THEINCLINE

MEDIA KIT

Engaging your brand with our community of curious local Pittsburghers

OUR AUDIENCE

- 14,071 total subscribers
- 3,658 impressions per send
- 26% open rate
- 14% clickthrough rate

17.9k+	11.3k+	10.9k+

OUR DEMOGRAPHICS

AGE

- 18-24: 11%
- 25-34: 29%
- 35-44: 18%
- 45-54: 12%
- 55-64: 15%
- 65+: 15%

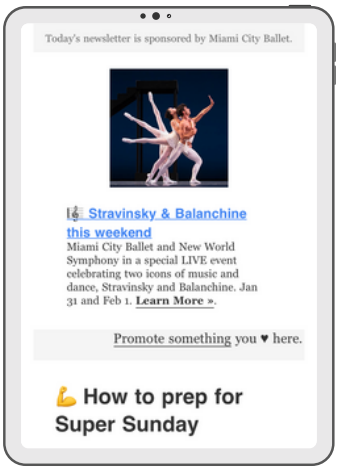
GENDER

- Female: 54.8%
- Male: 45.2%

HASHTAGS

#LiveLikeYouLiveHere
#LocalPittsburgh
#PittsburghNews
#PittsburghLocalNews
#TheIncline
#TheInclinePittsburgh
#PittsburghCivics
#PittsburghActivism
#PittsburghHistory
#PittsburghLifestyle

STANDARD PROMO



Our standard promos appear dispersed throughout our newsletter content, so readers never miss your message. The standard promo includes an image, headline, text, and link. *A higher placement than the Title Promo.*

- *Image Size (jpg or png): 300 x 300px*
- *Emojis: ✓*
- *Secure Website: ✓*
- *Package discounts available - email hello@theincline.com for prices*

TITLE PROMO

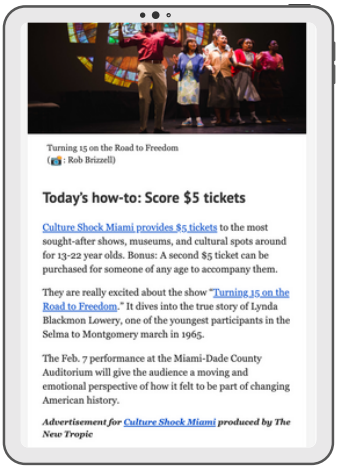
You are featured as the day's presenting sponsor with your logo/image, title, text, and link right under our logo at the tippy top of our newsletter.

- Image Size (jpg or png): 300 x 300px
- Emojis: ✓
- Secure Website: ✓
- *Package discounts available - email hello@theincline.com for prices*

EXPANDED PROMO

You are featured prominently in a content section in our morning newsletter, with a 600x400px image, headline, 100 words of copy and links to other pages of your choice.

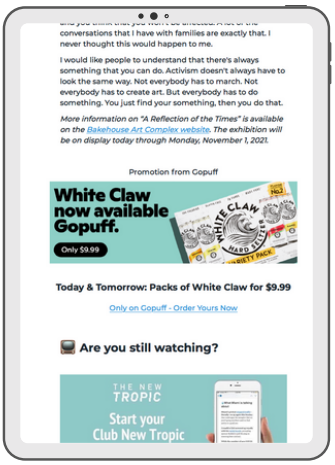
- Image Size (jpg or png): 600 x 400px
- Emojis: ✓
- Website: Multiple: ✓
- *Package discounts available - email hello@theincline.com for prices*

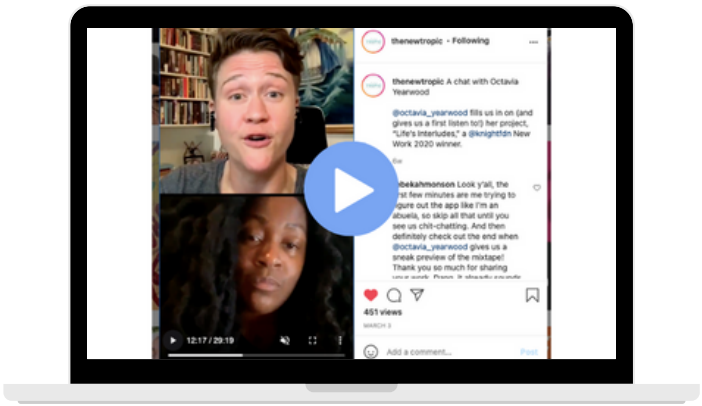


BANNER PROMO

Appears dispersed throughout our newsletter content so readers never miss your message. The Banner Ad includes a 750x250px image, headline, call-to-action and link.

