

MEDIA KIT 2025

TABLE[®]

MAGAZINE

WHERE WE SHARE LIFE

TABLE Magazine is a luxury publication, highlighting a progressive, healthy, creative and engaged lifestyle in Pittsburgh and Southwestern PA. Our readership has the economic means and social motivation to not only live this quality life, but also to support the bigger picture of regional growth and shared success. The "TABLE" is where our community comes together.

Photo by Joey Kennedy

WHO WE ARE

THE TABLE BRAND

Everyone gathers around the table to exchange ideas, news, passions of the moment and traditions held across generations. The table is where we share life itself.

TABLE honors this ancient forum with a rich exploration of our region and our communities. Along the way, we engage in intimate conversations with local creators, chefs, mixologists, leaders, farmers, shopkeepers, and more. We pass along their wisdom, their insights (and frequently their recipes) in an effort to nourish our readers and to bring us all closer together.

We find that people who enjoy good food, great wine and entertaining also enjoy the finer things in life overall. Advertising in a magazine that cultivates a readership with big appetites and disposable incomes gives our family of advertisers access to an important and influential cohort in Western Pennsylvania and beyond.



Photo by Dave Bryce

PRINT

135,000 readers monthly

Delivered to high net worth households and decision makers

DIGITAL

137,285 monthly reach with 200% YOY growth

Facebook, Instagram, Email Newsletter & Web

EXPERIENTIAL

Cocktail Shakeoff:
Pittsburgh's premier mixologists compete in grocery games-style competition

Live TABLE co-branded event opportunities available

TABLE PRO

Commerical Photography
Event Studio Rentals

WHO WE REACH

DEMOGRAPHICS

TABLE is hitting YOUR customers in measurable and meaningful ways. The TABLE Magazine reader and subscriber is the upscale, affluent urban and suburban resident of Pittsburgh. They have expensive tastes, are highly educated, and very successful.



Photo by Laura Petrilla



TABLE Print Issue remains dominant! Of online survey respondents, over half prefer to access TABLE content in the printed magazine.

OUR LOYAL READERS ARE...

**95% OF READERS
WOULD RECOMMEND
TABLE TO A FRIEND!**

“YOUNG DIGERATI” (URBAN)

Tech-savvy and living in fashionable neighborhoods on the urban fringe. Affluent, highly educated, and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

MEDIAN HHI: \$185,179

HOUSEHOLD AGE RANGE: 35-54

CHILDREN IN HOUSEHOLD: Family Mix (50/50 likelihood)

EDUCATION LEVEL: Graduate degree (higher likelihood)

“UPPER CRUST” (SUBURBAN)

Living in the nation’s most exclusive addresses, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over the age of 60. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree. And none has a more opulent standard of living.

MEDIAN HHI: \$157,299

HOUSEHOLD AGE RANGE: 60+

CHILDREN IN HOUSEHOLD: No

EDUCATION LEVEL: Graduate degree (higher likelihood)

“COUNTRY SQUIRES” (TOWN/RURAL)

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who’ve fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming, as well as skiing, boating, and biking.

MEDIAN HHI: \$157,799

HOUSEHOLD AGE RANGE: 45-64

KIDS IN HOUSEHOLD: Yes

EDUCATION LEVEL: Graduate Degree (Higher Likelihood)

WHY IT MATTERS

70% of TABLE readers attend museums, galleries, concerts and performances at least once a month



10% are in the market for a **NEW** home in the next 12 months

51% of TABLE readers plan to buy furniture for their home in the next 12 months



60% of TABLE Readers eat out at full service restaurants every week, with 20% more than twice per week.



A TASTE FOR ADVENTURE: 38% OF TABLE READERS ARE TESTING OUT NEW RECIPES WHEN ENTERTAINING GUESTS!



TABLE readers are nearly twice as likely as the average consumer to have a retirement account with significant value and to utilize the services of a stockbroker or financial advisor to manage their wealth.

90% of TABLE readers support non profits during the year end giving period.

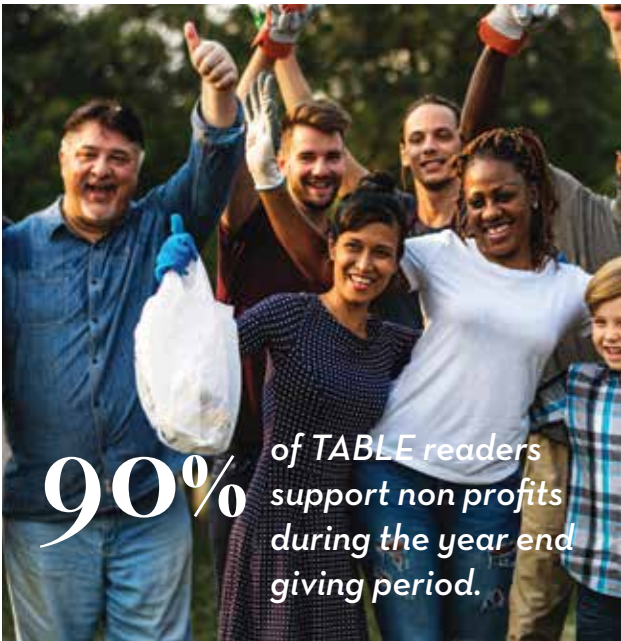


TABLE READERS LOVE TO SHOP LOCAL, WITH TOP LOCAL DESTINATIONS INCLUDING THE STRIP, SHADYSIDE, LAWRENCEVILLE, EAST LIBERTY, SEWICKLEY, DOWNTOWN, MT. LEBANON, AND ASPINWALL.

23% PLAN TO PURCHASE A VEHICLE IN THE NEXT 12 MONTHS

TABLE Readers love to entertain! 51% of readers host once or twice a month, with 23% hosting two or three times a month!



DIGITAL ADVERTISING

TABLEMAGAZINE.COM STATS

15,000

Email Newsletter Subscribers

35,000

Average Monthly Page views

32%

Email Newsletter Open Rate

\$150,000

Liquid Assets

25-64

Age Range of 72% of Readers



SPONSORED CONTENT

Sponsored digital article on *tablemagazine.com*

30 day run time + email newsletter promotion

Up to 600 words, hero image, up to 8 additional images, link

EMAIL NEWSLETTER

Email Newsletter - Tuesday, Thursdays, and Fridays

Featured Sponsored Post

Banner Ad

Specialty Editorials

SOCIAL MEDIA

Instagram/Facebook: Image or Video - 3 slide stories in a week

Facebook: 1 post - 35 words copy, image, link

WEB BANNER ADS

TABLEMagazine.com

Digital banner ads on *tablemagazine.com* - Runs for 30 days

TARGETED WEB IMPRESSIONS

Deliver ads across our audience network to the TABLE audience on mobile devices, websites, social media, apps and Smart TVs.

Connected TV

Geofencing Mobile Ads

Category / Keyword targeting

SEO - Search Engine Optimization

Retargeting

Streaming Audio

Audience Matching: TABLE subscriber base matched to digital device IDs allowing you to target ads into the homes of TABLE readers.

Audience Expansion: TABLE subscriber base expanded to additional consumers with similar purchasing and lifestyle habits

Specs: Leaderboard (728×90), medium rectangle (300×250), skyscraper (160×600), billboard (970×250), smartphone banner (300×50, 320×50), portrait (300×600)

Pricing available upon request