

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

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

- TOOK A DOMESTIC TRIP IN THE LAST YEAR  87%
- SPENT \$5,000+ ON DOMESTIC TRAVEL IN THE PAST YEAR  36%
- TOOK A FOREIGN TRIP IN THE LAST YEAR  57%
- SPENT \$10,000+ ON FOREIGN TRAVEL IN THE PAST YEAR  21%

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%

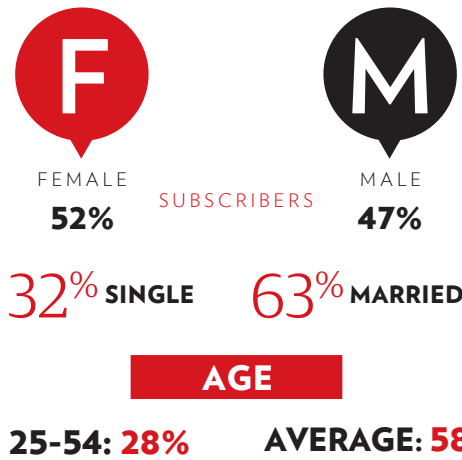
EDUCATION

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

HOME

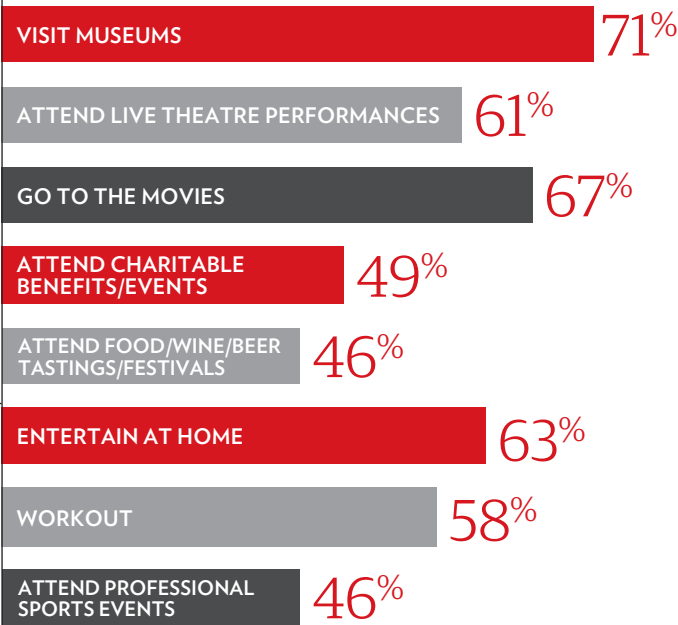
- OWN A RESIDENCE 86%
- HOMEOWNERS WHO OWN MULTIPLE RESIDENCES: 24%
- PLAN TO REDECORATE IN THE NEXT YEAR: 26%
- PLAN TO PURCHASE HOME FURNISHINGS IN THE NEXT YEAR: 45%

RATE BASE = 90,000
READERSHIP = 421,371



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.

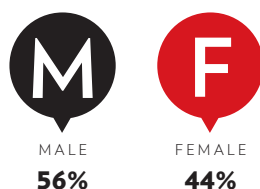
CHICAGOMAG.COM

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:

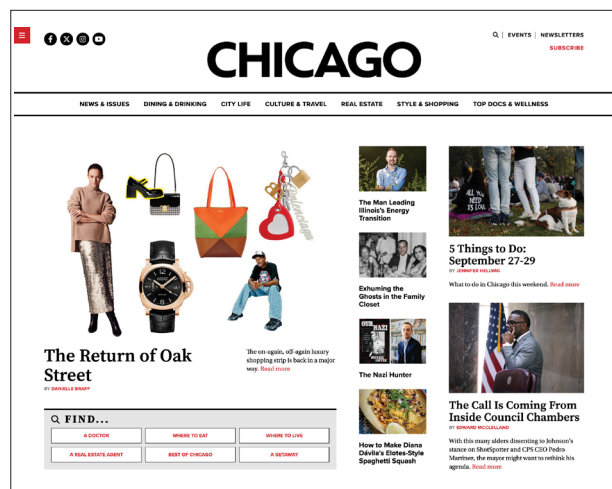
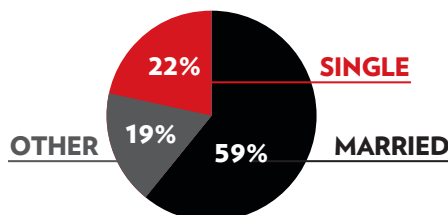
- **SECTION TAKEOVERS** Advertiser exclusivity of all ad positions within a given content area on chicagomag.com.
- **NATIVE AND SPONSORED CONTENT** Customized brand stories presented in an engaging format with prominent positioning on chicagomag.com.
- **VIDEO** Behind-the-scenes coverage of the city's 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



