

Allegheny West Magazine

Proudly Serving the Airport Community

Now in Our 27th Year!



2025
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 saturate residential and business street addresses in their respective school districts. 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.

Editions and publication schedule

Allegheny West Magazine publishes four editions. Issues are generally in homes by the second to third week of the month. Throughout the year, several editions also contain special sections. See the schedule below for more information.

Months	Editions Published	Special Sections	Space/Editorial Deadlines	Artwork Deadlines	Street Date
January	Montour		Dec. 16	Dec. 26	Jan. 14-18
January	Moon		Dec. 16	Dec. 26	Jan. 14-18
February	West Allegheny		Jan. 17	Jan. 27	Feb. 14-18
March	Cornell		Feb. 17	Feb. 26	March 14-18
March	Moon		Feb. 17	Feb. 26	March 14-18
April	West Allegheny		March 17	March 26	April 14-18
April	Montour		March 17	March 26	April 14-18
May	Moon	<i>Summer Fun Guide</i>	April 14	April 25	May 14-18
May	Cornell	<i>Summer Fun Guide</i>	April 14	April 25	May 14-18
June	West Allegheny	<i>Summer Fun Guide</i>	May 16	May 28	June 14-18
June	Montour	<i>Summer Fun Guide</i>	May 16	May 28	June 14-18
August	West Allegheny	<i>School Calendars / Fall Festivals</i>	July 17	July 28	Aug. 14-18
August	Montour	<i>School Calendars / Fall Festivals</i>	July 17	July 28	Aug. 14-18
September	Moon	<i>School Calendars / Fall Festivals</i>	Aug. 15	Aug. 26	Sept. 14-18
September	Cornell	<i>School Calendars / Fall Festivals</i>	Aug. 15	Aug. 26	Sept. 14-18
October	West Allegheny		Sept. 15	Sept. 26	Oct. 14-18
November	Montour	<i>Holiday Events/Coloring Contest</i>	Oct. 17	Oct. 28	Nov. 14-18
November	West Allegheny	<i>Holiday Events/Coloring Contest</i>	Oct. 17	Oct. 28	Nov. 14-18
December	Moon	<i>Holiday Events/Coloring Contest</i>	Nov. 14	Nov. 24	Dec. 14-18
December	Cornell	<i>Holiday Events/Coloring Contest</i>	Nov. 14	Nov. 24	Dec. 14-18

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;

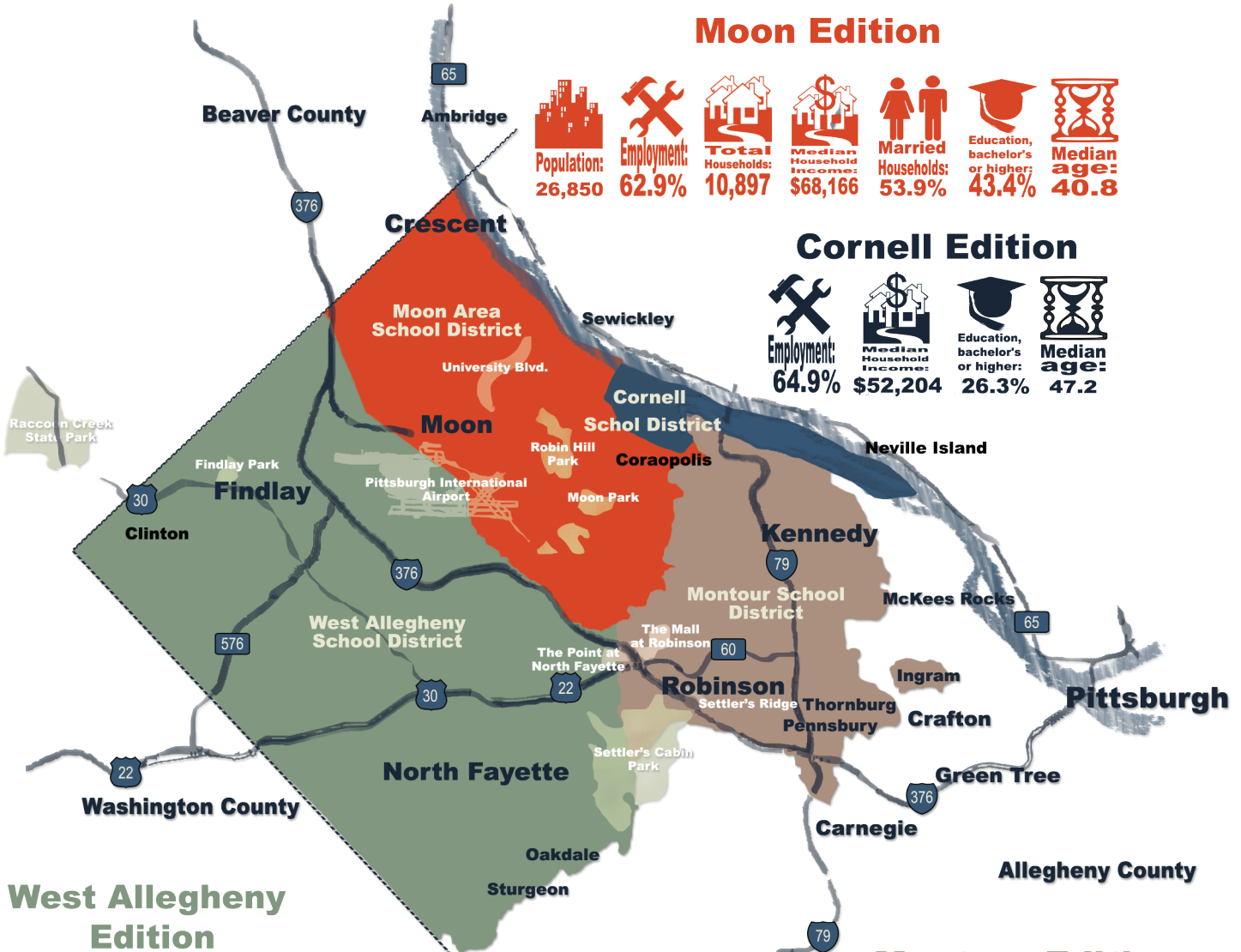
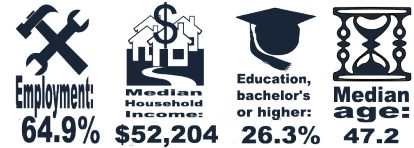
West Allegheny: serving Clinton, Findlay, North Fayette, Imperial, Oakdale, Sturgeon and portions of McDonald;

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

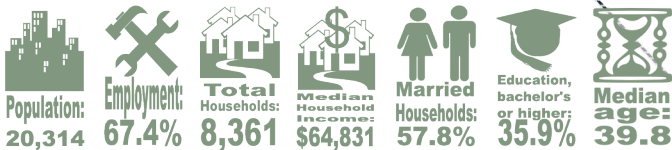
Moon Edition



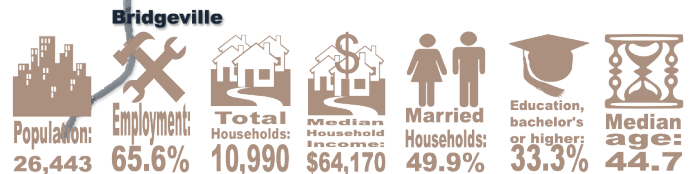
Cornell Edition



West Allegheny Edition



Montour Edition



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

20 total issues published annually

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 and Organizations 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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