

# CHICAGO

## MEDIA KIT 2026

*Chicago* magazine



We are Chicago's most authoritative glossy. For more than **55 years**, we have delivered award-winning, life-improving journalism — from our franchise features like "Top Doctors" and "Travel Excursions" to thoughtful profiles and hard-hitting exclusives.

Chicago is among the most highly honored city magazines in the nation, regularly racking up a slew of prestigious national prizes (not to mention local ones). Check out some we've received in just the past few years.

#### CRMA AWARDS

from the City and Regional Magazine Association

- 2024** Feature; finalist in 14 categories, including general excellence
- 2023** Online Column; finalist in 14 categories, including general excellence
- 2020** Profile, Reader Service, Leisure/Lifestyle Interests, Photography
- 2018** Excellence Online, Online Column, Multiplatform Storytelling

#### NATIONAL MAGAZINE AWARDS

from the American Society of Magazine Editors

- 2020** Best Cover Contest (finalist)
- 2017** General Excellence, Special Interest (finalist)
- 2016** Feature Writing (finalist)
- 2015** Reporting (finalist)
- 2013** Reporting (finalist)

#### JAMES BEARD AWARDS

from the James Beard Foundation

- 2023** Profile (finalist)

#### IACP AWARDS

From the International Association of Culinary Professionals

- 2022** Food Section of a Magazine (finalist)



# THE 312

Each month, this section kicks off the magazine with all the buzziest news in town — think of it like a cheat sheet to what people are talking about right now.

- **TALKING POINTS** The top things people will be buzzing about this month.
- **LISTING OF THE MONTH** The skinny on an interesting house that's new to the market.
- **VOX** An incisive interview with a local newsmaker.
- **THE TWO-MINUTE GUIDE** A brief but deep dive into a pressing issue or upcoming event, delivering all the essentials of exactly what you need to know.
- **THE REGIMENT** A notable local with an interesting wellness routine details how to keep both their mind and body in shape.

GO

Explore the best of the city's arts and culture offerings, including our expertly curated Agenda, top 10 things to do this month.



## TABLE

Chicago has a world-class restaurant and drinking scene; our unparalleled, independent critics tell it like it is.

- **REVIEW** Dining critic John Kessler weighs in on the city's most intriguing restaurants.
- **HOT LIST** The latest intel for curious diners on where everyone's eating and drinking each month.
- **NEIGHBORHOOD FIND** We spotlight a lesser-known place we are excited about.
- **IN THE KITCHEN** Our regular recipe column walks readers through making the favorite dishes of Chicago's top chefs.

# CHICAGO STORIES

Riveting tales that shed light on our city and the people who live here.

# FOUND

This section offers a highly curated look at living the good life in Chicago, such as:

- **THE GOODS** Must-have products when you need them most. Think cozy sweaters and slippers in January or BBQ gear and picnic baskets for Father's Day.
- **STORE EXPLORER** A notable Chicagoan walks us through their favorite local shop, highlighting great finds.



# HABITAT

Every March and October, our home and design section showcases the latest in interior design, green spaces, and expert advice spanning the city and suburbs

# SQUARE FEET

Each August we highlight the top-producing real estate agents in the metro area and tap them for their expert advice.



# EXCURSIONS

This September special section focuses on fall and winter travel, highlighting trendy destinations, the latest accommodations, and the latest gear.

