



Pittsburgh's DSEN – Media Sheet

June 2026

Soulful Music • Pittsburgh Sports Talk • Lifestyle

About Pittsburgh's DSEN

Pittsburgh's DSEN is a **multi-platform soulful music, sports, and lifestyle network** serving the Western Pennsylvania region. We deliver engaging content across **radio, our website, YouTube, and our socials**, connecting brands with audiences spanning from local to global who are passionate about music, sports, entertainment, food, culture, community, and everyday lifestyle topics.

Our Audience

A highly engaged, lifestyle-driven audience across Western Pennsylvania and beyond with active interests in:

- Sporting goods & fan gear
- Home services (HVAC, roofing, plumbing, landscaping)
- Automotive (dealers, service, aftermarket)
- Restaurants, bars, breweries & nightlife
- Fitness, wellness, and healthcare
- Travel & Leisure
- Real estate, finance, insurance & legal services
- Pets, home & garden, and seasonal shopping
- Local events, entertainment, and community activities

Our audience frequently consumes **music, sports talk, local news, travel, pop culture, food content, and live events**, making Pittsburgh's DSEN a powerful channel for local and regional advertisers.

Platform Reach

YouTube

- Long-form sports & entertainment
- High-performing Shorts

Radio—24/7 Stream and App

- Soulful music, Pittsburgh sports talk, interviews, and lifestyle-programming

Monthly Audience Reach:

- ✓ **23,255 Radio-Live & Audio Streaming**
- ✓ **112,044 YouTube Views**
- ✓ **256,502 YouTube Impressions**
- ✓ **66,393 YouTube Subscribers—Top 8% of All Channels**
- ✓ **13,676 Facebook Impressions**
- ✓ **14,312 Facebook Views**

Total Cross-Platform Monthly Impressions:
272,690

Access the
Pittsburgh's DSEN –
Advertising Sales
Interest Form here

<https://forms.office.com/r/djX7N3DF6a?origin=lpLink>

Pittsburgh's DSEN Advertising
Interest Form for New Advertisers
and Sponsorship Partners





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Social Media

- Engaged followers across Facebook and X
- Strong share/engagement behavior on lifestyle content

Website

- Display ads, sponsored content, event promotions
- Audience re-targeting capabilities

Why Advertise With Pittsburgh's DSEN?

- 4% Average Click-Through Rate (CTR) on digital ads — *well above industry benchmarks*
- Highly engaged soulful music listeners
- Strong local sports culture: Steelers, Penguins, Pitt, Duquesne, RMU, high school sports
- Curated lifestyle programming
- Multi-platform reach across video, audio, and social
- Highly targeted Western Pennsylvania and international audience
- Affordable options for small businesses, regional advertisers, and agencies
- Customizable packages for every industry

Advertising Opportunities

Radio (24/7 Digital Radio)

- :15, :30, :60 audio ads
- Sponsorships
- Live/in-show mentions

Video / YouTube

- Pre-roll, mid-roll, and post-roll ad placements
- Sponsorships
- Product placements & host mentions

Website / Social / Email Blasts

- Display banners
- Branded content
- Video Ads

Multi-platform bundles

Perfect for Advertisers In

Home services •
Automotive •
Restaurants & bars •
Retail • Gyms &
wellness • Real
estate • Finance &
insurance • Events &
entertainment •
Healthcare • Local
sports organizations

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