

# The Philadelphia Tribune

[www.phillytrib.com](http://www.phillytrib.com)

MEDIA GROUP



**2026 Media Kit**

**520 S. 16<sup>th</sup> Street Philadelphia, PA 19146 215-893-5700**



**The Philadelphia Tribune**

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**ROBERT W. BOGLE**  
President & CEO

**“Together, we can deliver results that matter.”**

For over 140 years, The Philadelphia Tribune has remained a trusted voice providing meaningful insight to the community we serve. That legacy of trust is also the foundation of the partnerships we build with advertisers today.

The Tribune offers more than just a platform — we offer results. Our readers are loyal, engaged, and influential, representing professionals, families, and leaders who shape the future of Philadelphia. By choosing the Tribune, you are connecting with an audience that values integrity, credibility, and impact.

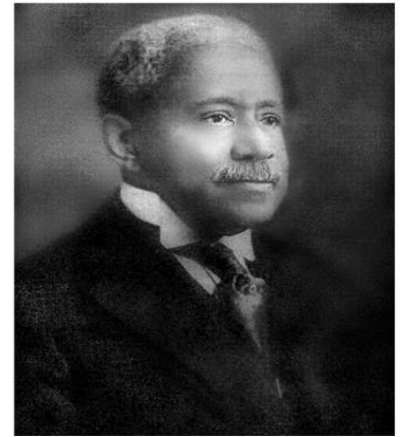
Through our print, digital, and event platforms, we provide advertisers with opportunities to extend their reach, strengthen their brand, and engage with the community in powerful ways. Whether it’s through our award-winning journalism, high-traffic website, or signature events, the Tribune helps you meet your marketing goals with proven solutions.

We look forward to building partnerships that not only deliver measurable results but also contribute to the growth and success of the communities we serve.

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**Christopher J. Perry**  
**Founder**

# About Us

Founded in 1884, The Philadelphia Tribune is the nation's oldest continuously published newspaper serving the African American community. For over 141 years, the Tribune has been a trusted source of news and a cornerstone of civic life in Philadelphia.

Throughout its history, the Tribune has reported with purpose — covering the milestones, challenges, and triumphs that have shaped African American life in the city and the nation. From advocating for civil rights and educational opportunity to spotlighting business, culture, and community leadership, the Tribune has remained steadfast in amplifying voices too often excluded from mainstream coverage.

Today, the Tribune extends its reach beyond print to digital platforms, social media, and signature events that celebrate excellence and leadership. This unique combination of legacy and innovation makes the Tribune not only a respected news outlet but also a powerful partner for advertisers, connecting brands with a loyal, engaged, and influential audience.

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# OUR MISSION

To provide timely and compelling news that is informative and relevant to the African American experience



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## OUR AUDIENCE

**Social, professional, and religious groups, as well as fraternities/sororities, wield profound influence within the African American community, playing pivotal roles in various aspects of individual and collective development. Social organizations act as vital hubs for cultural exchange, networking, and mutual support, fostering a sense of community and shared identity. These groups provide opportunities where individuals can connect, share experiences, and build relationships that contribute to a cohesive and supportive community.**

**In addition to these influential groups, education and business organizations further enrich individual and collective development within the African American community. Education organizations play a pivotal role in shaping the intellectual landscape, providing access to quality education, and promoting academic excellence. By fostering a culture of learning and breaking down educational barriers, these organizations contribute to the intellectual empowerment of community members.**

**The collaborative efforts between social, professional, religious, educational, and business organizations form a comprehensive network that address the multifaceted needs of the African American community. By combining their efforts, these entities not only empower individuals but also contribute to the community's overall progress, vitality, and sustainability. Together, they form a dynamic support system that uplifts the African American community, fostering pride, unity, and resilience across various facets of life.**

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# AUDIENCE SNAPSHOT

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*Engaged. Influential. Connected.*

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## WHO WE REACH

- Professionals & Executives - decision-makers and leaders across industries
- Families & Community Members- active in education, civic life, and culture
- Influencers & Changemakers - individuals who drive conversations and impact



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## WHERE WE REACH



**Print -**  
trusted daily editions



**Digital -**  
phillytrib.com and e-edition



**Events -**  
marquee gatherings like Women of Achievement, Most Influential African Americans and the Black History Luncheon



**Social Media -**  
connecting with readers daily

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## Why It Matters

Advertising with The Philadelphia Tribune means more than visibility. It means connecting with a community that values trust, heritage, and progress — and building your brand alongside the nation's oldest newspaper serving the African American community



**WE PROVIDE**

# **CREATIVE SOLUTIONS**

**TO GROW YOUR BUSINESS**

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The Philadelphia Tribune offers a full multimedia experience across various platforms.