# EDITORIAL CALENDAR 2026

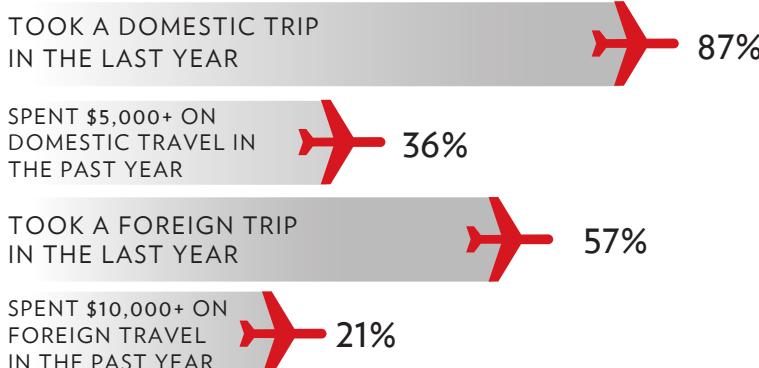
ISSUE	EDITORIAL FEATURES	SPECIAL AD FEATURES (SAF)	NEWS STAND	SAF CLOSE	SAFART DUE	AD CLOSE	AD ART DUE
<b>JAN</b>	› Top Cancer Doctors in the Six-County Area	› Medical Profiles*	<b>DEC 18</b>	<b>NOV 10</b>	<b>NOV 12</b>	<b>NOV 17</b>	<b>NOV 19</b>
<b>FEB</b>	› All Things Kids: Food, Fashion, Fun	› Retirement Living › Family Travel › Super Lawyers › Go Red for Women: American Heart Association › Visit Florida	<b>JAN 22</b>	<b>DEC 15</b>	<b>DEC 19</b>	<b>DEC 17</b>	<b>DEC 19</b>
<b>MAR</b>	› The Power 50: Chicago's Most Influential People › Habitat: Special Home & Design Section	› Experience Chicago › Education Guide › Power Players › Cosmetic Profiles*	<b>FEB 19</b>	<b>JAN 20</b>	<b>JAN 23</b>	<b>JAN 21</b>	<b>JAN 23</b>
<b>APR</b>	› Best New Restaurants › Spring Fashion	› Orthopedic Profiles › Real Estate Profiles	<b>MAR 19</b>	<b>FEB 16</b>	<b>FEB 20</b>	<b>FEB 18</b>	<b>FEB 20</b>
<b>MAY</b>	› Summer Travel	› Midwest Travel › Women of Influence	<b>APR 16</b>	<b>MAR 16</b>	<b>MAR 20</b>	<b>MAR 18</b>	<b>MAR 20</b>
<b>JUNE/JULY</b>	› Best Places to Live	› Exceptional Women in Medicine* › Medical Profiles* › Go West › Retirement Living › Super Lawyers in Focus	<b>MAY 21</b>	<b>APR 20</b>	<b>APR 24</b>	<b>APR 22</b>	<b>APR 24</b>
<b>SPECIAL EDITION</b>	› Chicago's 50 Best Restaurants		<b>JUN 18</b>			<b>MAY 20</b>	<b>MAY 22</b>
<b>AUG</b>	› The Best Seats in Town › Top-Selling Real Estate Agents: Special Section	› Top-Producing Real Estate Profiles* › Medical Profiles* › Suburban Scene	<b>JUL 16</b>	<b>JUN 15</b>	<b>JUN 19</b>	<b>JUN 17</b>	<b>JUN 19</b>
<b>SEP</b>	› Best Public High Schools › Fall Fashion › Excursions: Special Travel Section	› Education Guide › Fall Travel	<b>AUG 20</b>	<b>JUL 20</b>	<b>JUL 24</b>	<b>JUL 22</b>	<b>JUL 24</b>
<b>OCT</b>	› Best of Fall: Culture Guide › Top Hospitals in the Six-County Area › Habitat: Special Home & Design Section	› Medical Profiles* › Experience Chicago › Home & Design › Five Star Realtors	<b>SEP 17</b>	<b>AUG 17</b>	<b>AUG 21</b>	<b>AUG 19</b>	<b>AUG 21</b>
<b>NOV</b>	› Fall Dining	› Cosmetic Profiles* › Retirement Living › Visit Florida › Five Star Wealth Management	<b>OCT 15</b>	<b>SEP 14</b>	<b>SEP 18</b>	<b>SEP 16</b>	<b>SEP 18</b>
<b>DEC</b>	› Chicagoans of the Year › Gift Guide	› Give Chicago › Holiday Shop, Dine, Stay and Play › Winter Escapes	<b>NOV 12</b>	<b>OCT 12</b>	<b>OCT 16</b>	<b>OCT 14</b>	<b>OCT 16</b>

# OUR READERS

## READER BEHAVIOR

- 88% Regularly read **ALL** of the last **FOUR** issues
- 59% Discussed something they read with someone else
- 50% Save the **ENTIRE** issue
- 35% Recommended a product/service/store/restaurant as a result of the magazine
- 30% Attended an event as a **RESULT** of the magazine

## TRAVEL



## LOYALTY

- BEEN A READER FOR 1-5 YEARS ..... 25%
- BEEN A READER FOR 5-9 YEARS ..... 16%
- BEEN A READER FOR 10+ YEARS ..... 57%

## DINING

- FIND CHICAGO MAGAZINE HELPFUL WHEN DECIDING WHERE TO DRINK AND DINE ..... 78%
- DINED AT A SPECIFIC RESTAURANT AS A RESULT OF CHICAGO MAGAZINE ..... 69%

## EDUCATION

- GRADUATED FOUR-YEAR COLLEGE OR MORE ..... 90%
- POST-GRADUATE STUDY OR DEGREE ..... 55%

## HOME

- OWN A RESIDENCE ..... 86%
- HOMEOWNERS WHO OWN MULTIPLE RESIDENCES: ..... 24%
- PLAN TO REDECORATE IN THE NEXT YEAR: ..... 26%
- PLAN TO PURCHASE HOME FURNISHINGS IN THE NEXT YEAR: ..... 45%

