



# Pittsburgh's DSEN – Media Sheet

April 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 podcasts
- High-performing Shorts

### Radio—24/7 Stream and App

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



### Monthly Audience Reach:

✓ 65,614 Radio-Live Audio Streaming

✓ 269,700+ YouTube Views

✓ 692,600+ YouTube Impressions

✓ 62,500 YouTube Subscribers—  
Top 8% of All Channels

✓ 28,682+ Facebook Impressions

✓ 14,731 Facebook Views

**Total Cross-Platform Monthly Impressions:**

**~631,000**





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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

