

# Pittsburgh Parent

# Media Guide

2026

Smart. Local.  
Parenting  
in Greater  
Pittsburgh.



Mid-Atlantic  
MEDIA

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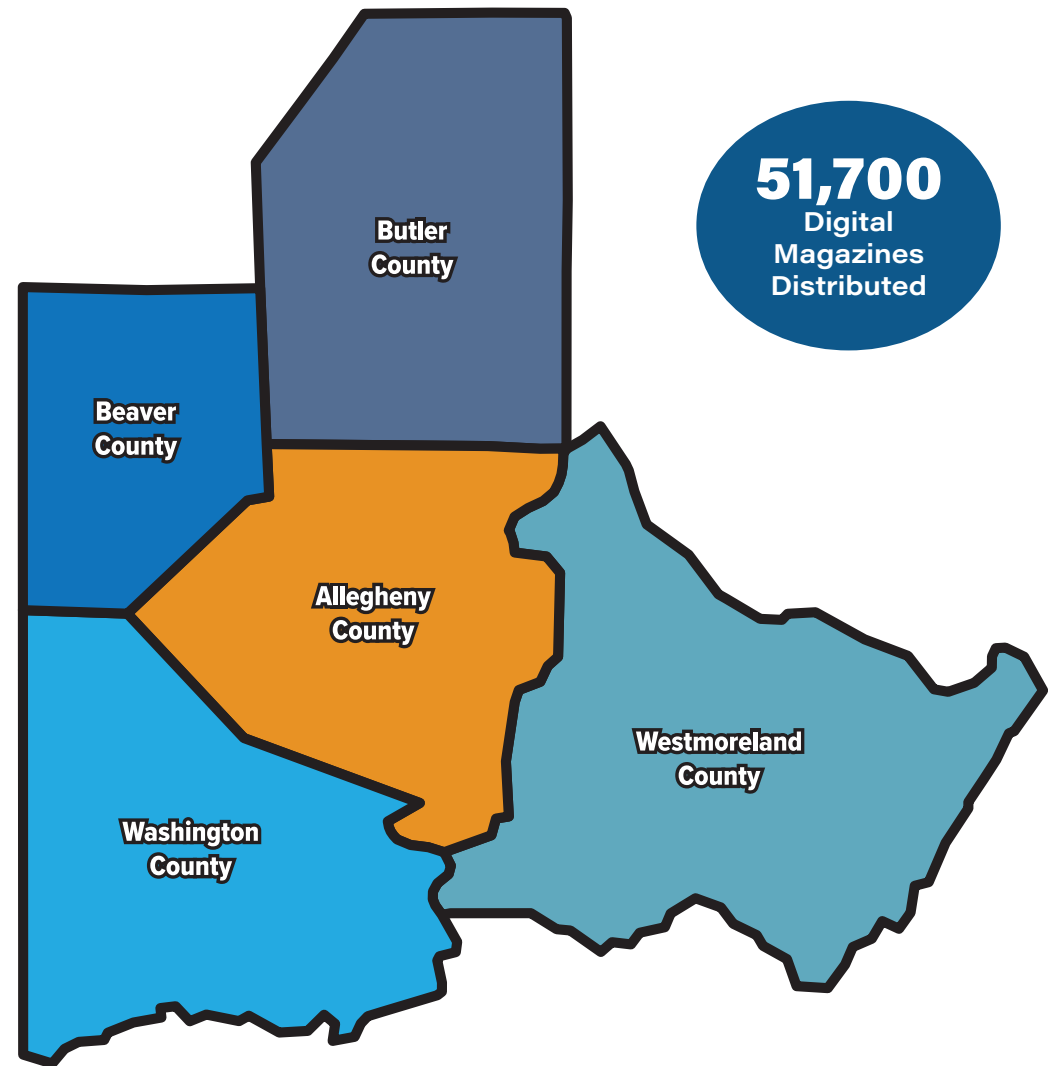
### Magazine Reach

Pittsburgh Parent is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in Allegheny, Beaver, Butler, Washington and Westmoreland counties.

### Magazine Audience

#### Targeted Email

- 100% Female
- 100% Children Ages 0-17
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+
- Our Readers Use Ads in Pittsburgh Parent to Make Buying Decisions





# 2026 Editorial Calendar

In every issue: Family Fun, Seasonal Events, Regional Travel and Parenting Resources

## January

Sales Deadline Dec. 10  
Camera Ready Ads Due Dec. 12

### Magazine

- Camps and Summer Programs
- Preschool and Childcare
- Indoor Fun

### Directories:

- Camps and Activities
- Education
- Preschool

Annual Virtual Summer Camp and Activities Expo (Held Jan. - June)

## February

Sales Deadline Jan. 14  
Camera Ready Ads Due Jan. 16

### Magazine

- BIG Book for Families
- Dental Health

### Directories:

- Camps and Activities
- Education
- Dental

## March

Sales Deadline Feb. 11  
Camera Ready Ads Due Feb. 13

### Magazine

- Youth Arts
- Disability Awareness
- Spring Holidays

### Directories:

- Camps and Activities
- Youth Arts & Theater

## April

Sales Deadline Mar. 11  
Camera Ready Ads Due Mar. 13

### Magazine

- Fitness/Sports
- Performing Arts

### Directories:

- Camps and Activities
- Sports
- Performing Arts

## May

Sales Deadline Apr. 15  
Camera Ready Ads Due Apr. 17

### Magazine

- Parties
- Mother's Day

### Directories:

- Camps and Activities
- Parties

## June

Sales Deadline May 13  
Camera Ready Ads Due May 15

### Magazine

- Welcome Summer
- Dental
- Father's Day
- Pregnancy

### Directories:

- Dental
- Pregnancy

## July

Sales Deadline Jun. 10  
Camera Ready Ads Due Jun. 12

### Magazine

- Readers' Choice
- Special Needs
- Summer Fun

### Directories:

- Medical

## August

Sales Deadline Jul. 15  
Camera Ready Ads Due Jul. 17

### Magazine

- Back-to-School
- Family Wellness
- After School Activities

### Directories:

- Education
- Medical
- Aftercare

## September

Sales Deadline Aug. 12  
Camera Ready Ads Due Aug. 14

### Magazine

- Big Book of Education
- The Arts

### Directories:

- Arts
- Open House
- Education

Annual Virtual Education Expo (Held Sept.-Nov.)

## October

Sales Deadline Sept. 16  
Camera Ready Ads Due Sept. 18

### Magazine

- Fall Festivals
- ADHD
- Favorite Schools
- Inclusive Resource Guide

### Directories:

- Independent Schools
- Special Needs

## November

Sales Deadline Oct. 14  
Camera Ready Ads Due Oct. 16

### Magazine

- Thanksgiving and Holiday Countdown
- Preschool and Day Care
- Winter Party Guide
- Adoption

### Directories:

- Preschool

## December

Sales Deadline Nov. 11  
Camera Ready Ads Due Nov. 13

### Magazine

- Favorite Doctors and Dentists
- Holiday Happenings & Seasonal Traditions
- Camps

### Directories:

- Holiday Gift Guide