RATE BASE = 90,000  
READERSHIP = 421,371



FEMALE  
52%



MALE  
47%

32% SINGLE 63% MARRIED

## AGE

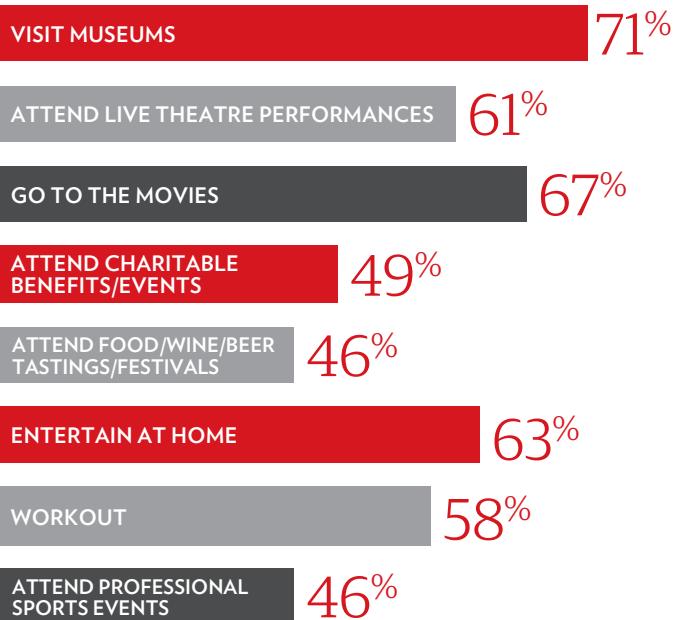
25-54: 28% AVERAGE: 58

AVERAGE HHI \$275,000 | AVERAGE NET WORTH \$1.7 MILLION

## READERS' OPINIONS OF CHICAGO MAGAZINE

81% HAVE VISITED CHICAGOMAG.COM'S DINING AND DRINKING CONTENT IN THE PAST SIX MONTHS

## LEISURE



Demographics Source: 2024 Chicago magazine Readership Survey, Tribune Publishing Research Department  
Readership Source: Scarborough R2 2023, Chicago Market, Past 6 Month Readership.

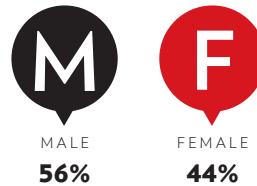
# CHICAGOMAG.COM

Chicagomag.com is an indispensable guide to the city for residents and visitors alike, packed with smart, daily coverage of politics, city life, dining, entertainment, shopping, and real estate alongside *Chicago*'s insightful features and service packages. Online advertising options include:

- **SECTION TAKEOVERS** Advertiser exclusivity of all ad positions within a given content area on chicagomag.com.
- **NATIVE AND SPONSORED CONTENT** Customized brand stories presented in an engaging format with prominent positioning on chicagomag.com.
- **VIDEO** Behind-the-scenes coverage of the city's tastemakers, hotspots, and influencers in the dining and drinking, arts and culture, and real estate categories.
- **E-NEWSLETTERS** Seven snappy e-newsletters cover the latest in dining, entertainment, style and shopping, home and design, travel, and city life.
- **E-BLASTS** Three dedicated e-blasts highlight upcoming events and promotions from our advertising partners.

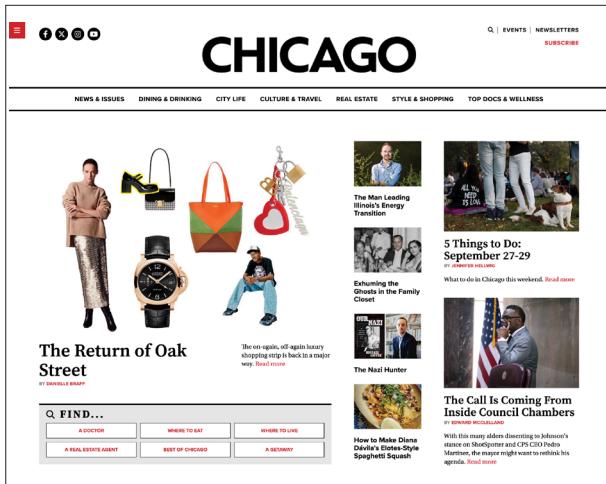
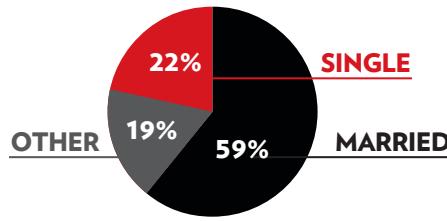
## OUR DIGITAL FOOTPRINT

AGES 18-34 .....	41%
AGES 35-54 .....	34%
55 OR OVER .....	25%
ATTENDED/GRADUATED COLLEGE .....	98%



MONTHLY  
'24

AVERAGE PAGE VIEWS:  
1 MILLION



WEB TRAFFIC THAT COMES FROM MOBILE DEVICES

Sources: Google Analytics Sept. 2023-Sept. 2024, average. Social media followers as of Sept. 2024. Web traffic Sept. 2023-Sept. 2024. Demographics Source: 2024 Chicago magazine Readership Survey, Tribune Publishing Research Department

