

## **The Chestnut Hill Local – creation of Wissahickon Magazine**

*From their final report:*

In November 2020, we produced our first issue of [Wissahickon Magazine](#). The new magazine made a small profit in its debut thanks to the funding provided from the PNA Foundation.

Though intended to be a quarterly publication, we decided to only schedule three issues in 2021, given the state of, well, everything. We would not try to put out a summer Wissahickon Magazine. Our first issue of 2021 was in homes by the end of April with increased advertising revenue from the previous issue.

We are printing 9,000 copies, about 4,000 for insertion in the Local and distribution with advertisers and Realtors, and other venues. The remaining 5,000 are mailed to households with incomes over \$250,000 in an 11-zip code area comprising the Wissahickon Valley.

Wissahickon Magazine is an important initiative for the Chestnut Hill Local because it allows us to expand our footprint to the entire catchment area and to develop a new revenue stream, which is vital to our survival.