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

Follow

They must follow the sponsor's Instagram page



Like the sponsored photo



...and tag a friend in the post

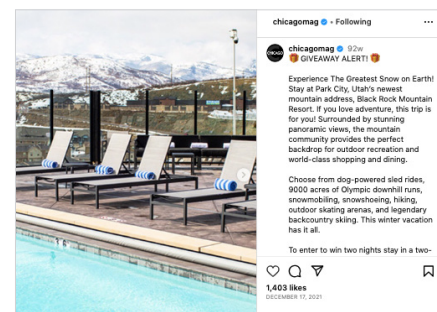


One winner will be selected at random and notified directly via Instagram

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

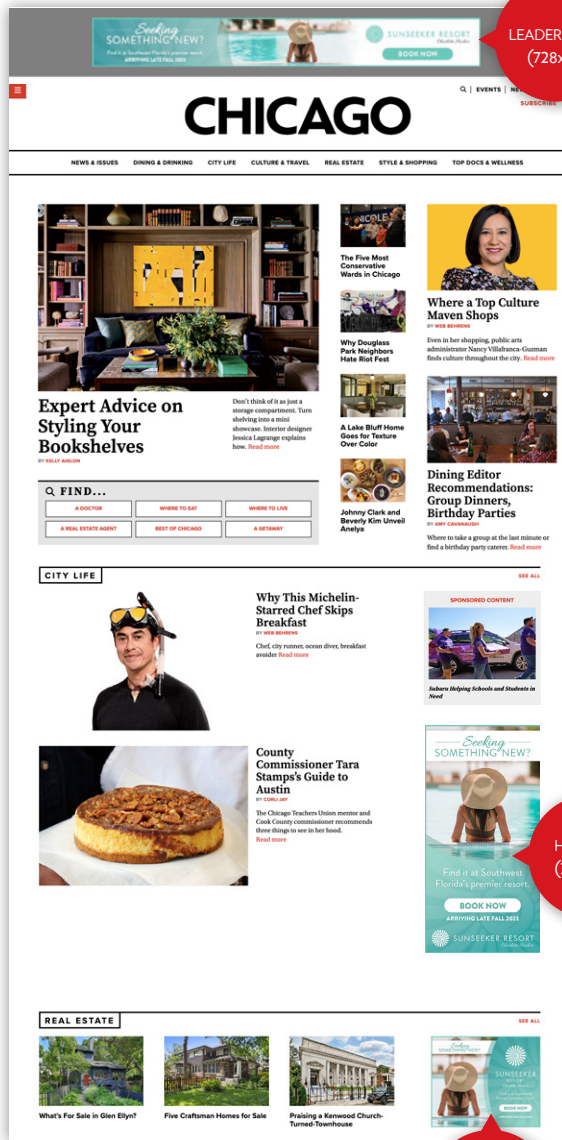


257,700+ followers

183,100+ followers

145,600+ followers

CHICAGOMAG.COM



INCLUDES:

728x90 PIXEL
LEADERBOARD

300x600 PIXEL
HALF PAGE

300x250 PIXEL
CUBE

320x50 PIXEL
MOBILE LEADERBOARD

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

DIGITAL AD OPPORTUNITIES*

HOMEPAGE

Cost per week

Section Takeover: **\$1,500**

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

NEWS & ISSUES

Section Takeover: **\$1,500**

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

DINING & DRINKING

Section Takeover: **\$2,500**

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

CITY LIFE

Section Takeover: **\$3,000**

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

CULTURE & TRAVEL

Section Takeover: **\$1,200**

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

STYLE

Section Takeover: **\$500**

- Sales and shopping news
- Fashion coverage

REAL ESTATE

Section Takeover: **\$1,200**

- 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

TOP DOCTORS

Section Takeover: **\$500**

- The best physicians as chosen by their peers

*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.

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

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.

