



MEDIA KIT

2020

**Very Local Pittsburgh is the Pittsburgher's
guide to the most Pittsburgh places,
people and events.**

Let's talk about your campaign today.
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(412)-420-0562

What is Pittsburgh?



- Diverse Tribes
- Self Starter Pride
- Work Hard, Play Hard
- 90 Neighborhoods, One City
- Passionate People
- Blue Collar & Tech
- Creative

A User's Guide to Pittsburgh

Regardless of if you are new to Pittsburgh or have lived here your whole life, this city is steeped in history and brimming with innovation. We are here to help you find the best of the old and discover the emerging new places and events that will become the new classics of Pittsburgh. Very Locals strives to make it easier to cross a bridge and go through a tunnel to explore a part of the city that is new to you.

Very Local is a user's guide to Pittsburgh. We are working on stories to help you explore Pittsburgh, find new things to do and learn more about the history of the people and places that make up the neighborhoods and communities of this city.

Can we meet your neighbors?



Very Local Pittsburgh is:

- **Lifestyle and culture for a millennial audience**
- **Digital-first**
- **Authentically local stories and events**
- **Multi-platform storytelling: Web, email, Facebook, Instagram, video, podcast**
- **A project of Hearst Television**

The Very Local Pittsburgh Team operates out of PPG 1 Downtown Pittsburgh and consists of:

- **Lindsay Patross- Market Manager**
- **Dominic Cincotta- Digital Sales Strategist**
- **Aadam Soorma- Content Curator**
- **Stephanie Brea- Event Manager**

What Very Local Pittsburgh Does

- Content marketing = CONNECTION**
- Harness the power of storytelling**
- Engage the audience with an emotional connection**
- Evergreen content is actionable and always relevant**
- Production & Distribution**
- Expert content production**
- Guaranteed distribution**
- Your brand owns the end product**
- Hearst is a leader in local content space**

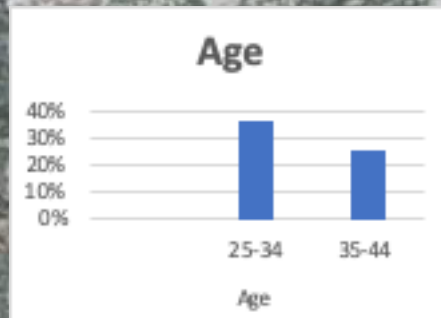
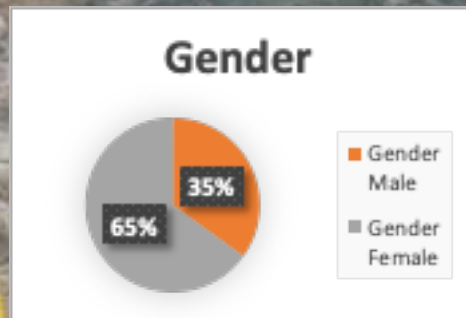
We Love Storytelling: Story telling is critical to growing any brand. Sponsored and Branded content are a perfect way to tell your brand's story. Through **Sponsored Content**, we will work together to find something that Very Local is already producing that relates to the story of your brand. With **Branded Content**, we will work together to create assets that will relate the story of your brand through personalized, authentic, and organic articles or videos.

The Very Local Pittsburgh Audience:

Affinities:

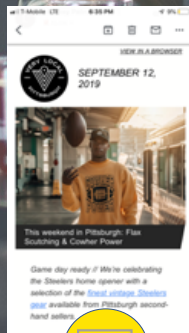
- Shopping/Value Shoppers
- Media/Movie Lovers
- Food and Dining/ 30 Minute Chefs
- Pet Lovers
- Avid News Readers

- 76%+ are first time visitors to our website
- Largely Organic
 - 47% find us through organic search
 - 31% through social
 - 16% direct
- Content Driven
- Early Adopters
- "In the know"



Multi-Platform Storytelling:

- **Website**- 213,000 Visitors in 2019
- **Facebook**- 11,374 Followers
- **Instagram**- 3,648 Followers
- **Twitter**- 1,754 Followers
- **Email**- 30% open rate across 4,000 subscribers
- **Podcast Downloads**- 1,700 downloads



Why Story Telling Matters:

Content Marketing Delivers:

Stories Create Trust

Evergreen Content Is Actionable and Always Relevant

Stories Are Shareable

Client Owns Content For Marketing Use

Stories Are Memorable

Consumer Trust + Interact With Native Content

Stories Show Brand Personality

Emotional Connection Engages

Stories Are Easy To Understand

Very Local + Hearst Media

WORK WITH US!

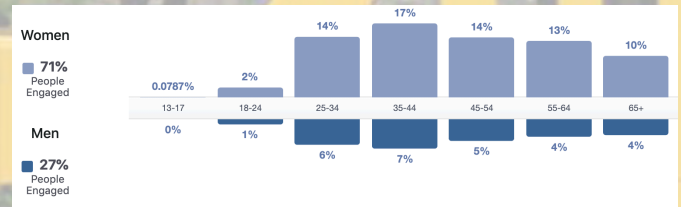
Social Media Boost

Your message
+ Our audience
Brand Growth

We can take your social media message and boost it across the Very Local Social Portfolio garnering you new impressions and customers.

Packages

- Tracking with all Facebook programs
- Platforms
 - Facebook & Twitter
 - Instagram
 - Facebook + Instagram + Twitter
- * Tracking for Facebook is provided by the Facebook Branded tool.



