

PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on
The Philadelphia Inquirer's Eagles Celebration



For fear of jinxing the Eagles' chance at a Super Bowl victory by planning too much too soon, the staff of **The Philadelphia Inquirer** limited their conversations to 'what if' scenarios. On Sunday afternoon, members of the production staff gathered at their printing facility to watch the big game with fingers crossed, preparing the press to quickly share the news of the best possible outcome. [Watch the video.](#)

Shortly after midnight, the front page of Monday's Inquirer special "keepsake edition" rolled off the press reading, "At Last!".

A half-million extra copies targeting single-copy sales were produced to meet the anticipated demand. In addition to the regular distribution sites, 14 pop-up locations were added throughout the city.

Traffic to the [Philly.com](#) web and mobile sites was up over 200% on Monday, as opposed to an ordinary Monday, and five times the typical number of digital subscribers signed up.

On Thursday, [Philly.com](#) will publish an interactive look at the entire Eagles season, from week one to Super Bowl Sunday, complete with player profiles, hundreds of game photos and perspective from our team of Eagles beat writers and columnists.

On Friday, the day after the Eagles Super Bowl parade, The Inquirer will release their "commemorative section." In addition, a 160-page **hardback book** commemorating the Eagles' season, currently available through presale, will ship in mid-March.

For more information, contact [Amy Buckman](#).