## **Print**

We offer a range of print products to our readers. A daily newspaper, which provides comprehensive coverage of local, national, and international news with a focus on issues and topics relevant to the African-American experience. We also publish magazines, which delve deeper into specific areas of interest, such as culture, and lifestyle and special editions that are rich in historical content and provide readers with a unique and enhanced reading experience.

## **In-Person Events**

The Philadelphia Tribune's events, including luncheons and galas, unite the community in vibrant gatherings that foster unity and celebration. Reflecting the diverse tapestry of Philadelphia, these occasions provide a platform for dialogue on pressing issues and celebrate the community's achievements. Beyond the newspaper, these events underscore the Tribune's commitment to community building, creating opportunities for connection and empowerment. Whether addressing societal issues or commemorating historical milestones, the Tribune's events play a crucial role in shaping Philadelphia's cultural landscape and reinforcing the newspaper's dedication to positive change.

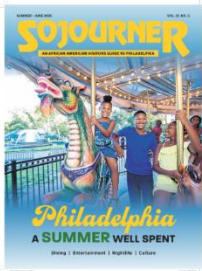
## **Digital**

The Philadelphia Tribune has embraced the digital era with a comprehensive suite of offerings that extends beyond traditional news reporting. In addition to delivering timely and relevant news through its digital platform, the Tribune has strategically incorporated digital advertising, branded content, and sponsored features to enhance its engagement with both readers and advertisers.

**OUR REACH IS LIMITLESS!**

# SIGNATURE SUPPLEMENTS AND MAGAZINES

**Special Publications** give readers an array of exciting, fresh content, so they're also a perfect opportunity for advertisers to be exposed to new audiences. Attention-grabbing and unique, these publications often become points of reference or pride, bound to stick around the coffee table for awhile.



## SOJOURNER MAGAZINE

Your essential guide to exploring the rich tapestry of culture, history and heritage that defines the African American community. This publication serves as an essential companion, offering in-depth information on local attractions, dining, accommodations, and unique experiences, all designed to ensure a memorable visit.



## BLACK HISTORY SUPPLEMENT

Renowned historian Carter G. Woodson's tireless efforts led to the establishment of Black History Week in 1926. By 1976, this celebration extended to a month-long commemoration, recognizing remarkable African-American contributions. In tribute to the profound contributions of this community, The Philadelphia Tribune, the nation's oldest and largest newspaper serving the African-American community in Greater Philadelphia, publishes an annual Black History supplement.



## EIGHT PART HEALTH SERIES

The eight-part series identifies many of the health disparities, chronic illnesses and issues plaguing the black community. Each supplement has a theme which provides information relevant to the prevention, identification and treatment of various diseases that affect African Americans.



## PHILADELPHIA'S MOST INFLUENTIAL AFRICAN AMERICANS MAGAZINE

This exclusive magazine captures the essence of achievement, resilience, and excellence within the African American community. From groundbreaking entrepreneurs and innovative thinkers to cultural icons and community advocates, each profile unveils the inspiring journeys and accomplishments of those who have shaped the narrative of progress.

# Event Sponsorship Opportunities

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Are you looking for an exciting opportunity to make a positive impact and gain valuable exposure for your brand? We invite you to consider sponsoring our upcoming events! By becoming a sponsor, you'll not only support a fantastic cause but also enjoy prominent visibility among a diverse and engaged audience.

Join us in creating unforgettable experiences and leaving a lasting impression. Don't miss out on this chance to showcase your brand's commitment to making a difference. Contact us today to learn more about our sponsorship packages. Together, we can make these events a tremendous success!

**The Christopher J. Perry/Carter G. Woodson Black History Awards Luncheon** is a citywide celebration that serves as a vibrant tribute to the significant historical accomplishments of African Americans. This event not only acknowledges local history-makers but also reinforces the enduring legacy of African American history in our community.

**The Philadelphia Tribune's Women of Achievement Awards Luncheon** is an annual celebration of outstanding African American women who have made a significant difference in their respective fields and communities.

**Philadelphia's Most Influential African Americans Reception Awards Program"** is an annual event dedicated to celebrating the outstanding achievements and contributions of African Americans. Join us as we come together to recognize, applaud, and commemorate these influential figures who have left an indelible mark on the city's cultural, social, and economic landscape..

