

Also...

Fall Fun | Home Guide



Don't Change the Way They Learn. Change the Way They're Taught.

NORTHERN CONNECTION

CONNECTING YOU TO THE COMMUNITY

NORTHERN CONNECTION

YOUR COMMUNITY MAGAZINE

2024

Media Kit

NORTHERN CONNECTION

April 2022

CONNECTING YOU TO THE COMMUNITY FOR 23 YEARS



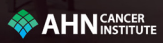
Glimmer of Hope teams up with 2021 NFL Hall of Famer Tommy Faneca to fight Cancer

Also...

Play Ball with The Miracle League



Agora Cyber Charter School



NORTHERN CONNECTION

June 2022

CONNECTING YOU TO THE COMMUNITY FOR 23 YEARS

Providence Heights Alpha School: Celebrating 96 years of excellence in education



Also...

Summer Fun | Animated Dads Trivia | Men in Business

NORTHERN CONNECTION

April 2023

CONNECTING YOU TO THE COMMUNITY FOR 24 YEARS

Shannopin Country Club

Enhancing Your Life

Also...

Summer Camp Guide | Wedding Guide
Health & Wellness | You're a Real Gem Trivia



NORTHERN CONNECTION

November 2022

CONNECTING YOU TO THE COMMUNITY FOR 23 YEARS



Saving Limbs and Lives with a Team Approach

Also...

Family and Small Business Spotlights | Holiday Guide

The limb salvage team at UPMC's renowned, premier world-class vascular surgery center in Rome.

NORTHERN CONNECTION

YOUR COMMUNITY MAGAZINE



Celebrating 25 Years Connecting Your Business to the Community!

Choose a magazine that will brand you and your company to the northern communities of Pittsburgh. Team up with us to increase name recognition and loyalty from the community.

Direct Mail and Pick-Up Distribution to Reach Your Ideal Client

Northern Connection magazine is distributed by direct mail into thousands of homes each month, as well as into the racks of area grocery stores, hospitals, schools and other high-traffic locations. Our readers are a highly sought-after demographic market, which ensures that your message reaches the right target.

Where we go

With direct mail and rack distribution in Adams Township, Allison Park, Aspinwall, Avalon, Bakerstown, Bellevue, Bradford Woods, Butler, Cranberry, Etna, Fox Chapel, Franklin Park, Gibsonia, Glenshaw, Hampton, Ingomar, Jackson, Mars, Marshall, McCandless, Middlesex, Millvale, North Shore, O'Hara, Ohio Township, Perrysville, Pine-Richland, Ross, Sewickley, Shaler, Sharpsburg, Valencia, Warrendale, West View, Wexford, and Zelienople, we focus on high-traffic locations, providing excellent visibility for the magazine and your ad while also encouraging increased readership.

DISTRIBUTION



[CLICK HERE](#)

to view Northern Connection
& Pittsburgh 55+ Magazines

2024 Editorial Calendar

CALENDAR

JANUARY

25th Annual Education Guide

- New Year Health & Wellness
- Student Health & Safety
- Winter Events

FEBRUARY

2024 Health Care Guide

- Higher Education
- Pittsburgh Party Guide
- Winter Fun/Events
- Winter Safety

MARCH

Health & Wellness

- Summer Camps
- Home & Garden
- Real Estate
- Education Feature

APRIL

2024 Pittsburgh Wedding Guide

- Autism Awareness Month
- Special Needs Education

MAY

Women/Babies Health

- Women in Business/Health Care
- Spring Fun & Events

JUNE

Men's Health

- Summer Fun Guide
- Summer Fitness & Health
- Family Farm Guide

JULY

Doctors & Health Care Professionals Guide

- Summer Fun Guide
- Summer Health & Fitness
- Summer Restaurant Guide

AUGUST

Back to School 2024 & Pediatrics

- Summer Fun
- Kids Health & Wellness

SEPTEMBER

Health & Wellness Feature

- After School Activities
- Back to School Part 2
- Higher Education Guide

OCTOBER

Women's Health & Wellness

- Women in Health Care
- Fall Fun & Events
- Higher Education Guide

NOVEMBER

Family Health & Wellness

- Spotlight on Family & Small Business
- Holiday Guide
- National Adoption Month

DECEMBER

Holiday Gift Guide

- Holiday/Winter Events
- Importance of Shopping Local
- Holiday Worship Guide

In Every Issue

- Health & Wellness
- Education
- Movers & Shakers
- Trivia
- MOM2MOMS
- Senior Living
- Happenings
- Support our Troops