Newsletter

Multiple Options
+ 5000 Subscribers
+ 30% Open Rate
Great Solutions for
a Budget Conscious
Brand

- Small Business Listing
 - Graphic: 150 x 150 px
 - Description: 75 Words max
 - Link/Web Address
- Real Estate Listing
 - Your personal or company logo
 - 1-3 photos of the property of your choosing
 - A hyper link of your choosing
 - A 100-word listing description that we will help craft
 - A follow-up report with a weekly number of clicks
- Independent Banner Ad
 - You can provide a graphic up to 250 x 250 for placement within the newsletter
 - Banner ad can be hyperlinked to any landing page you'd like!
- Take-Over Sponsorship
 - Newsletter is "brought to you by" your brand
 - You can provide custom content included as a feature story
 - Linked logo or photo at header and footer

VERY LOCAL SOCIAL
OCTOBER 10, 2019

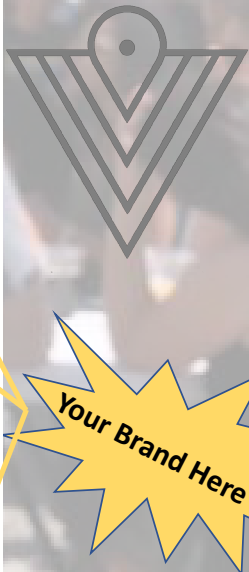
SPONSORED BY:

Haunted NOLA: The tomb of Storyville madam
Josie Arlington

Handmade With Love

Meet the mad scientist behind Ghost Manor

Coming Up (Sponsored)
BIG EASY CON (Sponsored) | Nov. 1-3 | Ernest N. Morfi Convention Center
FRIDAY (Nov. 1) | 2 p.m. - 9 p.m. | SATURDAY (Nov. 2) | 10 a.m. - 7 p.m. | SUNDAY: 0 a.m. - 5 p.m.
Saturday programming runs until 10:00pm
Big Easy Con is an all-new pop culture convention celebrating the unique spirit that makes New Orleans one of the best cities in the world! Meet top entertainers like Anthony Mackie, Zachary Levi, WWE's Superstars The New Day, and "Weird Al" Yankovic. Enjoy hours of geeky programming, shop 'til you drop with awesome vendors and artists, and bring the kids along for fun and live entertainment at Big Easy Jr! Buy tickets here!



WORK WITH US!

Podcast

Growing Audience
+ Evergreen Content
4x Better Brand Recall
than Banner Ads

- Live read
 - You provide a script for an advertisement
 - Our talent records your ad in the Very Local Voice
 - Ad is aired just after the main interview
 - Limit 2 per episode inventory
- Franchise sponsorship
 - You will have the naming rights to one of our franchise sections
 - ABV, Collab, Coming Soon, etc.
 - Limit 1 per franchise inventory/2 franchises per episode
- Podcast Feature
 - You can own the interview portion of the podcast by identifying potential guest and content
 - Must be approved by VL and be relevant to the VL brand
 - Limit 1 per episode inventory
- Full Naming
 - You own the title naming rights for the Slaw, "The Slaw brought to you by XXX"
 - Limit 1 per episode inventory*



Sponsored Content

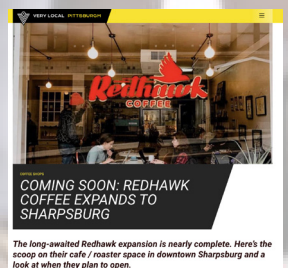
Our Content
+ Your Brand
Strong Positive Brand
Association

Your brand owns a content offering
by Very Local (...brought to you by...)

Exclusive sponsorship includes "sponsored by" or "in partnership with" mention and/or your logo on Very Local Pittsburgh content.

- How to use it: attach your brand or event to our brand and editorial.
- Deadline: 2 weeks prior to launch date

- Franchises
 - Example: ABV, Collab, Q&A, Coming Soon...
 - Length of Sponsorship- 2 to 6 months
 - Frequency of Promotion- 1x per month
- Guides
 - Placement: First – Fifth (above the fold)
 - Graphic: 250 x 250 px
 - Description: 100 Words
 - Link/Web Address
 - Frequency of Promotion- 1x per week for event guides; 1x per month for evergreen guides



WORK WITH US!

Branded Content

Your Story
+Our Professional Team
+Creative Collaboration
Content you can share
for years to come

We collaborate with you to create custom content specific to your story

Two Formats

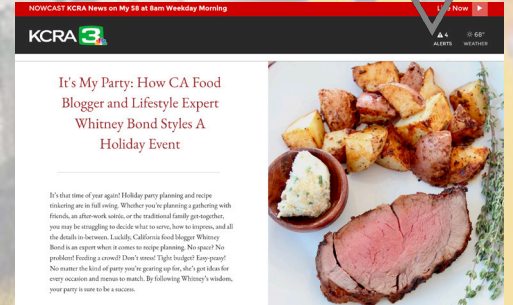
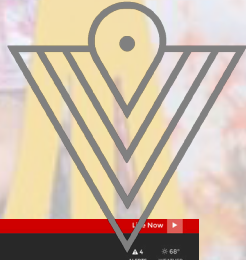
- Text (Custom Editorial Article)
- Video (Mini Documentary style videos)

Guaranteed Impressions

- 25,000 impressions per article of video at no extra cost
- Garnered through the Very Local Social and Digital Channels
- Targeting Available

Content Ownership

- You own the article and video!



Let's work together today!
Contact Dominic Cincotta for your customized plan.

Dominic Cincotta
Digital Sales Strategist
Dominic.Cincotta@VeryLocal.com