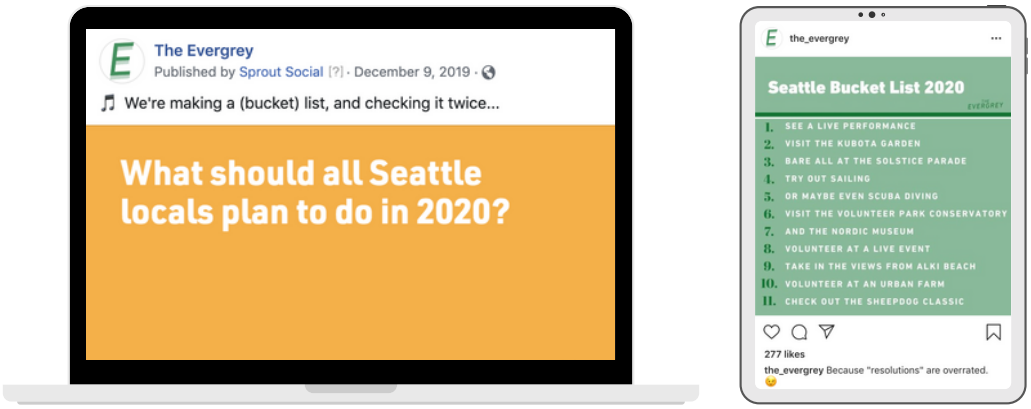
- Image Size (jpg or png): 750 x 260px
- Emojis: ✓
- Secure Website: ✓
- *Package discounts available - email hello@theincline.com for prices*





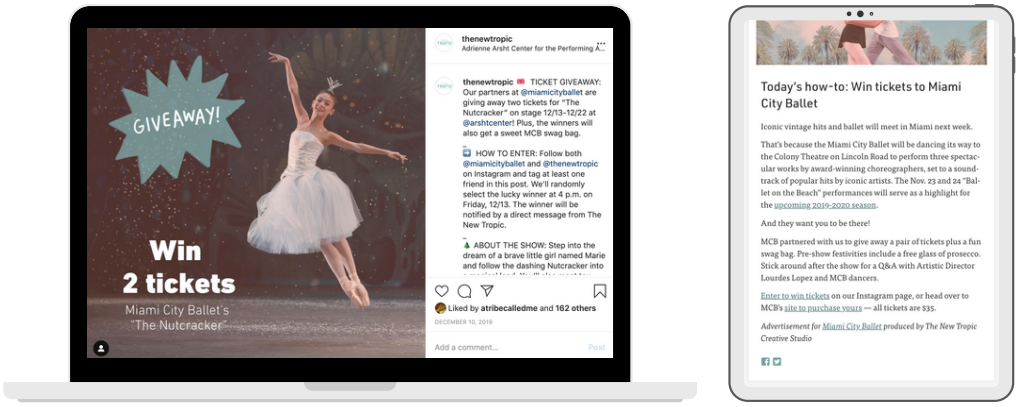
INSTAGRAM LIVE

Live Q&As, hosted by one of our own curious locals on Instagram. These conversations typically last 8-10 minutes, and can be a general conversation about the sponsor, or a more specific chat about an event, program or product. Afterwards, the videos are saved and posted to IG Grid, shared on Facebook, published in the newsletter the following day, and sent to the sponsor for their use.



CONVERSATION STARTER

We pose a question to our audience, and share out the best answers we receive in a second post. Questions and answers are published on Facebook and Instagram, creating multiple moments to engage our audience around an idea that matters to you.



CONTESTS & INTERACTIVE QUIZZES

Contests that gives our social followers an opportunity to win access to your product (e.g. concert tickets) when they follow your social account and tag their friends in the comments. Contests include social posts to promote the contest, and distribution in our daily newsletter, shown above in the image on the right.

Quizzes are an opportunity to interact with our audience by testing their knowledge or habits around your product category. We pose a series of questions and share out the best answers we receive, putting some local spin on each post. Q

Types of Contests:

- Trivia
- Brackets
- Quizzes
- Giveaways
- more

Other notes:

- Typical contest entry periods are spread over three days to maximize engagement.
- Ideally your brand provide an image that illustrates the prize or the theme of the contest.
- Prizes yield best results when they are tangible items with value of $100 or more, like concert tickets, as opposed to a discount code.
- We don't ship prizes to contest winners or hold prizes for pick up.
- We reserve the right to archive posts 14 days after a contest ends.

THE INCLINE

Editorial Calendar

November 2021
thru
January 2022

Nov. 23	**Gift guide / guide to our top 10 places to shop small on Small Business Saturday**
Nov. 24	**What you're thankful for in Pittsburgh**

Dec. 3	**Holiday 2021 Gift guide**
Dec. 7	**How to support Giving Tuesday in your city; fully reported original**
Dec. 13	**Biggest restaurant openings and closings of 2021**
Dec. 20	**City Yearbook**
Dec. 24	**2021 Bright Spots**
Dec. 31	**'Best things that happened to you - this year's reader responses**

Jan. 4	**2022 To-Do List**

THEINCLINE

TESTIMONIALS

"After reading, I feel more connected to my city."

"Consistency — I know I'll like what I read and will be more informed about what's happening."

"I gain an understanding of how other people in the city are thinking."

❤ "The positivism and optimism, without naivete!"

ADVERTISE WITH US

Hello@TheIncline.com