ADVERTISEMENT

CHICAGO'S **BEST** RESTAURANTS


Forward to a friend | View in your browser
Share: Facebook Twitter

CHICAGO

Dish

LATEST IN CHICAGO DINING

September 4, 2024
By Anthony Todd



PHOTOGRAPH: COURTESY OF EXPAT

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 with big service ambitions, just to turn into dinner-only spots within a few months as the reality of staffing sets in. 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, Bordel, 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 him while he was on the ground in Spain, working on a new restaurant at the Group's hotel, Casa Beatnik.

Expat is in the same building as Bambola and was originally part of a private dining space. After about a year, Alonso realized 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-empty room. The idea behind Expat is, as the name implies, inspired by expatriates around the world. Alonso describes it evocatively. "Think of being a foreign correspondent in Havana or Marrakech or Karachi right after the war in the 1950s," he explains. "What do you miss? All of those classics from home." That 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.

Beverage director Brian 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 Floridita in Havana. Each of these drinks has a story.

ADVERTISEMENT

CHICAGO

CHICAGO'S BEST RESTAURANTS

BUY TICKETS

NEWSLETTER BANNER (468x60)

CUBE (300x250)

Latest in Chicago Dining

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

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

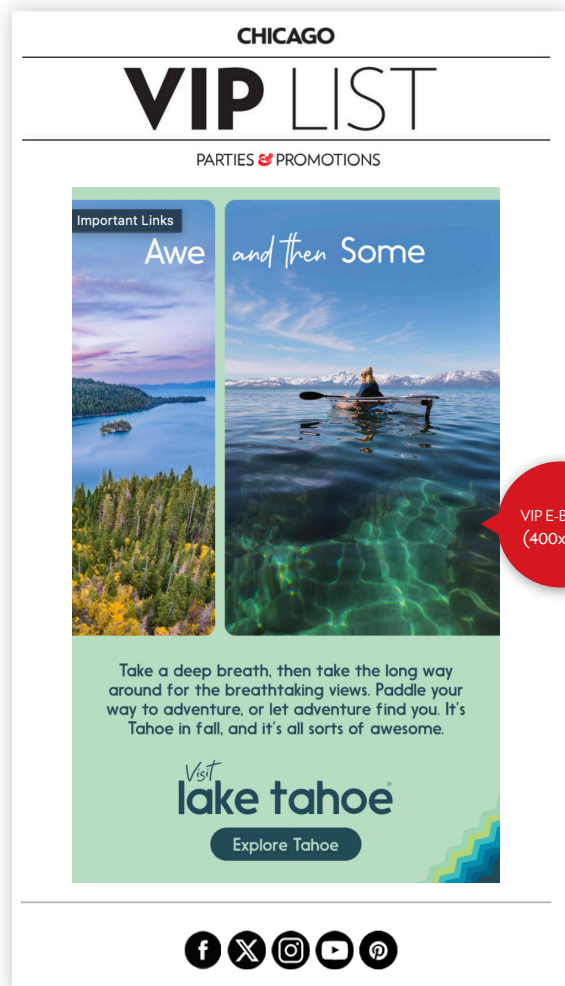
SPONSORED
Club Lucky - Private Holiday Parties - Reserve now!
The year is winding down and reservations are filling up fast. Enjoy our traditional Italian Cuisine. A la Carte, Family Style, and Bar Packages available. Private Party Room. Cocktail Lounge. Catering & Delivery. **Award-winning holiday decorations.**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

FEATURED LISTINGS

E-BLASTS

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



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

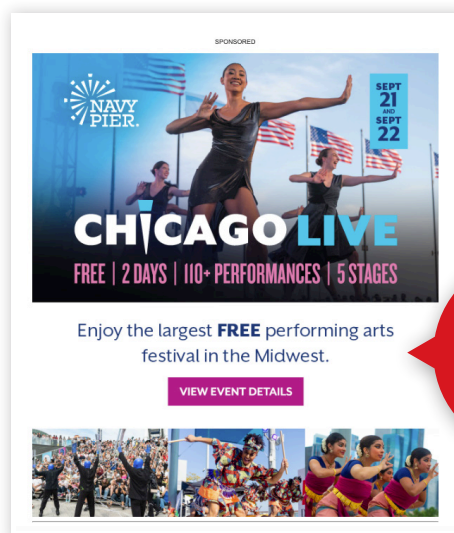
12,000+ SUBSCRIBERS - *Delivered third Thursday of the month*

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



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.