Strength in Numbers

Digital Marketing

Northern Connection Magazine complements your print advertising with Social Media & Digital Marketing



350,000+

Estimated impressions per month

E-Newsletter

10,000 Monthly Subscribers
Over 25% Read Rate

Social Media

Over 4,000 Monthly Followers
Facebook, Twitter, Instagram, Blog, Pinterest

Website

10,000 Unique Monthly Visitors
northernconnectionmag.com
PittsburghFiftyFivePlus.com

DIGITAL

NORTHERN CONNECTION

YOUR COMMUNITY MAGAZINE

Advertising Deadline:

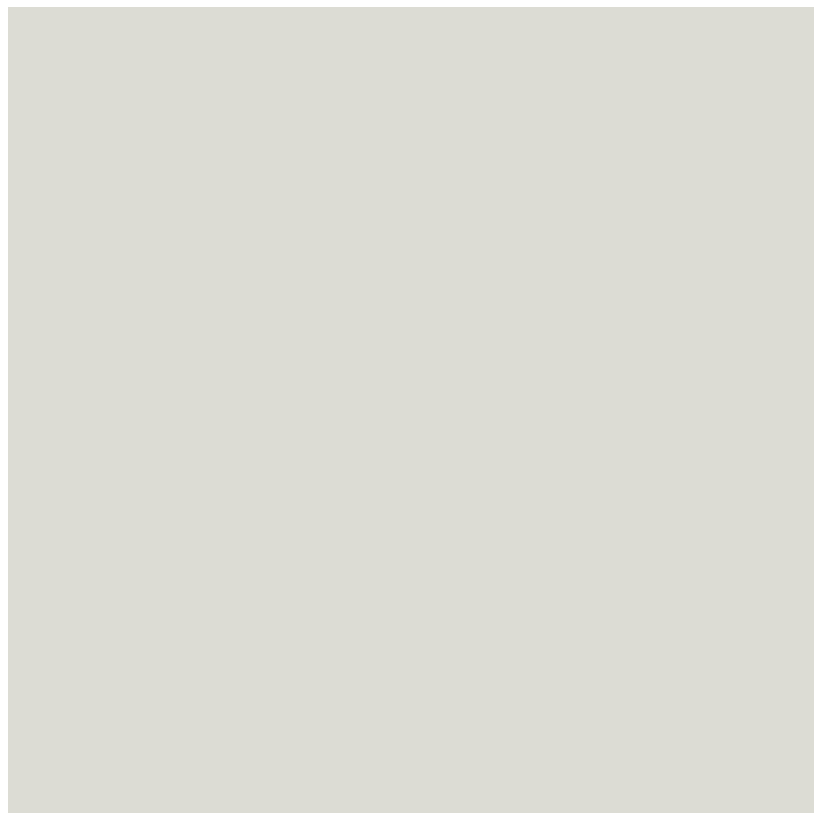
Reservations for advertising space must be finalized on or before the 15th of the month preceding the issue in which your ad is to appear.

Advertising Production & Submission:

Accepted electronic formats for your ad submissions are 300 DPI TIFF, JPEG and high resolution PDF with font information embedded. If your ad is not "camera-ready," Northern Connection provides graphic design and photography services at competitive rates. Ask your representative for details.

CONTACT INFORMATION:

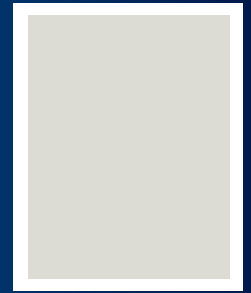
PO Box 425
Mars, Pa 16046
Phone: 724-940-2444
Email: Info@NorthernConnectionMag.com
www.northernconnectionmag.com



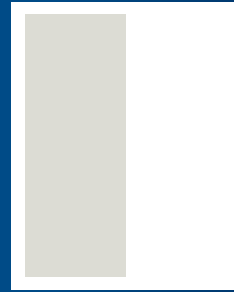
Display Ad Measurements



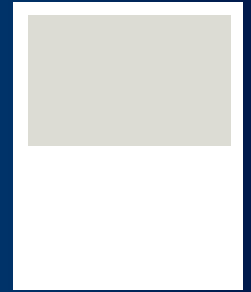
Full Page – bleed
8.125" x 10.5" + 1/8" bleed



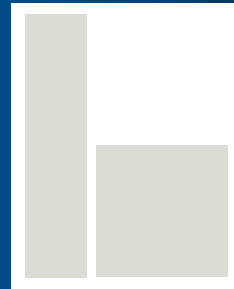
Full Page – no bleed
7.75" x 10"