## INSTAGRAM SWEEPSTAKES

Get in front of *Chicago* magazine's engaged social audience of more than 142,000 by sponsoring an Instagram sweepstakes. **#CMGiveaways**

### HOW IT WORKS



Followers of *Chicago* magazine's Instagram page during the sweepstakes period will see the sponsored post



They must follow the sponsor's Instagram page



Like the sponsored photo



...and tag a friend in the post



One winner will be selected at random and notified directly via Instagram

### SPONSORSHIP DETAILS

- Includes one @chicagomag Instagram post (145,600+ followers); content is labeled as "sponsored" and advertiser is tagged.
- Includes one posted story and the option to include a carousel.
- Sponsor to provide a prize with a minimum \$250 value and 1-2 vertical images without copy (1080x1920 pixels)\*

**PRICE:** \$2,500 per sweepstakes



257,700+

followers



183,100+

followers



145,600+

followers

# CHICAGOMAG.COM

## DIGITAL AD OPPORTUNITIES\*

Cost per week

### Homepage

- Premium positioning viewed by engaged readers
- Advertisements will remain constant as viewers enter chicagomag.com

Section Takeover: \$1,500

### News & Issues

- Chicago* magazine feature stories
- News and analysis by Edward McClelland

Section Takeover: \$1,500

### Dining & Drinking

- Spring and fall dining specials
- Weekly Seen on the Scene photo blog, covering new bars
- The Hot List (Monthly)

Section Takeover: \$2,500

### City Life

- Narrative long-reads to get lost in
- Health and well tips from experts in the know
- Magazine staples like Best of Chicago

Section Takeover: \$3,000

### Culture & Travel

- Culture coverage of art, music, classical, theatre, and more
- Weekly guides to the best events

Section Takeover: \$1,200

### Style

- Sales and shopping news
- Fashion coverage

Section Takeover: \$500

### Real Estate

- Real estate news, market reports, homes on the market
- Photo walk-throughs of for-sale residential real estate
- Guides to Chicago's best neighborhoods
- Hottest interior design trends and news
- The best local design sales and must-read stories

Section Takeover: \$1,200

### Top Doctors

- The best physicians as chosen by their peers

Section Takeover: \$500

Premium pricing may apply. Please consult your account manager for details.

\*Subject to availability

# E-NEWSLETTERS RATES

Each week, our opt-in subscribers receive snappy e-newsletters covering the latest in targeted content areas. These e-newsletters are also featured on [chicagomag.com](http://chicagomag.com).

## CHICAGO GUIDE

**27,000+** SUBSCRIBERS - *Delivered Thursdays*

Your weekly roundup of what we're doing around town, from events to restaurants to shopping. Plus, we'll include our top new Chicagomag.com stories and a long read for the weekend.

**Section Takeover: \$2,500**      **Banner Ad: \$1,200**

## DISH

**19,000+** SUBSCRIBERS - *Delivered Wednesdays*

The Chicago magazine dining team offers the latest on the city's dining scene, including the best dishes, chefs, recipes, and more. Warning: This newsletter may induce hunger.

**Section Takeover: \$2,000**      **Banner Ad: \$1,000**

## HOME & REAL ESTATE

**14,000+** SUBSCRIBERS - *Bi-weekly on Tuesdays*

Chicago is an architect's dream. Every other week we'll help you find your dream home, tell you where to shop for decor, and profile some of the best abodes in the city.

**Section Takeover: \$1,600**      **Banner Ad: \$800**

## AVAILABLE OPPORTUNITIES

- 468x60 PIXEL BANNER
- 300x250 PIXEL CUBE
- SPONSORED LISTING
- FEATURED SPONSORED LISTING



### Bonhomme Group's Expat Delivers All-Day Dining in the West Loop

A great all-day dining spot is one of my favorite things, but many of them don't make it — lots of places start out with grand ambitions, just to then die off quickly, sometimes as quickly as the reality of staffing up. That's why I was so excited when Expat opened; this all-day spot from Bonhomme Group has been open since April, is still going strong, and is committed to sticking it out.

Bonhomme Group has had a heck of a run lately, while its Michelin-starred Porto is closed (temporarily, I hope), their other concepts like Beatnik, Bambola, Coquette, Borsel, and others are going strong. They've even got a hotel in Spain, and founder Daniel Alonso now splits his time between Chicago and Europe. I caught up with him while he was on the ground in Spain, working on a new restaurant at the Group's hotel, Casa Beatnik.

