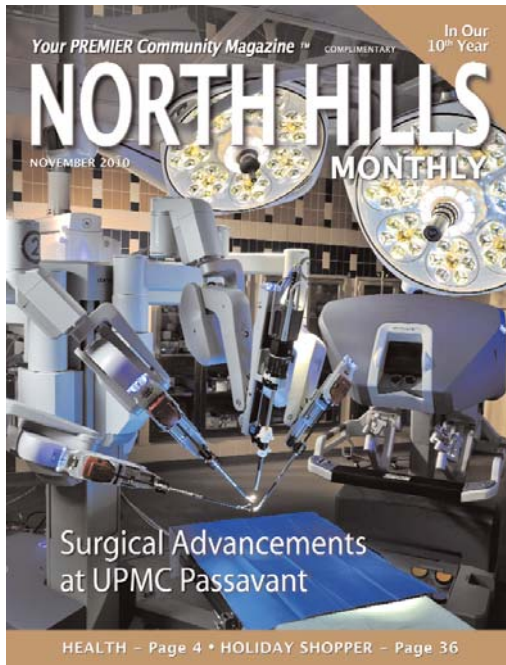


NORTH HILLS

MONTHLY

Your PREMIER Community Magazine™



I can't believe how quickly the five years have passed since we opened our doors for the first time in Cranberry Township. Even though I have been in a very busy practice for over 14 years, this was a completely new location for us. The first week I had one patient, the second I had three. We weren't even in the phone book for the first year. But that didn't stop the phenomenal growth I saw once word got out via North Hills Monthly magazine.

This is a long overdue thank you to North Hills Monthly magazine. Through their success, we have enjoyed successful growth. Over 90 percent of our new patients heard about us from our monthly articles, which is second only to recommendations to friends and family members from happy patients who we personally treat as if they were our own family members."

*Thank You North Hills Monthly magazine
Dr. Christina Teimouri DPM
Beaver Valley Foot Clinic*

Who We Are

North Hills Monthly, your premier community magazine™, has been serving the North Hills community for over 10 years. Each month, we reach more than 60,000 readers with stories that focus on the people and places that make Pittsburgh's northern suburbs unique. Every issue is filled with fascinating personality profiles, news about community events, health, family and education trends, and incisive columns written by experienced professionals in the fields of law, real estate, finance, medicine and senior care.

As the premier source of community news for people who live, work and play in the North Hills, our mission is to provide our readers with well-written, informative and entertaining articles about the place they call home. We don't run 'canned' information or consider press releases 'news.' Our writers live in the North Hills and know the area and its people well, which enables us to target our editorial specifically to the communities we serve.

In addition to original feature stories and professional columns, readers also pick us up to enjoy:

- Ask Dr. Knowledge
- Humor by Larry Richert
- Perspective by Jack Etzel
- Home & Garden
- Hidden Treasure
- Dining Review
- Community Events
- New & Notable
- Worship Directory

Where We Go

North Hills Monthly is the best medium with which to reach Pittsburgh's northern suburbs. We cover all of northern Allegheny and southern Butler counties, including every community from Butler to the North Side, from Fox Chapel to Sewickley Township. We publish a **guaranteed minimum of 20,000 issues monthly**.

Our magazine is distributed in hundreds of high-traffic areas in the North Hills, including local hospitals, grocery stores, restaurants, retail and commercial businesses and corporate offices.

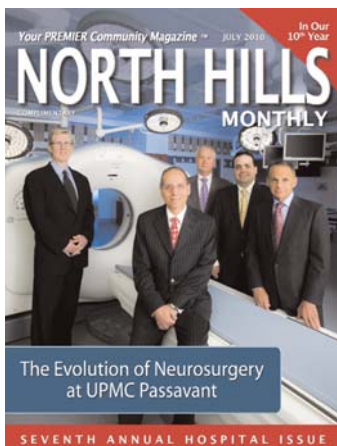
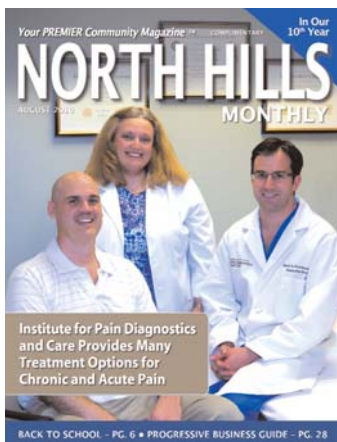
Why You Should Advertise With Us

North Hills' residents pick up our magazine and they frequent the businesses of our advertisers. For this reason, many of our advertisers have been with us since our first issue, and we continue to add new advertisers every day. We offer financial incentives for clients who choose to advertise with us when we run special sections, such as in our Annual Education Issue or in our Holiday Shopper section. Each magazine is printed full-color on glossy paper.

