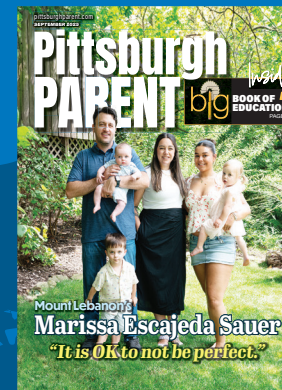


Pittsburgh Parent

Media Guide 2026

Smart. Local.
Parenting
in Greater
Pittsburgh.



Mid-Atlantic
MEDIA

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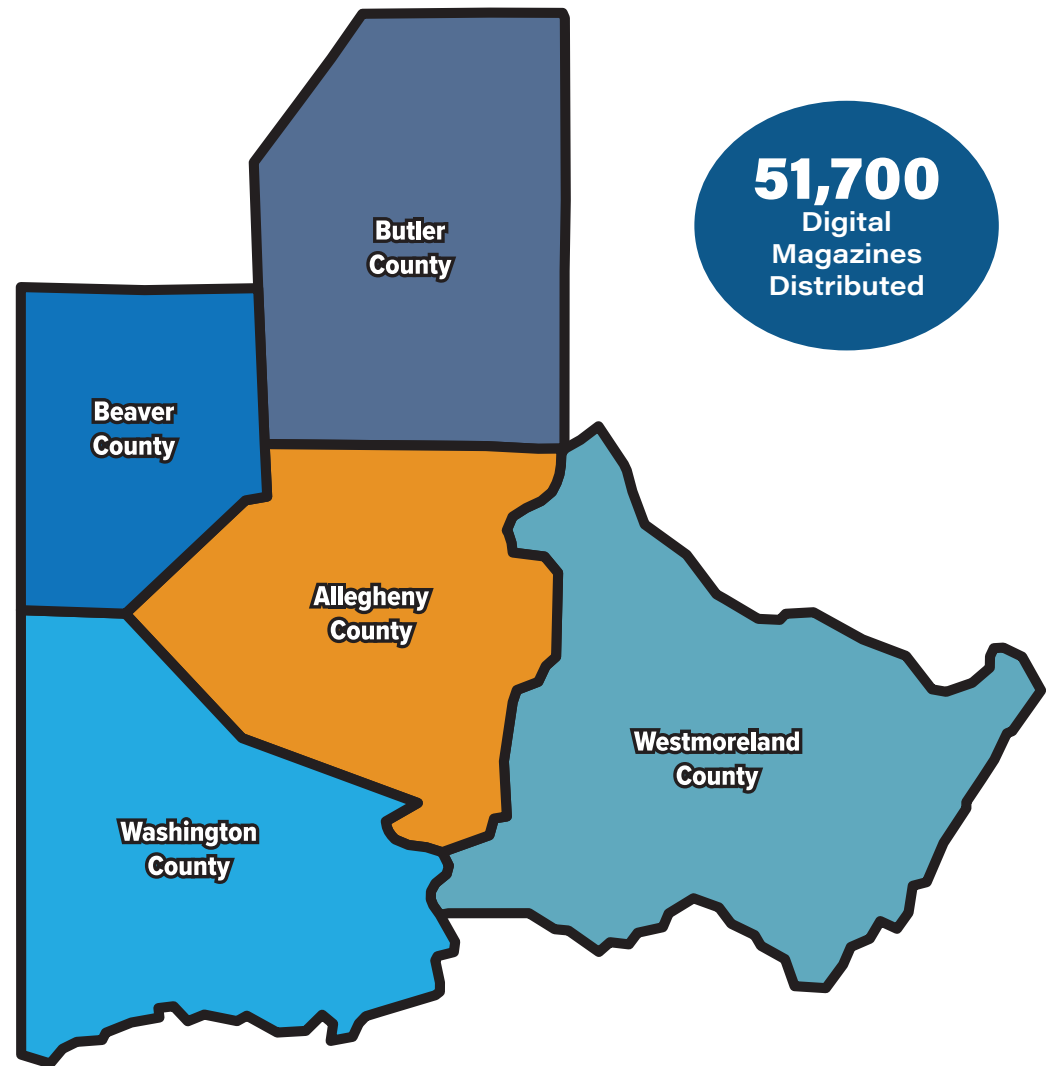
Magazine Reach

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
- Specialized Learning

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