Expat is in a former barbershop in Bambola and was originally part of a private dining space. After about a year, Alonso recognized that the space had the potential to be something more exciting: with 100 feet of storefront and its own patio, it seemed wasted as a mostly-quiet barbershop. The idea behind Expat is, as the name implies, to expand the dining room around the bar and serve dinner exclusively. "Think of being a foreign correspondent in Havana or Marrakesh or Karachi right after the war in the 1950s," he explains. "What do you miss? All of those classics from home." This ties together the eclectic decor, the menu of American diner classics, and a cocktail menu that is, quite literally, a best of list from around the world.

Executive chef Sean Sturgulewski worked with Alonso to pull favorite signature drinks from famous expat bars from around the world. Think of a Bellini from Harry's Bar in Venice, or a Papa Doble from the Florida in Havana. Each of these drinks has a story.



## FEATURE LISTINGS

Highlight your product, event, or promotion with a dedicated, listing in one of our editorial newsletters. This opportunity offers an engaging reader experience centrally located within each newsletter, where your brand will get noticed!

**Starting Rate: \$600**

## REQUIRED MATERIALS

- Promotion title (max. 7 words)
- Promotion description (max. 35 words)
- Promotion date, time, and address, if applicable
- URL that links to the promotion
- Optional: JPG, GIF or PNG image (120x80 pixels)

## DEADLINES

Submit materials seven days prior to e-newsletter run date. Rescheduling might occur if not received by this time.

### Latest in Chicago Dining

**YES, CHEF**  
**Charlie Trotter's Legacy Revealed**  
A new documentary on the Chicago chef follows how his drive for perfection inspired everyone around him. [Read more](#)

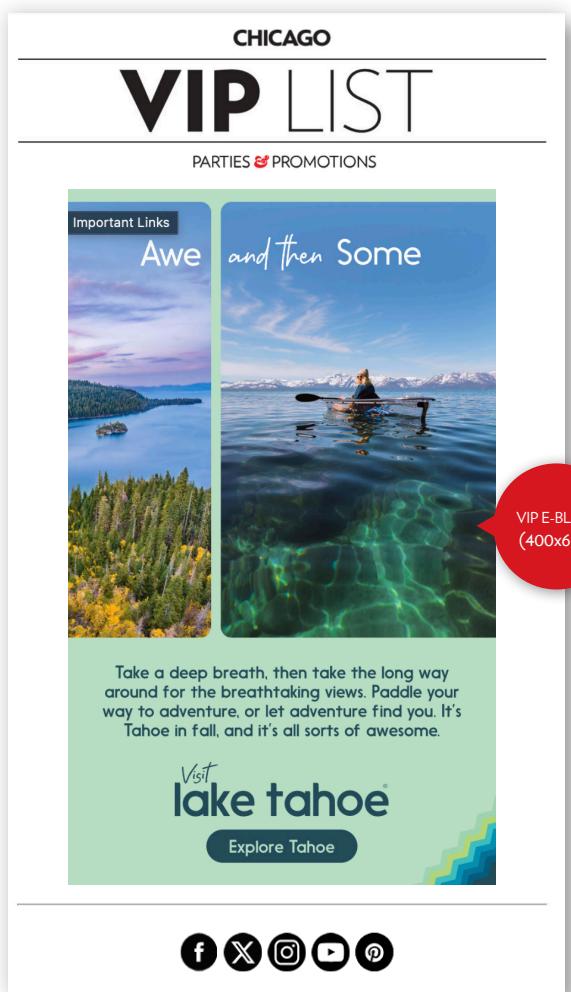
  
**CHICAGO SOUL**  
**Review: Erick Williams' Soul a Chicago Twinkie**  
At Daisy's Po-Boy and Tacos, Williams serves New Orleans cuisine with a Chicago heart. [Read more](#)

**SPONSORED**  
**Club Lucky - Private Holiday Parties - Reserve now!**  
The year is winding down and reservations are filling up fast. Enjoy our traditional Italian Cuisine. A la Carte, Family Style, and Bar Packages available. Private Party Room. Cocktail Lounge, Catering & Delivery. **Award-winning holiday decorations.** Good Food & Fun! [ClubLuckyChicago.com](http://ClubLuckyChicago.com) / 773-227-2300. [Find out more](#).

  
**MIDWEST SPIRIT**  
**A New Distillery Celebrates the Midwest**  
Avondale's new Judson & Moore Distillery gives the region a whiskey of its own. [Read more](#)

# E-BLASTS

Highlight your upcoming event, sale, or promotion with an e-blast dedicated to your brand and sent to our opt-in readers.



The image shows a sample e-blast titled "VIP LIST" for "CHICAGO PARTIES & PROMOTIONS". The layout includes a header with the city name and service type, followed by a main content area with a "Important Links" sidebar. The main content features a large image of a person kayaking on Lake Tahoe with the text "and then Some" overlaid. A red circular callout in the bottom right corner of the main image area says "VIP E-BLAST (400x650)". Below the image, a text block reads: "Take a deep breath, then take the long way around for the breathtaking views. Paddle your way to adventure, or let adventure find you. It's Tahoe in fall, and it's all sorts of awesome." At the bottom, there's a "Visit lake tahoe" logo with "Explore Tahoe" text and social media icons for Facebook, Twitter, Instagram, YouTube, and Pinterest.