Advertorials—Clients who advertise in one of our special sections will receive advertorial space in which to feature their businesses. Advertorials are written by the client, or can be written by NHM staff for an additional fee. Advertisers who commit to a longer contract will receive a discount on their ad and advertorial space.

First Persons—These 600 or 800-word advertorials are written by the client and include a photo, showcase the client's business and are provided at a special rate. Clients can choose to spotlight a specific product, store, service or procedure in a way that educates the reader and sets the business apart from its competition. We also offer a Premier First Person, which is a two page 1,100-word article, written by the client, which includes 2 photos or a half-page ad.

Advertising—Clients can provide camera-ready ads or have our designer create an advertisement at no cost. Discounts are provided for clients who commit to a three-month, six-month or year-long contract.



Rates and General Information

AD SIZE:

Back Cover with bleed	8.5" W x 11"H (trims to 8.25" W x 10.75" H)
Full Page with bleed	8.5" W x 11"H (trims to 8.25" W x 10.75" H)
Full Page no bleed	7.25" W x 9.75" H
1/2 Page Vertical	4.75" W x 7.25" H
1/2 Page Horizontal	7.25" W x 4.75" H
1/3 Page Vertical	2.25" W x 9.75" H
1/3 Page Square	4.75" W x 4.75" H
1/3 Page Horizontal	7.25" W x 3.125" H
1/4 Page Vertical	3.5" W x 4.75" H
1/6 Page Vertical	2.25" W x 4.75" H
1/6 Page Horizontal	4.75" W x 2.25" H
Community Focus	3.5" W x 3" H
Business Builder V	2.25" W x 3" H
Business Builder H	3.5" W x 2" H

ALL AD RATES INCLUDE FULL COLOR and design when needed

BASIC RATES - PRICES ARE PER INSERTION :

AD SIZE:	1X	3X	6X	12X
Back Cover	\$1460	\$1360	\$1260	\$1160
Full Page	\$1040	\$980	\$919	\$819
1/2 Page	\$845	\$775	\$700	\$615
1/3 Page	\$588	\$530	\$485	\$460
1/4 Page Cover	\$580	\$535	\$467	\$425
1/4 Page	\$550	\$510	\$460	\$405
1/6 Page	\$365	\$330	\$310	\$295
Community Focus	\$225	\$200	\$180	\$145
Business Builder	\$200	\$180	\$160	\$140

ADVERTORIAL OPPORTUNITIES:

- 2/3 page First Person** - \$570 - 600 words plus photo
- Full Page First Person** - \$819 - 800 words plus photo
- Premier First Person** - \$1400 - 2 full pages (1,100 words) plus 2 photos or 1/2 page ad

Call for Special Section Advertorial Opportunities

Magazine Within a Magazine - \$2500

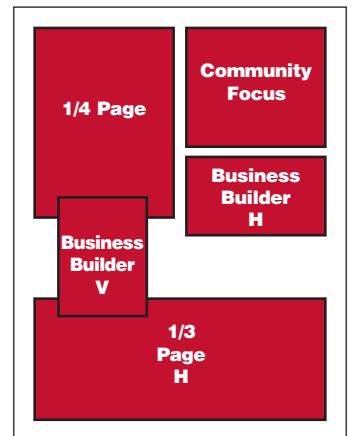
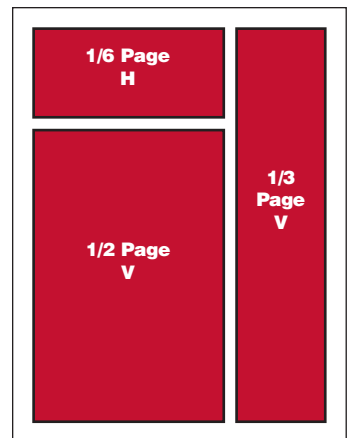
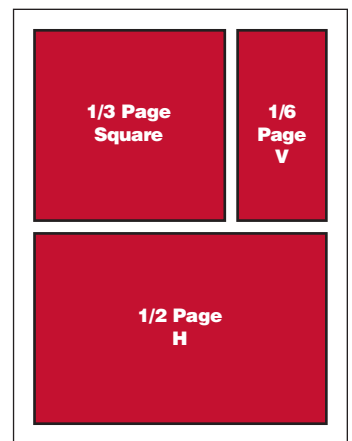
Includes an article and display ad to be placed in the four center pages of the magazine. We do assign a writer to this and our designer will put together your ad copy. You may also purchase reprints at an additional fee.