**We offer the following digital platforms to help you develop a relationship with Philadelphia's African American community**



**Phillytrib.com** is a significant online resource for news, information, and content related to Philadelphia and the African American community. It features a variety of sections, including news, culture, lifestyle, opinion pieces, and more, catering to a diverse readership

**Tribune Morning News** delivers daily headlines directly to consumers' inboxes every morning. This newsletter is a powerful platform for connecting with thousands of readers, offering them a fresh and convenient way to stay informed about the latest news and updates.

### **TRIBUNE HEALTH NEWS**

The Tribune Health E-Newsletter is dedicated to promoting health and wellness within the African American community. The Tribune Health E-Newsletter serves as an accessible, informative, and engaging resource to empower readers in making informed health decisions.

**Philadelphia Tribune App** provides readers with a convenient way to access news content on their mobile devices. This allows readers to stay informed on the go, whether they are commuting, traveling, or simply prefer digital access to printed newspapers. It also provides real-time news updates and notifications, ensuring that readers are promptly informed of breaking news and significant events.

# PRINT SPECS AND DEADLINES

## BROADSHEET

Full Page	9.89" wide (6 columns) x 20" deep
½ Page (H)	9.89" wide (6 columns) x 10" deep
½ Page (V)	4.89" wide (3 columns) x 20" deep
¼ Page (H)	4.89" wide (3 columns) x 10" deep
1/8 Page (V)	3.22" wide (2 columns) x 7.5" deep
1/8 Page (H)	4.89" wide (3 columns) x 5" deep

## BROADSHEET COLUMNS

1 Column	1.56"
2 Columns	3.22"
3 Columns	4.89"
4 Columns	6.56"
5 Columns	8.22"
6 Columns	9.89"
Gutters	.125

## CLASSIFIED COLUMNS

1 Column	1.05"
2 Columns	2.15"
3 Columns	3.26"
4 Columns	4.36"
5 Columns	5.47"
6 Columns	6.57"
7 Columns	7.68"
8 Columns	8.78"
9 Columns	9.89"

## SPACE RESERVATION AND MATERIAL DEADLINES

Space	Reservations	Materials
Sunday	Tuesday @ noon	Thursday @ noon
Tuesday	Thursday @ noon	Friday @ noon
Wednesday	Monday @ noon	Monday @ noon
Thursday	Tuesday @ noon	Tuesday @ noon
Friday	Wednesday @ noon	Thursday @ noon

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## GENERAL INFORMATION

### BILLS

Bills are rendered weekly.

### CONTRACTS

To be eligible for a contract rate, an advertiser must sign an advertising agreement.

### MECHANICAL REQUIREMENTS

The Tribune prefers material to be sent electronically (PDF, JPEG and EPS files) with high resolution, but will accept camera-ready copy. Our paper is output in Adobe In-Design. Our AdSend number is PAPTR. We accept Ad Transit. Our email address is: [advertising@phillytrib.com](mailto:advertising@phillytrib.com) and [production@phillytrib.com](mailto:production@phillytrib.com). The Tribune reserves the right to reject advertising not consistent with management policy.

### CREDIT/ ADJUSTMENTS

No adjustments will be allowed unless claim for credit is made within 10 days of receipt of notice.

### INSERTION ORDERS

An insertion order is required for all placement of advertising space.

### CANCELLATIONS

Payment must be made for space reserved, but cancelled after deadline.

Every effort will be made to comply with position request but acceptance of an order does not imply position guarantee. A 25% premium must be paid for a guaranteed position if accepted. Minimum 30 inches.

*All print and digital readership is audited.*

### COMMISSION/ TERMS OF PAYMENT

All advertising rates are net (non-commissionable) unless otherwise indicated. Discounts are available for space and frequency for print and digital. There is no cash discount offered. All bills are due and payable (net) upon receipt of invoice.

### PAYMENT OPTIONS

Cash  
Check  
Credit Cards  
Electronic Transfers

Please be sure to include an ad or invoice number with your payment. For more information, please contact our business office at 215-893-5735

### ELECTRONIC PAYMENT INFORMATION:

ACCT# **8621831743**  
ABA/Routing# **031000053**

## CONTACT US

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**MEMBERSHIPS**  
National Newspaper Publishers  
Association  
Pennsylvania NewsMedia Association  
National Newspaper Association  
Alliance for Audited Media