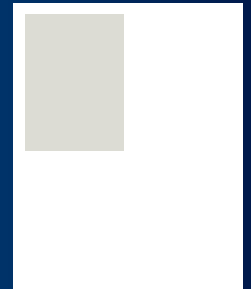
1/2 Page Vertical
3.5" x 9.75"



1/2 Page Horizontal
7.25" x 4.75"



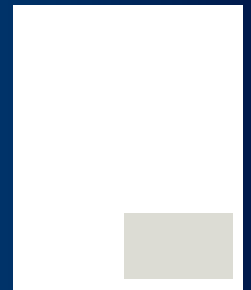
1/3 Page
2.25" x 9.75" (vertical)
or 4.75" x 4.75" (square)



1/4 Page
3.5" x 4.75"



1/6 Page
2.25" x 4.75" (vert or horiz)
or 3"H x 3.5"W



Business Card
2.25" x 3.5" (horiz)



1/12 Page
2.25" x 2.25" (vert or horiz)

Ad Art Creation Rates

Full Page	\$125
1/2 Page	\$75
1/3 Page	\$60
1/4 Page	\$50
1/6 Page	\$40
1/12 Page	\$30



Pittsburgh Fifty-Five PLUS YOUR COMMUNITY MAGAZINE

Pittsburgh Fifty-Five Plus Magazine covers our region like nobody else!

Pittsburgh Fifty-Five Plus magazine is committed to providing useful information for both family and our ever-increasing senior population.

The content includes a variety of features on Health & Wellness, Housing, Recreation & Travel, Legal and Financial issues, plus Support and Daily Living topics that will help to educate and inform. In addition, there are listings for numerous local community resources and events where families and seniors can turn for help.

Advertising in **Pittsburgh Fifty-Five Plus** magazine lasts for months - not just seconds or days. Each issue, the magazine overflows with high-quality writing, photography and illustrations that captivate our audience. **Pittsburgh Fifty-Five Plus'** colorful, glossy pages adorn coffee tables and waiting rooms throughout the quarter. That longevity means even more exposure for your business. Call today and find out how **Pittsburgh Fifty-Five Plus** can help you connect your business to the community. We look forward to working with you!

CONTACT INFORMATION:

P.O. Box 425

Mars, PA 16046

Phone: 724-940-2444

Fax: 724-940-2447

Email: info@pittsburghfiftyfiveplus.com

www.PittsburghFiftyFivePlus.com

Circulation and Distribution

Targeted Readership

Direct-mailed to subscribers. Additional FREE copies stocked at local grocery stores and other high-traffic retailers and advertisers such as pharmacies, hospitals, health and senior centers, retirement communities, medical facilities and senior-related events.

Reach Seniors who need these types of products and services: Retirement Communities, Rehabilitation Centers, Medical Equipment, Recreational Activities, Handicap Accessibility Services, Medical Screenings, Adult Day Care, Pharmacies, Social Service Agencies, Urgent Care, Insurance, Storage Facilities, Personal Care Homes, In-home Care, Legal Services, Financial Assistance, Senior Centers, Support Groups, Respite Care, Churches and Spiritual Information, Hospice Services, Estate Planning, Senior Group Homes, Transportation Services, Funeral Planning, Elder Advocacy, Travel Services, Medical Benefits, and Fitness Centers.

We print and distribute 10,000 magazines throughout the greater Pittsburgh area, and the magazine is also available entirely online and we have over 10,000 digital readers and social media followers.

Distributed in and around the Pittsburgh area including the following zip codes:

15001	15076	15122	15217	15301	16066
15010	15084	15132	15227	15314	16101
15012	15089	15136	15229	15332	16105
15017	15090	15137	15232	15601	16117
15044	15102	15146	15234	15642	16201
15056	15106	15147	15235	15650	16226
15063	15108	15203	15236	16046	
15068	15116	15205	15237	16055	
15074	15120	15212	15238	16063	