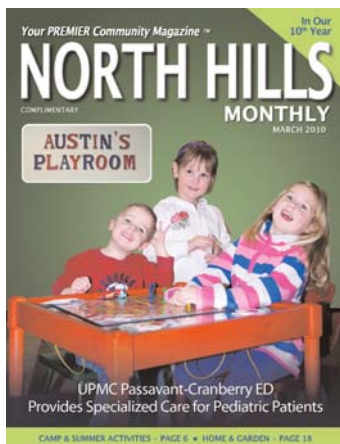
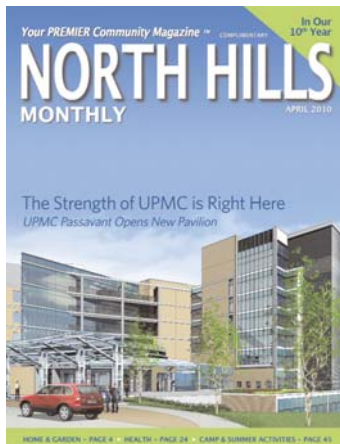
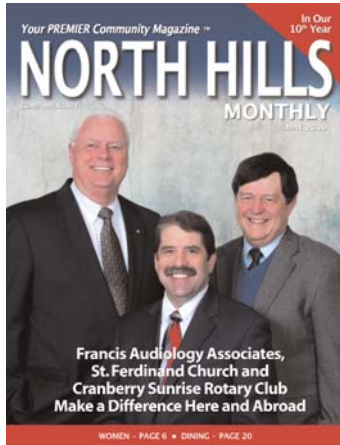
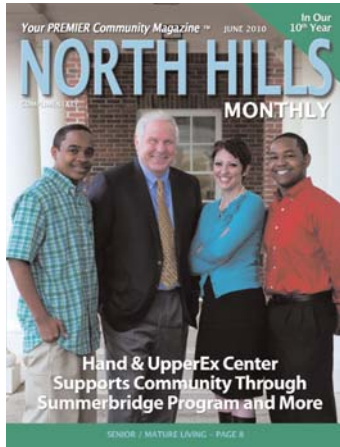
Space Reservation is due on the 9th of each month prior to the month of publication.
Advertisements are due on the 12th of each month prior to the month of publication.
 All Community Events and/or New & Notables should be emailed by the first of the month prior to the month of publication to venus1@consolidated.com

**CONTACT: Janis Walsh - jwnhmm@northhillsmthly.com
 Mary Haas - mnhmm@northhillsmthly.com**

724-776-9800

Full Page with bleed





Production Requirements

Ad layouts must be supplied to the exact size specifications.

All ads must be supplied in PDF format.

All photos should be high resolution CMYK, 300 dpi JPEG or TIFF format.

PLEASE SUBMIT YOUR AD IN ONE OF THE FOLLOWING FORMATS:

Email – nhmm@northhillsmnthly.com.

Disk – include all artwork, fonts and color proof.

Our mission . . . To provide informative, educational and upbeat information that will have a positive impact on our readers. Our focus is on community events, community resources, contemporary parenting, health and fitness, recreation, North Hills & southwest Butler County Area perspectives, people profiles and community worship.

NORTH HILLS MONTHLY Magazine is published 12 times per year and is available free of charge to all area residents. Mail subscriptions may be purchased for \$36.00 per year by contacting our sales office.

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www.northhillsmnthly.com

Lutz
and Associates
PUBLISHING, INC.