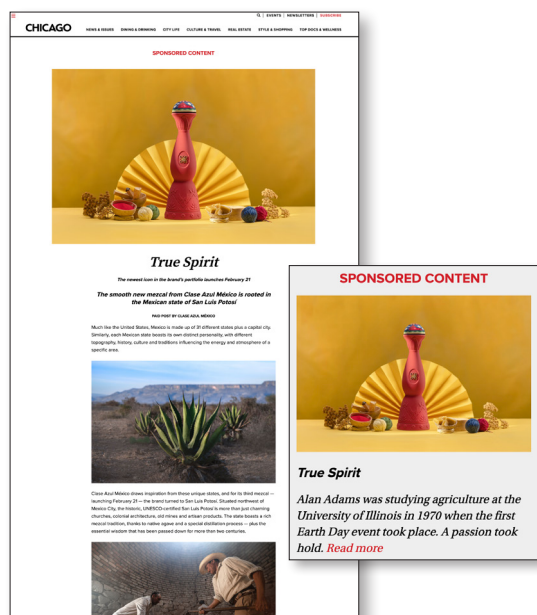
CONTENT CREATION

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 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



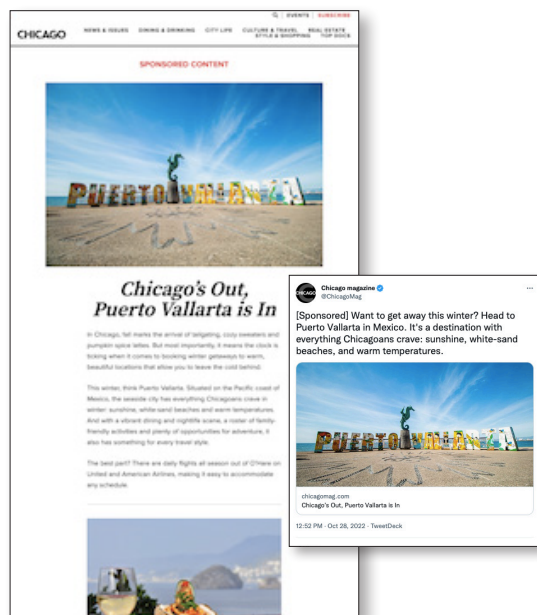
SPONSORED CONTENT

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 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**



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 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 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.

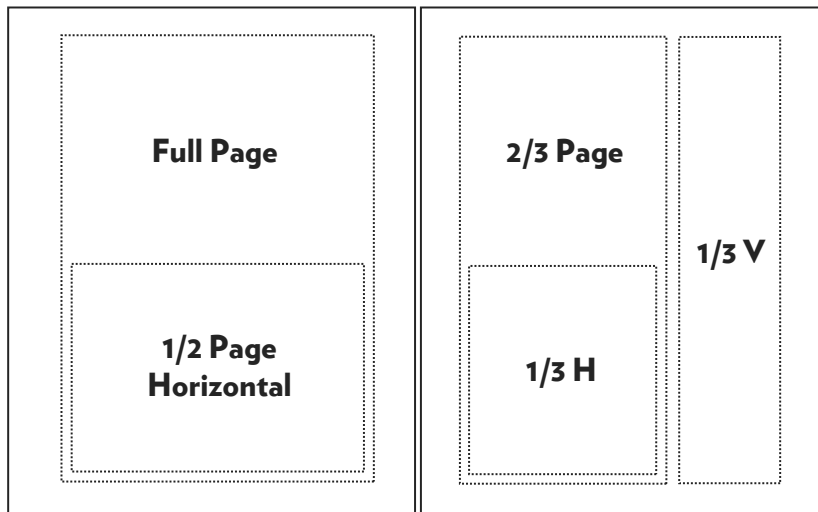


Guests enjoyed bites from the best ranked restaurants at the sold out *Chicago*'s Best Restaurants event hosted at Galleria Marchetti.



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

640 x 730
DEDICATED E-BLAST

SPECIAL OFFERS E-BLAST

GO TRAVEL EXCLUSIVE
SPONSORSHIP

400 x 650
VIP E-BLAST

300 x 600
HALF PAGE

300 x 250
CUBE

728 x 90 LEADERBOARD

NEWSLETTER BANNER
468 x 60

MOBILE LEADERBOARD
320 x 50

**RESCHEDULING
MIGHT OCCUR IF
MATERIALS ARE
NOT RECEIVED
ON TIME.**

8.4.2024

CHICAGO

MAGAZINE