## VIP LIST

**26,000+** SUBSCRIBERS - *Delivered Mondays, Wednesdays, Fridays*  
Reach our highly engaged audience and align your brand with *Chicago* magazine's must-attend events today!

**\$2,400 PER BLAST**

### REQUIRED MATERIALS

- JPG or GIF or PNG image of invitation (400x650 pixels)
- Subject line of e-mail (all-caps prohibited, limit 60 characters)
- URL that links to your invitation
- Short sentence of text describing or teasing the content

### DEADLINES

Submit materials seven days prior to e-newsletter run date.  
Rescheduling might occur if not received by this time.

For more information, please contact your account manager.

## GEO-TARGETED E-BLAST

Maximize your reach with a custom geo-targeted e-blast in the zip codes of your choice for 100% Share of Voice! Whether you want to build your presence, create brand awareness or generate traffic, this custom e-blast allows you to target your audience via zip codes, demographic criteria, and interests!

**50,000+**

SUBSCRIBERS

**\$3,000 PER BLAST**

**100,000+**

SUBSCRIBERS

**\$5,500 PER BLAST**

## DEDICATED E-BLAST

**46,000+** SUBSCRIBERS - *Delivered twice a month*

A customized email blast that offers the opportunity to align your message with the *Chicago* magazine brand.

**\$4,500 PER BLAST**

## SPECIAL OFFERS

**11,600+** SUBSCRIBERS - *Delivered twice a month on Tuesdays*

Showcase your brand's next sale, promotion, or product announcement without any competition.

**\$1,500 PER BLAST**

## GO TRAVEL

**12,000+** SUBSCRIBERS - *Delivered third Thursday of the month*

Exclusive travel discounts and offers from *Chicago* magazine partners.

**\$1,500 PER BLAST**

## REQUIRED MATERIALS

- JPG or GIF or PNG image of invitation (640x730 pixels)
- Subject line of e-mail (all-caps prohibited, limit 60 characters)
- URL that links to the promotion
- Short sentence of text describing or teasing the content



The image shows a sample e-blast for "CHICAGO LIVE" at "NAVY PIER". The header includes the "NAVY PIER" logo and the dates "SEPT 21 AND SEPT 22". The main content features a woman in a black dress performing on stage with the text "CHICAGO LIVE" and "FREE | 2 DAYS | 110+ PERFORMANCES | 5 STAGES". A red circular callout in the bottom right corner says "DEDICATED E-BLAST (640x730)". Below the main image, there's a smaller image showing performers on stage.

Enjoy the largest **FREE** performing arts festival in the Midwest.

[VIEW EVENT DETAILS](#)

**DEDICATED E-BLAST (640x730)**

# CONTENT PROGRAMS

CHICAGO  
MAGAZINE

## REACH AN ENGAGED AUDIENCE

Branded content is a powerful way to positively impact your brand perception. By sharing information that is relevant and valuable, you engage our audience, gain trust, and capture new business. Whether you want to generate buzz, drive traffic to your site, or grow sales online and in-store, our tailored programs are designed to fit your unique business needs.

## CONTENT CREATION

We work closely with you to develop content ideas that will resonate. Either submit your own content or enlist our creative team to craft original content — whether it's articles, infographics, videos, or images — that translates your brand message into engaging, shareable content.

## CONTENT PROMOTION

What good is great content if it doesn't reach the right audience? That's why we utilize a comprehensive distribution strategy to promote content in a variety of ways, from housing on [chicagomag.com](http://chicagomag.com) and your site, to e-blasts, social media, print and digital ads, and more.

- We have a **no-follow** link policy
- Editorial approval needed prior to posting to assure it aligns with our brand
- Some **topics are embargoed** for the year
- Consideration is contingent upon not surpassing our sponsored content percentage threshold.
- Samples for review are recommended

The screenshot shows a website header with 'CHICAGO' and navigation links for NEWS & ISSUES, DINING & DRINKING, CITY LIFE, CULTURE & TRAVEL, REAL ESTATE, FASHION & SHOPPING, and TOP DOCS & WELLNESS. Below this is a 'SPONSORED CONTENT' section with a large image of a red bottle and a yellow fan. The text reads: 'True Spirit' and 'The smooth new mezcal from Caso Atila Mexico is rooted in the Mexican state of San Luis Potosí'. It includes a photo credit 'PHOTO BY HANNE ADAMS' and a caption: 'Like the United States, Mexico is made up of 31 different states plus a capital city. San Luis Potosí is one of Mexico's 31 states and is known primarily for its topography, history, culture and location. Altering the energy and atmosphere of a specific area, Caso Atila Mezcal is made from 100% organic agave, and its West African style is unique to the region. Located in Mexico City, the historic, UNESCO-certified San Luis Potosí is home to more than just charming historical landmarks and delicious local cuisine. It's also home to one of the most unique mezcal distilleries, thanks to native agave and a special charred process - plus, an essential wisdom that has been passed down for more than five centuries.'

