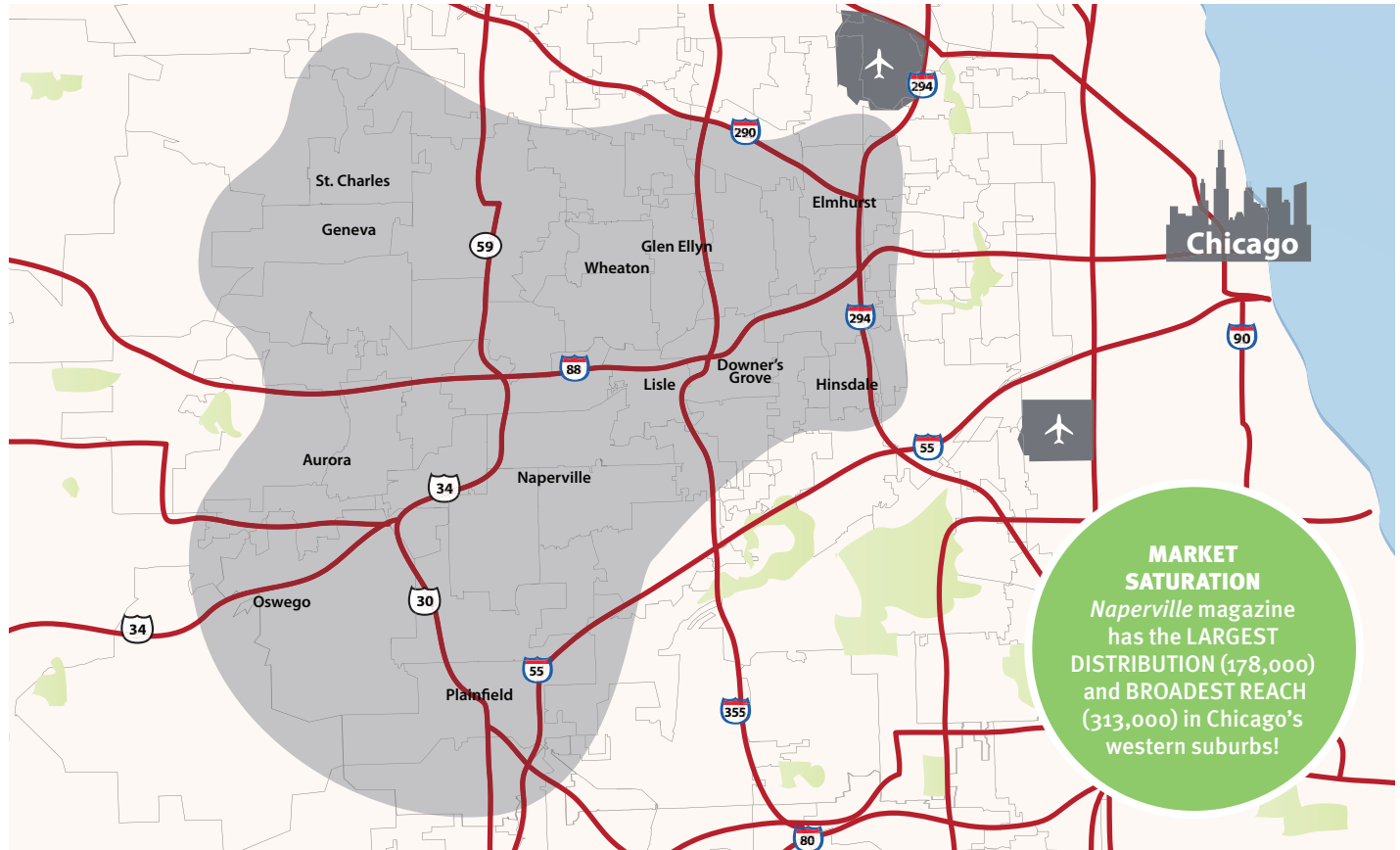


OUR READERS

CIRCULATION AREA Naperville magazine is distributed in high-income zip codes throughout Chicago's western suburbs, including Aurora, Clarendon Hills, Downers Grove, Elmhurst, Geneva, Glen Ellyn, Hinsdale, Lisle, Naperville, Oak Brook, Oswego, Plainfield, St. Charles, Wayne, Western Springs, and Wheaton.



PRINT RATE BASE = **45,000** READERSHIP = **180,000**
DIGITAL UNIQUE VISITORS = **2,800+** DISTRIBUTION* = **133,000**

% SUBSCRIBERS

AGE
 18-30 **10%**
 31-50 **28%**
 51-70 **40%**
 71+ **21%**

MARRIED
69%
SINGLE
31%



Female
51%



Male
48%

EDUCATION

4 Year College + Graduate Degree **64%**

ESTIMATED HOUSEHOLD INCOME

\$50,000-\$100,000 **46%**
 \$100,000+ **55%**

HOME MARKET VALUE

\$500,000-\$1,000,000+ **31%**
 \$250,000-\$499,000 **46%**

INTERESTS

Reading Magazines **90%**
 Travel **78%**
 Community Charities **50%**

CHILDREN

Households with Children **81%**

FOLLOWERS



8,800+



32,000+



7,000+

Sources: Axiom and Claritas 2021
 * includes social media and e-newsletter distribution