

# Allegheny West Magazine

Proudly Serving the Airport Community

Now in Our 28<sup>th</sup> Year!



**2026**  
**Advertising Information**  
**info@awmagazine.com**  
**(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 25 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 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. Throughout the year, several editions also contain special sections. See the schedule below for deadlines, release dates and special sections:

Months	Editions Published	Special Sections	Space & Editorial Deadlines	Artwork Deadlines	Approximate Street Date
<b>February</b>	Moon Edition		Jan. 14	Jan. 28	Feb. 14-18
	Montour Edition		Jan. 14	Jan. 28	Feb. 14-18
	West Allegheny Edition		Jan. 14	Jan. 28	Feb. 14-18
	Cornell Edition		Jan. 14	Jan. 28	Feb. 14-18
<b>April</b>	Moon Edition		March 16	March 27	April 14-18
	Montour Edition		March 16	March 27	April 14-18
	West Allegheny Edition		March 16	March 27	April 14-18
<b>June</b>	Moon Edition	<i>Summer Fun Guide</i>	May 15	May 27	June 14-18
	Montour Edition	<i>Summer Fun Guide</i>	May 15	May 27	June 14-18
	West Allegheny Edition	<i>Summer Fun Guide</i>	May 15	May 27	June 14-18
	Cornell Edition	<i>Summer Fun Guide</i>	May 15	May 27	June 14-18
<b>September</b>	Moon Edition	<i>Back to School Calendars</i>	Aug. 3	Aug. 11	Sept. 8-12
	Montour Edition	<i>Back to School Calendars</i>	Aug. 3	Aug. 11	Sept. 8-12
	West Allegheny Edition	<i>Back to School Calendars</i>	Aug. 3	Aug. 11	Sept. 8-12
	Cornell Edition	<i>Back to School Calendars</i>	Aug. 3	Aug. 11	Sept. 8-12
<b>October</b>	West Allegheny Edition		Sept. 14	Sept. 28	Oct. 14-18
<b>November</b>	Moon Edition	<i>Holiday Events Guide</i>	Oct. 15	Oct. 27	Nov. 16-20
	Montour Edition	<i>Holiday Events Guide</i>	Oct. 15	Oct. 27	Nov. 16-20
	West Allegheny Edition	<i>Holiday Events Guide</i>	Oct. 15	Oct. 27	Nov. 16-20
	Cornell Edition	<i>Holiday Events Guide</i>	Oct. 15	Oct. 27	Nov. 16-20

## Editorial opportunities for advertisers:

Allegheny West Magazine’s advertisers can take advantage of special editorial opportunities. Writing, design and photography assistance are provided at no additional cost. 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.