The screenshot shows a 'SPONSORED CONTENT' section with a large image of a red bottle and a yellow fan. The text reads: 'True Spirit' and 'Alan Adams was studying agriculture at the University of Illinois in 1970 when the first Earth Day event took place. A passion took hold. [Read more](#)'.

## SPONSORED CONTENT

Promotional content directly related to your brand message.

### Program includes:

- Creation and implementation of a templated microsite to host one content article for 30 days (max of two revisions)
- One (1) 1500x1000 main image
- One (1) web headline and web deck
- Up to 10 additional images with links — images should have a width of 1000 pixels
- Barker ad on the homepage linking to the microsite (channel based on availability)
- 150K ROS impressions to run on [chicagomag.com](http://chicagomag.com) linking to the microsite
- One (1) dedicated VIP e-blast linking to the microsite
- Optional brand ads to frame the article

Starting price: **\$6,000 PER MONTH**

The screenshot shows a website header with 'CHICAGO' and navigation links. Below is a 'SPONSORED CONTENT' section with a large image of a beach with the text 'PUERTO VALLARTA' written in the sand. The text reads: 'Chicago's Out, Puerto Vallarta is In' and 'In Chicago, fall means the arrival of temps, cozy sweaters and pumpkin spice lattes. But most importantly, it means the desire to travel when it comes to booking winter getaways to warm, beautiful locations that allow you to leave the cold behind.' It includes a photo credit 'PHOTO BY HANNE ADAMS' and a caption: 'This winter, think Puerto Vallarta. Situated on the Pacific coast of Mexico, the sun-soaked city has everything Chicagoans crave in a winter destination: warm weather, great food and drink, and with a vibrant dining and nightlife scene, a roster of family-friendly activities and plenty of opportunities for adventure. It also has something for every travel style.'

The screenshot shows a 'SPONSORED CONTENT' section with a large image of a beach with the text 'PUERTO VALLARTA' written in the sand. The text reads: '(Sponsored) Want to get away this winter? Head to Puerto Vallarta in Mexico. It's a destination with everything Chicagoans crave: sunshine, white-sand beaches, and warm temperatures.' It includes a photo credit 'PHOTO BY HANNE ADAMS' and a caption: 'chicagomag.com Chicago's Out, Puerto Vallarta is In'.

## NATIVE CONTENT

Non-promotional content customized to a theme that aligns with your brand message.

### Program includes:

- Creation and implementation of a custom microsite to host content on [chicagomag.com](http://chicagomag.com) for 30 days
- Content elements can include, but are not limited to: articles, infographics, videos, sweepstakes, contests, and more.
- Barker ad on the homepage (channel based on availability)
- 150K ROS impressions to run on [chicagomag.com](http://chicagomag.com) linking to the microsite
- One (1) dedicated VIP e-blast linking to the microsite
- Optional brand ads to frame article

Starting price: **\$8,000 PER MONTH**

# EVENT SPECIALISTS

Chicago magazine has built a reputation for creating unique partnerships with clients through events and promotions whose effects are sustainable and lasting. Through activation at custom-created client events, media sponsorship events, or *Chicago*'s annual signature events, we can build awareness of your brand among our engaged audience. Annual signature events for 2026 will include:

## BARREL NIGHT

**February**

Barrel Night attracts discerning tastemakers for an intimate sampling of a wide array of top-shelf whiskey and spirits. Guests have the opportunity to connect virtually with master distillers, spirits ambassadors, and owners of some of the most talked-about brands.

## CHICAGO'S BEST RESTAURANTS

**July**

Experience the best of Chicago's restaurant scene — all in one place. To celebrate our special 50 Best Restaurants issue, *Chicago* magazine is bringing together the city's biggest chefs for one blowout feast, with signature bites from a selection of the spots we honor in the issue along with cocktails and live entertainment.

## SECRET SUPPER

**4x per year**

An exclusive dining series gathering Chicago's talented chefs and curious foodies alike to celebrate the city's ever-evolving culinary scene. Featuring a multicourse tasting menu and drink pairings, fused with elements of mystery and excitement, Secret Supper creates a one-of-a-kind dining experience.

## CHICAGOANS OF THE YEAR

**December**

Each year, *Chicago* magazine salutes inspiring individuals who have made Chicago—or the world—a better place. The honorees are celebrated at an upscale evening cocktail event attended by prominent community members.

