

# MARKET AT A GLANCE

## PRINT CIRCULATION: 7,000

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

[www.sbsonline.com](http://www.sbsonline.com)

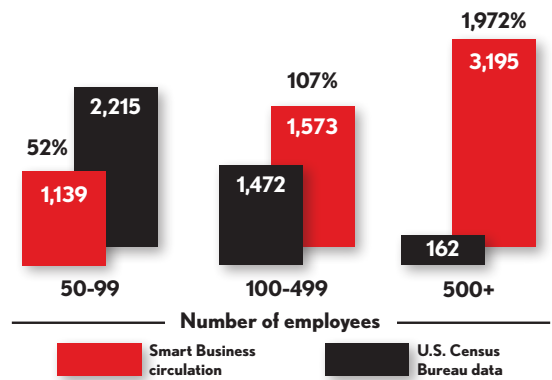
Average page views per month: **220,000**

[www.smartbusinesssemag.com](http://www.smartbusinesssemag.com)

Average page views per month: **44,000**

## DECISION-MAKER AUDIENCE

Smart Business Pittsburgh saturates senior management of organizations with 50 to 500 or more employees.



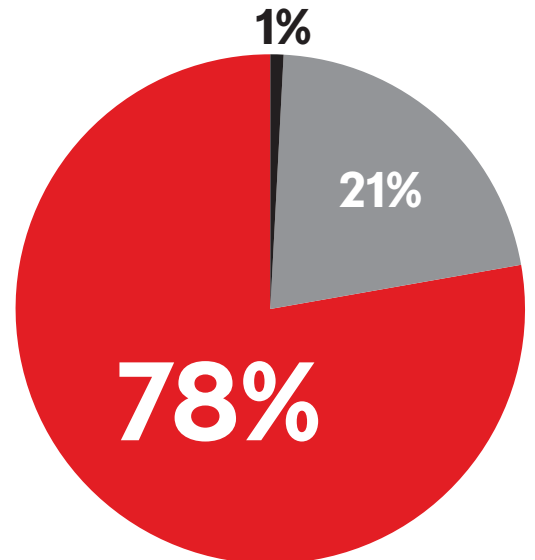
## MARKET SATURATION: Reaching the RIGHT COMPANIES

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 78% of our audience. This gives Smart Business Pittsburgh the highest penetration of qualified decision-makers in the market.

Source: From Smart Business circulation database. Google Analytics and the 2014 census. Updated 06.13.17



- CORPORATE MANAGEMENT:** President, Owner, CEO, COO, CFO, Chairman, Partner, Vice President, Other Corporate Titles
- PROFESSIONAL/TECHNICAL:** Doctor, Dentist, Attorney, CPA, Consultant, Engineer, Architect, Other Technical and Professional Titles
- OPERATING MANAGEMENT:** Operations Manager, Department Manager, Other Operating Titles

## PAST PITTSBURGH COVER STORY SUBJECTS

### ALSO



### Sheetz Inc.

Joe Sheetz steps in to lead Sheetz, where the line between family and employees blurs



### Eat'n Park Hospitality Group

Jeff Broadhurst and Eat'n Park work to catch guests' attention with a shinier, more convenient package



### Zippo Manufacturing Co.

Greg Booth protects and diversifies Zippo's billion-dollar brand so it's no match for the competition



### 84 Lumber and Nemaocolin Woodlands Resort

84 Lumber, Nemaocolin founder Joe Hardy stays curious, engaged and always puts people first



### #1 Cochran

How Rob Cochran has helped #1 Cochran evolve to customer expectations, pushing others to follow suit



### PPG Industries Inc.

How Charles Bunch keeps PPG Industries thriving and growing well into the future



### Pittsburgh Penguins

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



### UPMC Health Plan

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

**IntegraCare Corp.**  
Rick Irwin, CEO and Lorian Putzier, President and COO

**Sarris Candies**  
Bill Sarris, President

**Development Dimensions International Inc.**  
Tacy Byham, CEO

**Howard Hanna Real Estate Services**  
Howard Hanna III, Chairman and CEO

**General Nutrition Centers**  
Joseph Fortunato, CEO

**Irwin Car and Equipment**  
William Baker, President and CEO

**Ampco-Pittsburgh Corp.**  
John Stanik, CEO

**Paragon Foods**  
Elaine Bellin, President and CEO

**Michael Baker International**  
Kurt Bergman, President and CEO

**NEP Group Inc.**  
Kevin Rabbitt, CEO

**Consol Energy**  
Nicholas Deilulis, President

**American Textile Co.**  
Jack Ouellette, Chairman

**Tollgrade Communications Inc.**  
Edward Kennedy, President and CEO

**Levin Furniture**  
Robert Levin, President

**Kennywood Entertainment**  
Pete McAnerly, President