# Allegheny West Magazine

## Distribution and Demographic Information

Four editions, each serving their own unique communities -

**Moon:** serving Moon and Crescent;

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

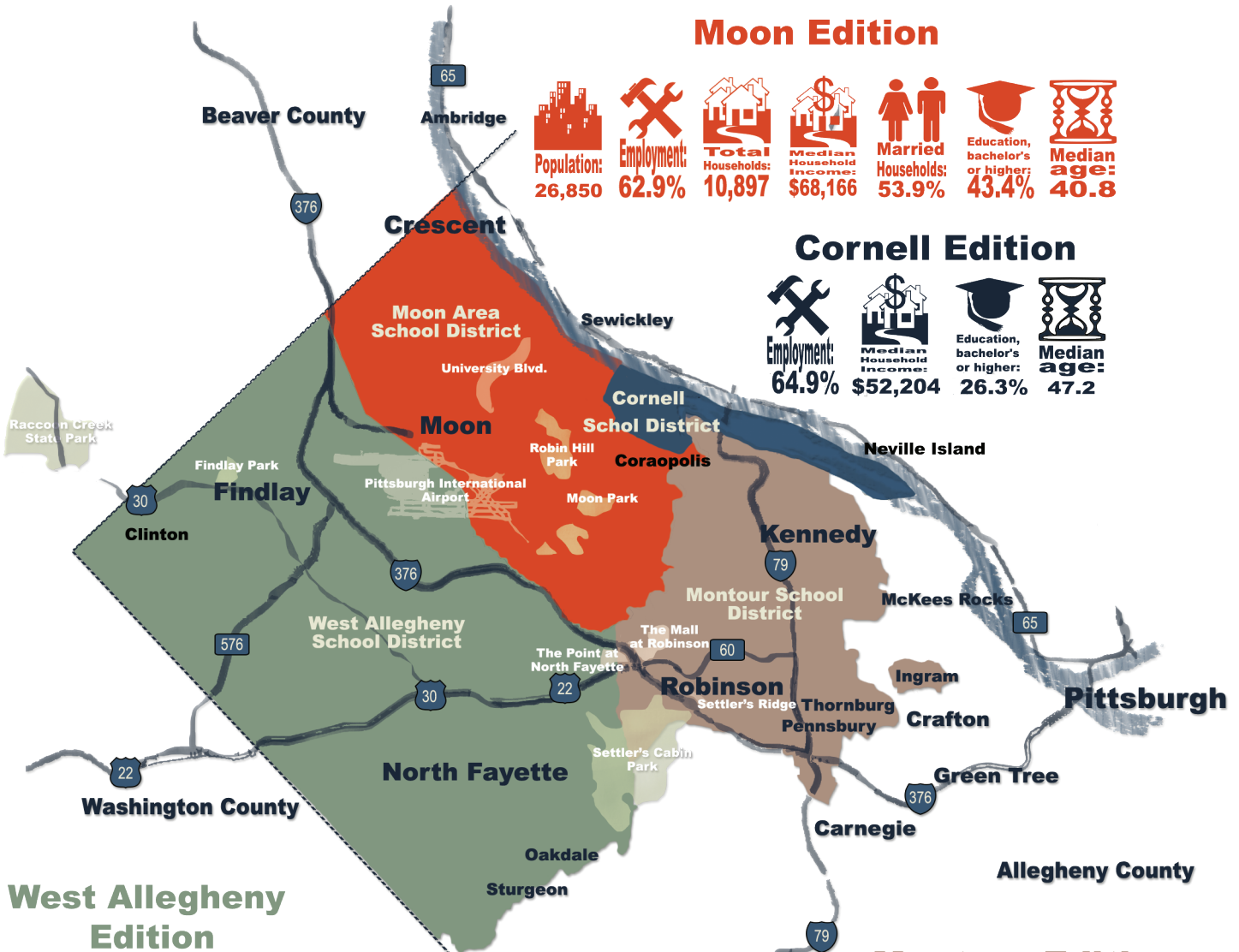
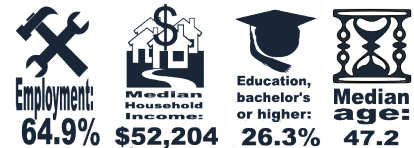
**West Allegheny:** serving Clinton, Findlay, North Fayette, Imperial, Oakdale, Sturgeon and portions of McDonald;

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

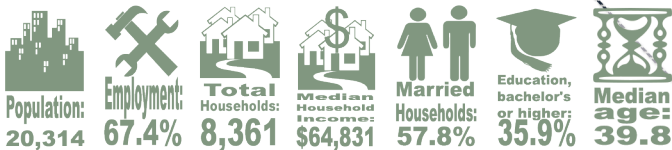
### Moon Edition



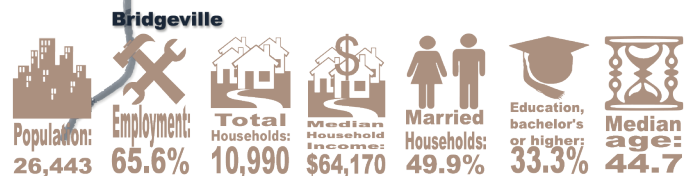
### Cornell Edition



### 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!**

# Allegheny West Magazine

## 2026 Advertising Information



**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](http://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](http://awmagazine.com) or contact us for more information.

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