## CUSTOM EVENT SOLUTIONS

Our team of event producers will help bring your brand to life. Whether for a stand-alone event or a branded publicity stunt, we have the ability to conceptualize and provide flawless experiential solutions based on your brand-marketing objectives.

- Large Scale Activations
- Branded Publicity Stunts
- Concerts
- Product Launches
- Guerrilla Marketing
- Festivals
- Store Openings
- Custom Speaker Series
- Corporate Events



Guests enjoyed a five-course dinner at Brasero, curated by chef John Manion as part of Chicago magazine's Secret Supper series.



Attendees enjoyed a different sampling of whiskeys, bourbons, and spirits at *Chicago* magazine's Barrel Night event.

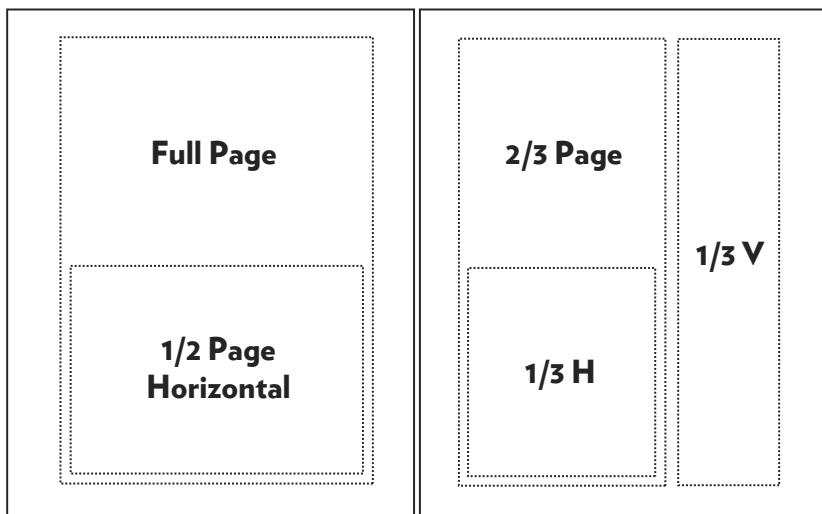


Guests enjoyed bites from the best ranked restaurants at the sold out Chicago's Best Restaurants event hosted at Galleria Marchetti.



Attendees enjoyed the exclusive Chicagoans of the Year event, where honorees accepted their awards and spoke on their philanthropic work — and what Chicago means to them.

# PRINT SPECS

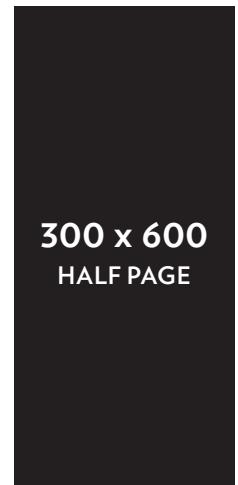
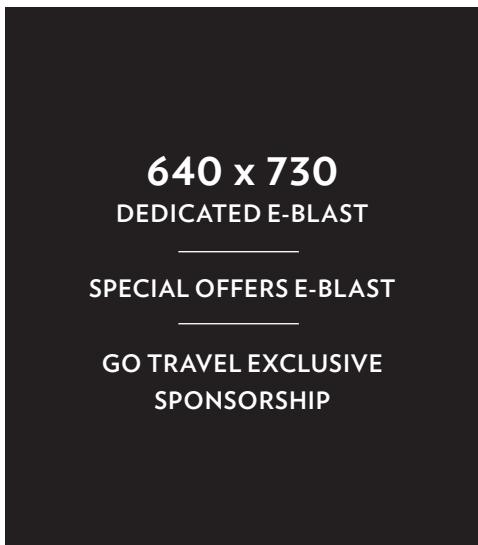


	Width	Height
<b>Full Page:</b> Bleed	8.25 in.	10.75 in.
Trim	8.0 in.	10.5 in.
Live Area	7.5 in.	10.0 in.
<b>Full Page:</b> Non-Bleed	7.0 in.	9.875 in.
<b>2/3 Page Vertical</b>	4.6 in.	9.35 in.
<b>1/2 Page Horizontal</b>	7.0 in	4.6 in.
<b>1/3 Page Vertical</b>	2.2 in.	9.35 in.
<b>1/3 Page Horizontal</b>	4.6 in.	4.6 in.

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space. \*SAFETY: All live matter should be 1/4" from the trim size on all four sides. *Chicago* magazine cannot be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

# ONLINE SPECS

All digital materials should be submitted 7 days prior to your campaign's start date. Please include desired URL, subject line, and text-only copy, when applicable. For more information, please contact your account manager. All measurements are in pixels (W x H). **Max file size is 200KB.**



RESCHEDULING  
MIGHT OCCUR IF  
MATERIALS ARE  
NOT RECEIVED  
ON TIME.



8.4.2024



**CHICAGO**  
MAGAZINE