

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)
 - 100,000 to 125,000 views/mo in 2024 to date
- Traffic is 70% from Google, 15% social, 15% direct
- 175,000+ followers on social media
 - 250,000–500,000 total reach/month
- 118,000+ members in our Facebook group
- 15,000+ newsletter subscribers with ~50% open rate
- >50% of readers live within the Pittsburgh metro
- >75% of readers live within four hours of Pittsburgh

Reach on Select Channels

- **Facebook Page:** 2,000–10,000 reach per post
- **Facebook Group:** 1,000–3,000 reach per post
- **Instagram:** 2,500–5,000 reach per post
- **Instagram Stories:** 1,000–3,000 reach per story
- **Instagram Reels:** 5,000–12,500 views per video
- **Facebook Reels:** 2,500 to 5,000 views per video
- **Newsletter:** 6,500 to 8,000 opens per email
- **Calendar:** 100–200 clicks to event landing page per listing

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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