

# DISCOVER THE BURGH

MEDIA KIT

## WHAT WE DO

### 100% Local Coverage of Pittsburgh and Southwest PA

Discover the Burgh is an opinion-based destination blog that shares the best things to see, do, eat, and experience in Pittsburgh and southwest PA.

Since being founded in 2015, we have featured 1,200+ unique experiences and visit 2-4 new spots weekly- all within roughly 90 minutes of downtown Pittsburgh.

*We love this city and we won't stop until we do it all!*

### Who Are We?

Hi! We are Jeremy and Angie, the duo behind Discover the Burgh. We are engineers turned travel writers based in the North Side near the Mexican War Streets.

Jeremy is a full-time blogger, SEO specialist, and award winning travel photographer. Angie is Discover the Burgh's resident restaurant critic.

Discover the Burgh is part of World of Discovery Media LLC which features blogs beyond Pittsburgh including Living the Dream (travel), The Grape Pursuit (wine), and Hipster Homesteaders (home & garden).

**Blogging isn't just our passion, it is our job!**



For more information, contact us at:



<https://www.discovertheburgh.com>



World of Discovery Media LLC



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# SITE STATS

## Discover the Burgh is Pittsburgh's premier local blog

- 2.2 million page views in 2023 (13 million since 2015)
  - 147,000 to 254,000 page views per month avg
- Traffic is 70% from Google, 15% social, 15% direct
- 150,000+ followers on social media
  - 500,000-1,000,000 total impressions/month
- 93,000+ members in our Facebook group
- 11,000+ newsletter subscribers with a 50% open rate
- >50% of readers live within the Pittsburgh metro
- >75% of readers live within four hours of Pittsburgh

## Average Views

- **Website Traffic Per Article By Percentile (Yearly):**
  - Top 50%: >1,000
  - Top 25%: >5,000
  - Top 10%: >7,500
  - Top 1%: >22,500
- **Facebook Page:** 3,000 to 30,000 reach per post
- **Facebook Group:** 1,000 to 10,000 reach per post
- **Instagram:** 3,000 to 15,000 reach per post
- **Instagram Stories:** 1,000 to 3,000 reach per story
- **Instagram Reels:** 3,000 to 15,000 views per video
- **Facebook Reels:** 3,000 to 15,000 views per video
- **Newsletter:** 4,000 to 5,000 opens per email

## Awards & Certifications

- **PGH City Paper:** #1 Best Foodie Influencers 2020
- **PGH City Paper:** #1 Best Blog 2021, 2022
- **NATJA:** Bronze Award for Photography - Landscape, Nature, & Architecture (Online) 2019
- **USA Today 10Best:** #7 Best Travel Couple 2014
- **WSET Diploma in Wine** (2023)



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