Meet Our Writers

In honor of *North Hills Monthly* magazine's 10th anniversary, we wanted to introduce you to our core writers. Some of them have been with us for years and others are new, but all of them are committed to bringing you interesting, original stories and columns about the people and places that make the North Hills such a great place to live.



Chris Abernethy was born in Pittsburgh, raised in Mars, and attended Shady Side Academy, Dickinson College and Duquesne Law School.

He and his wife have one son, one daughter-in-law, one daughter, one son-in-law and one grandson. He adds that he also has one house, one dog, one job, one hobby, and is one dull (but stable) guy.



Kathleen Bishop attended La Roche College and graduated with a bachelor of arts in professional writing. She has worked as a communications director,

staff writer and freelance writer. Kathleen is a Pittsburgh native and lives with her husband and children in the northern suburbs of Pittsburgh.



Hilary Daninhirsch lives in McCandless with her husband, Mike, and their two redheads, Natalie and Jessica. While writing is her passion, proofreading is

her quirk, so she fulfills both roles at *North Hills Monthly*. When she's not writing, she's either reading, playing Barbie dolls or trying to get the dog to stop barking.



Autumn Edmiston is the owner of Rev-Up Marketing and the director of marketing for Harlynn Enterprises. She lives in the North Hills, is a member of the

CHAMBER, is active in her church and is married with two children. In addition to spending time with her family and writing, she enjoys traveling and reading.

Concluding a life's work in broadcast news, **Jack Etzel** continues writing everything including websites, songs and a book. He has written for the *North Hills Monthly* for a decade. He



and his wife, Carol, will be celebrating their 34th anniversary this year. Their 'North Allegheny' daughters enjoy careers in Philadelphia and New York City, but always

relish coming home to the North Hills.



Linda Gerber is a resident of Marshall Township. She is a published author and a recipient of the Mark of Excellence Award from the Society of

Professional Journalists. Her passion is inspiring new writers to get published. When she's not writing, Linda enjoys spending time with her family at their summer cottage.



Clare Heekin Lynch has more than 12 years of professional and freelance writing experience in the Pittsburgh region. Her background includes

corporate communications, public relations and proposal writing for nonprofit, healthcare, banking and Big Four companies, as well as local non-professional sports teams. Her spare time is spent with her husband and two young boys.



Over the years, Dr. Knowledge (**Charles Reichblum**) has built a large collection of interesting facts for his series of Knowledge in a Nutshell books, his

shows on KDKA and the CBS radio network, and for his columns in *North Hills Monthly* magazine. He was dubbed 'Dr. Knowledge' by several radio hosts while doing book interviews around the country. Visit his website at www.knowledgeinanutshell.com.



Larry Richert was born in Millvale and moved to McCandless at the age of 3. He attended St. Ursula School and North Allegheny, and graduated from Clarion

University. Larry has worked at KDKA Radio/TV for 22 years and lives in Pine Township with his wife, Cindi, and their three children, Erica, Zach and Emily.



Marta Sauret likes writing for *North Hills Monthly* because it allows her to use her professional writing degree from La Roche College while working

around her two toddlers, Mica and Mira. She also helps write for her husband's website, <http://UniteandState.com> and blogs about her favorite pastime, mommyhood, at <http://mommymiracles.com>



Denise Schreiber and her husband, Don, recently celebrated their 40th anniversary and have one daughter, Regan. Her dream vacation is to go to Italy,

though she hasn't made it yet. Denise can be found at beaches whenever possible, and many of her vacations include visiting gardens, despite the fact that she does it for a living. She is Mrs. Know It All on KDKA radio, and is the "Ask the Expert" writer for *Pennsylvania Gardener*.



Carla Simmons lives in Franklin Park with her husband and their three cats. The couple is involved with Big Brothers Big Sisters and has a 'little brother' named Austin.

Carla plays in a band which is preparing to release its third record. She also performs with a local puppet company.



Gary Straub is a lifelong resident of the North Hills. He currently resides in West View with his wife, and his daughter and son-in-law live right next door. He

has been involved in the real estate industry all of his adult life, primarily in the areas of brokerage and mortgage lending. For a large portion of that time, he also taught the subject part-time on the collegiate level. ■