

market at a glance

PITTSBURGH

Print Circulation: 7,000
Print Readership: 25,900

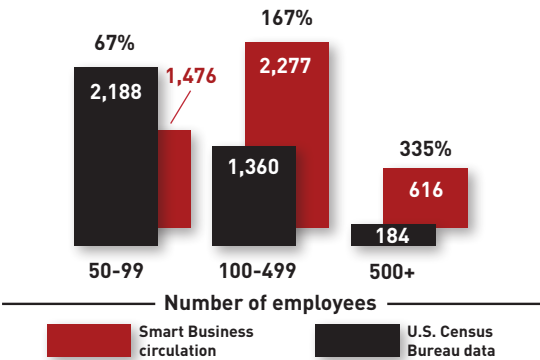
Counties covered: Allegheny, Beaver,
Butler, Fayette, Washington,
Westmoreland

Digital Circulation: 5,500

Total Impressions per Month: 31,400

Decision-maker audience

Smart Business Pittsburgh saturates senior management of organizations with 100 to 500 or more employees. These businesses account for 85% of all buying power in the local market.

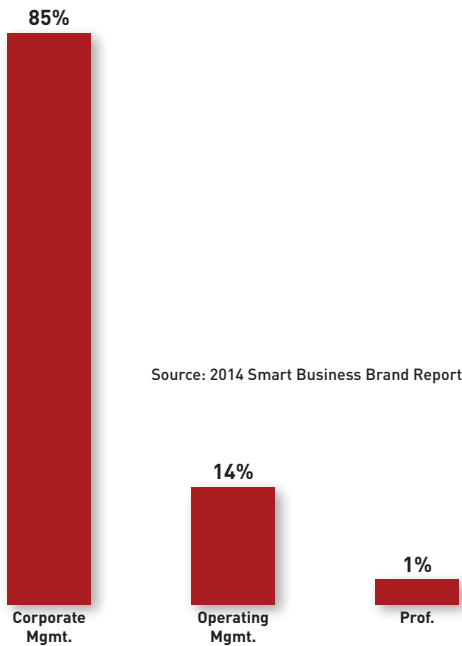


Market saturation: Reaching the RIGHT COMPANIES

Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations.

Targeting senior decision-makers: Reaching the RIGHT PEOPLE

Corporate and financial managers make up 85% of our audience. This gives *Smart Business Pittsburgh* the highest penetration of qualified decision-makers in the market.



Source: 2014 Smart Business Brand Report

ALSO

Past Pittsburgh Cover Story Subjects



**Howard Hanna
Real Estate Services**

How Howard Hanna III drives a collaborative culture at Howard Hanna Real Estate Services



UPMC Health Plan

How Diane Holder uses a focus on quality to help UPMC Health Plan reach its goals.



**General Nutrition
Centers**

How Joseph Fortunato pumped up an out-of-shape General Nutrition Centers



Pacesetters

Twelve area leaders stand out in troubled times



Kennametal Inc.

Carlos Cardoso shares what it takes to succeed at Kennametal Inc.



M.J. Brunner Inc.

How Michael Brunner keeps M.J. Brunner Inc. focused on understanding customer needs



Pittsburgh Penguins

How David Morehouse uses market research and employee engagement to turn the Pittsburgh Penguins into an office winner



Ardex Americas

Stephan Liozu keeps Ardex Americas on the leading edge by driving innovation

Reed Smith

Greg Jordan,
Managing Partner

**Duquesne Light
Holdings**

Morgan O'Brien, CEO

Levin Furniture

Robert Levin, President

RJ Lee Group

Richard Lee, President

**Kennywood
Entertainment**

Pete McAneny, president

Valley Dairy

Joe Greubel, president

**Buchanan Ingersoll &
Roone**

Thomas VanKirk, CEO

Robroy Industries

Peter McIlroy, CEO

Portec Rail Products

John Cooper,
Vice Chairman

SAE International

Ray Morris, COO

Michael Baker Corp.

Don Fusilli, CEO

ANSYS

Jim Cashman, CEO

CNX Gas

Nick Delulius, CEO

TRACO

Bob Randall, CEO

**Tollgrade
Communications**

Chris Allison, CEO

Genco

Herb Shear, CEO

Shop 'N Save

Lee Armbuster, President

**Education
Management**

Robert Knutson, CEO

Highmark Inc.

Ken Melani, CEO