Pittsburgh
FiftyFive **PLUS**
 YOUR COMMUNITY MAGAZINE

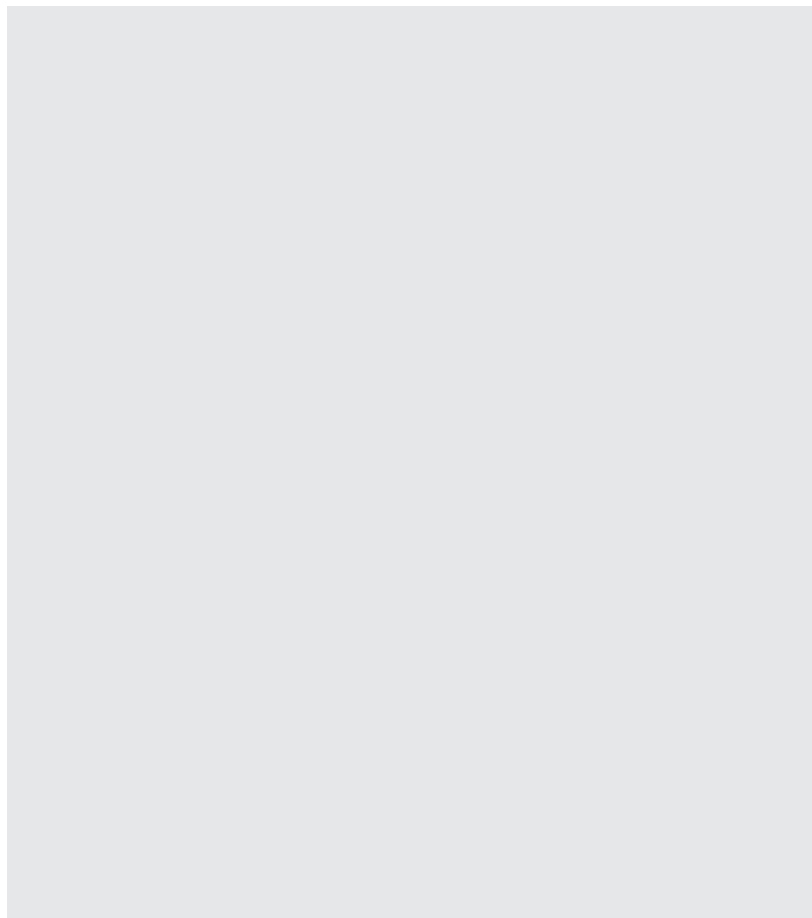
Pittsburgh Fifty-Five Plus is published quarterly. Call to place your ad in our upcoming issue.

Advertising Production & Submission:

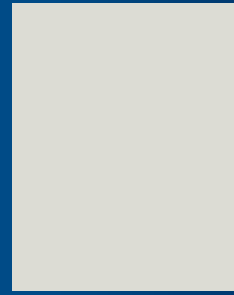
Accepted electronic formats for your ad submissions are 300 DPI TIFF, JPEG and high resolution PDF with font information embedded. If your ad is not "camera-ready," Pittsburgh Fifty-Five Plus provides graphic design and photography services at competitive rates. Ask your representative for details.

CONTACT INFORMATION:

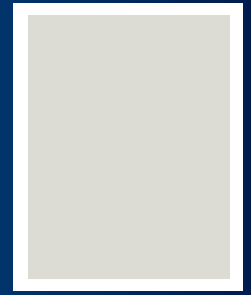
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www.PittsburghFiftyFivePlus.com



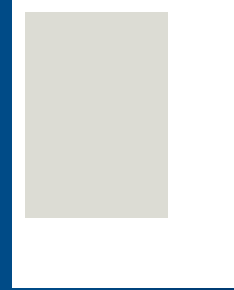
Display Ad Measurements



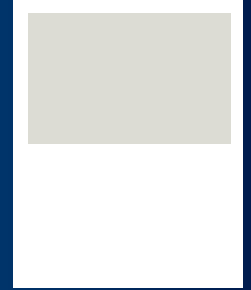
Full Page – bleed
 8.125" x 10.5" + 1/8" bleed



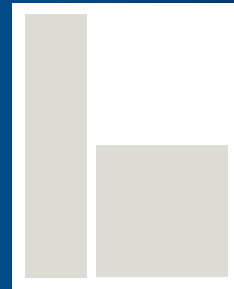
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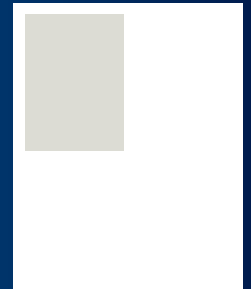
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1/2 Page Horizontal
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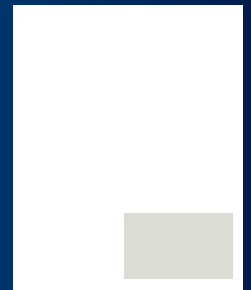
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