

# Health & WELLNESS

Pittsburgh is home to some of the nation's top hospitals and health-related research. **Every Tuesday**, the Pittsburgh Post-Gazette is home to the latest news in Health & Wellness. Ensure the Health & Wellness of your bottom line by advertising in the only local source for in-depth coverage of news affecting the health of our region.

- **39,700 readers** that are caregivers for family members.\*
- **14,600 readers** that are shopping for a nursing home or retirement community.\*
- **72,000 readers** that belong to a gym\*.

**Health & WELLNESS** Pittsburgh Post-Gazette • THURSDAY, DECEMBER 1, 2016

**Stage review**  
**Fresh take on a timeless fable**  
 By David Epstein  
 Pittsburgh's Theater's production of "The Merchant of Venice" is a fresh take on a timeless fable. The production is a fresh take on a timeless fable. The production is a fresh take on a timeless fable.

**What's a normal sex life for women past 40?**  
**IT'S COMPLICATED**  
 By Jill Day  
 In general, studies have shown many women have negative attitudes. We were surprised in this work that found that a substantial number of women were discussing positive changes.

**When the kids aren't all right**  
 Stress in childhood has long-lasting, adverse effects.  
 Here are people addressing the problem.  
 By David Terpak  
 Stress in childhood has long-lasting, adverse effects. Here are people addressing the problem.

**Cardiac care teams don't often take patients grocery shopping, but ours did.**  
 Allegheny Health Network

## LOCAL ADVERTISING RATES

Rates Effective December 12th, 2016 thru December 31st, 2017

Rate Per Column Inch		\$18 pci	\$21 pci	\$24 pci	\$26 pci	\$28 pci
AD SIZES		52x**	26x***	13x***	6x**	OPEN
<b>Full Page</b>	6 Col. x 19.75"	\$2,135	\$2,490	\$2,845	\$3,085	\$3,320
<b>3/4 Page (H)</b>	6 Col. x 14.77"	\$1,600	\$1,865	\$2,130	\$2,305	\$2,485
<b>1/2 Page (H)</b>	6 Col. x 9.79"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
<b>1/2 Page (V)</b>	3 Col. x 19.75"	\$1,060	\$1,235	\$1,410	\$1,530	\$1,645
<b>1/3 Page (V)</b>	2 Col. x 19.75"	\$715	\$830	\$950	\$1,030	\$1,110
<b>1/4 Page</b>	3 Col. x 9.79"	\$530	\$620	\$705	\$765	\$825
<b>1/8 Page</b>	3 Col. x 4.81"	\$260	\$305	\$350	\$380	\$405
<b>Strip Ad</b>	6 Col. x 2"	\$220	\$255	\$290	\$315	\$340

**SAVE 25% OFF YOUR SECOND DAILY AD!**  
 Repeat placement is to be used within 7 days of the original placement.

**Publication Date** ..... Every Tuesday  
**Space Reservation** ..... Friday At 5PM  
**Final Copy/Corrections** ..... Monday At 5PM

**COLOR RATES**  
 Full Page • 3/4 Page ..... \$195  
 1/2 Page ..... \$100  
 1/3 Page or Less ..... \$50

**PG Daily Circulation**  
**138,402**  
 Paid Home Delivery,  
 Single Copy & Digital Replica\*  
 \*AAM 1st Quarter 2017

FULL PAGE	3/4 HORIZ.	1/2 HORIZ.	1/2 VERT.	1/3 VERT.	1/4 PAGE 1/8 PAGE	STRIP AD
-----------	------------	------------	-----------	-----------	----------------------	----------