



Pittsburgh's DSEN – Media Sheet (February 2026)

Soulful Music • Pittsburgh Sports • Lifestyle

About Pittsburgh's DSEN

Pittsburgh's DSEN is a **multi-platform soulful music, Pittsburgh sports, and lifestyle network** serving the Western Pennsylvania region. We deliver engaging content across **our internet radio, website, YouTube, and other social channels**, connecting brands with audiences spanning from local to global, who are passionate about soulful music, Pittsburgh sports, lifestyle, entertainment, food, culture, community, and everyday relevant 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 **soulful music, Pittsburgh sports talk, local news, travel, pop culture, food content, and live events**, making Pittsburgh's DSEN a powerful channel for local, national and global advertisers.

Platform Reach

YouTube

- Long-form sports, entertainment, and lifestyle shows
- Short-form sports, entertainment, and lifestyle videos
- Sports, entertainment, and lifestyle information



Monthly Audience Reach:

- ✓ **3,000+ Radio Streaming**
- ✓ **141,000+ YouTube Views**
- ✓ **350,000+ YouTube Impressions**
- ✓ **53,000 YouTube Subscribers—Top 8% of All Channels**
- ✓ **38,200+ Facebook Impressions**
- ✓ **12,500 Facebook Views**

Total Cross-Platform Monthly Impressions: ~500,000





Pittsburgh's DSEN – Media Sheet (February 2026)

Radio—24/7 Stream and App

- Soulful music, Pittsburgh sports, and lifestyle-programming

Social Media

- Engaged followers across YouTube, Facebook, Instagram, LinkedIn and X
- Strong share/engagement behavior across 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, Pirates, Pitt, and others
- Curated lifestyle programming
- Multi-platform reach across streaming, video, audio, and social
- Highly targeted Western Pennsylvania 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

YouTube/Video

- 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

Click Here to Access

Pittsburgh's
DSEN –
Advertising Sales
Interest Form

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

