

# MARKET AT A GLANCE

## PRINT CIRCULATION: 6,500

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

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

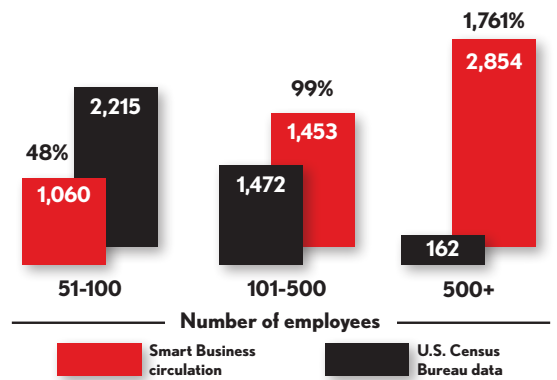
Average page views per month: **177,500**

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

Average page views per month: **28,000**

## DECISION-MAKER AUDIENCE

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



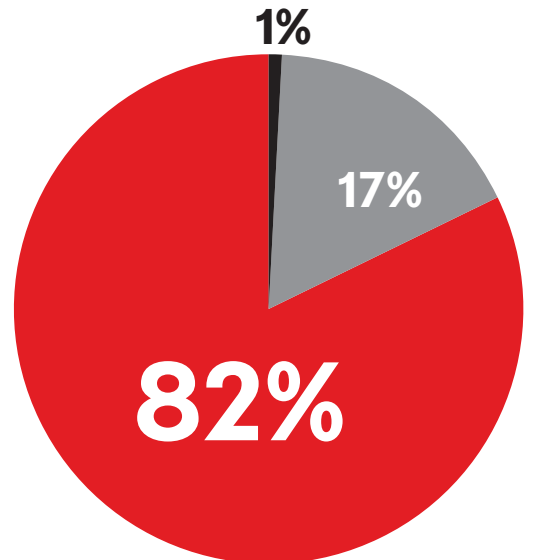
## MARKET SATURATION: Reaching the RIGHT COMPANIES

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 82% 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 02.01.18



- 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



**Vector Security**

Pam Petrow and Vector Security adapt to new technology



**Innovation Works**

Rich Lunak and Innovation Works continue to change the startup world



**84 Lumber and Namacolin Woodlands Resort**

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



**Pittsburgh Penguins**

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



**#1 Cochran**

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

**IntegraCare Corp.**

Rick Irwin, CEO and Loriann 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

**UPMC Health Plan**

Diane Holder, President 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 DeJulius, President

**American Textile Co.**

Jack Ouellette, Chairman

**Tollgrade Communications Inc.**

Edward Kennedy, President and CEO

**Levin Furniture**

Robert Levin, President

**Kennywood Entertainment**

Pete McAneny, President

**PPG Industries Inc.**

Charles Bunch, chairman and CEO