

Chicago Life

MAGAZINE

102,000

distribution in the Chicago area in the
Wall Street Journal and **New York Times**



Chicago Life

Chicago Life magazine is the print venue of choice to reach a smart and sophisticated audience. *Chicago Life* is celebrating 26 years in business with features on arts and culture, books, architecture, theater, economics, home design, finance, health, Chicago issues, interviews and politics.

773.549.1523

Chicago Life

MAGAZINE

64,000-plus Wall Street Journal Circulation

Education 97% Attended College
88% College Graduate
12% Some Post Graduate Study
59% Post-graduate Degree

Average Age 57

Male/Female 82% / 18%

Home Owners

Own Seasonal/Weekend Home 25%

Home Value

Average value of main residence \$1,016,000

Employment Status

66% Employed
30% Retired
4% Other

Employed WSJ Subscribers

Average Household Income \$299,400
Average Individual Employment Income \$217,300
Average HH Net Worth \$2,616,000
Average Value of Investments \$2,147,000

Job Title

Top Management 56%
Middle Management 27%
Professional 11%

Above figures from the Wall Street Journal

Editorial Interviews include the following:

President Barack Obama
Christiane Amanpour
Madeleine Albright
Peter Jennings
Mayor Richard Daley
Robert Altman
Michael Jordan
Robert F. Kennedy, Jr.
Hans Blix
Ann Lurie

Join our past and present advertisers including:

University of Chicago Hospitals
Block Museum of Art
Goodman Theatre
Northwestern School of Cont. Studies
Chicago Symphony Orchestra
DePaul University Art Museum

38,000-plus New York Times Chicago Circulation

Education 92% College Graduates
12% Some Post Graduate Study
59% Masters or Doctorate Degrees

Average Age 56

Male/Female 29% / 71%

Income

Under \$50K 8.4%
\$50K-\$99K 28.9%
\$100K-\$199K 29.5%
\$200K-\$299K 13.9%
\$300K-\$399K 5.4%
\$400K-\$499K 4.2%
over \$500K 9.6%
63% have incomes over \$100,000

Home Owners

89% own their own homes
14% own multiple homes
7% own investment property

Home Value

Median \$533,000
Average \$767,373

Net Worth

Median \$2,000,000
Average \$4,149,630

Demographic Locations

54% live in Chicago
46% live in Chicago Suburbs:
2% South Suburbs
4% Northwest Suburbs
3% Western Suburbs
27% North/Northshore Suburbs

Above survey by Falk Associates 2008

Join us for our issues in

WINTER February
SPRING April
SUMMER June
FALL August
NOVEMBER October
HOLIDAY December

Chicago Life

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Our Audience Reads

The Chicago Life reader reflects the values of the New York Times and The Wall Street Journal readers in Chicago.

The *Chicago Life* reader is successful and passionately engaged in the kind of editorial that Chicago Life is respected for—from cultural events to behind-the-scenes theater, from architecture to travel, from public sculpture to fashion trends, from home design to political interviews and from medicine to philanthropy.

Chicago Life fills a special niche in the Chicago community. *Chicago Life's* editorial integrity and attention to well-researched features has built a foundation of trust with its audience. *Chicago Life* readers know they can count on editorial written and edited by *Chicago Life's* award-winning staff.

When a reader is in the intimate mode of absorbing pertinent editorial, he or she is most receptive to the message of the advertiser. The relationship between the reader and the editorial creates a bond, opening a trust between the magazine and the audience. Over time, the relationship between the magazine and its readers create a community of like-minded people—making the audience feel like members of a special group sharing common interests and values. This is what *Chicago Life* can do for you and your company.

Positioning ads next to adjacent relevant editorial helps transfer the feeling that the advertising is specially tailored to that reader, a well-accepted concept in the advertising community.

Chicago Life's sophisticated reader has the means to purchase the best products and services—from art to automobiles. *Chicago Life* has introduced customers to Chicago's top businesses for over 26 years.

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Distribution

Chicago Life now offers two extraordinary advertising opportunities:

The New York Times (43,400 copies) and the Wall Street Journal (64,000 copies) both in the Chicago area.

38,000 distribution & newsstand:

43,400 copies distributed through *The New York Times* in the Chicago DMA including copies sold through local *Starbucks* and bookstores.

New York Times readers pay \$710.40 for a daily subscription; they are serious, engaged readers.

64,000 distribution:

64,000 copies distributed through *The Wall Street Journal* in the Chicago DMA

107,400 combined distribution

102,000 rate base

Both *The New York Times* and *The Wall Street Journal* are ABC-audited

Chicago Life

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Editorial Calendar

WINTER 2013
February 23/24

Feb/Mar Chicago Arts & Events
On Art, On Economics
On Style: Baths
Senior Living
Health
Education

Advertising Deadline: January 23

SPRING 2013
April 20/21

April/May Chicago Arts & Events
On Art, On Economics, On Finance
Weekend Getaways
Senior Living
Women's Health
Education
Dining Out

Advertising Deadline: March 20

SUMMER 2013
June 15/16

June/July Chicago Arts & Events
On Art, On Economics
On Style: Home
On Finance
Urban Health Issues
Senior Living
Dining Out

Advertising Deadline: May 15

FALL 2013
August 24/25

August/Sept Chicago Arts & Events
On Style: Home
On Art, Economics, On Finance
Annual Education Feature
Senior Living
Health
Dining Out

Advertising Deadline: July 24

NOVEMBER 2013
October 12/13

Oct/Nov Chicago Arts & Events
On Art/On Style: Home
Economics
Ski Vacations
Breast Cancer Feature
Senior Living
Dining Out

Advertising Deadline: September 12

HOLIDAY 2013
December 7/8
The Philanthropy
Issue

Dec/Jan Chicago Arts & Events
On Art
On Style: Watches
Home Design
Senior Living
Education
Dining Out

Advertising Deadline: November 7

Editorial Statement: Chicago Life, established in 1985, is a lifestyle magazine for Chicagoans concerned about the issues and events shaping their lives. Regular features include home, health, politics, environment, dining guide, arts, fashion and book reviews. Chicago Life is distributed as an independent 4/color supplement to The New York Times and the Wall Street Journal in the Chicago area.

Chicago Life

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Recent interviews include the following persons:

President Barack Obama
Mike Wallace
Peter Jennings
Mayor Richard Daley
Chris Matthews
Senator Dick Durbin
Al Franken
Hans Blix
Senator Ted Kennedy
General Wesley Clark
Senator John Kerry
Senator John McCain
President Jimmy Carter
Ann Lurie

Christiane Amanpour
Secretary of State Madeleine Albright
Senator Dawn Clark Netsch
Robert Altman
Michael Jordan
Robert F. Kennedy, Jr.
Dr. Quentin Young
Vice President Joe Biden
Helen Thomas
Seymour Hersh
Frank Rich
Ambassador Joe Wilson
Andy Shaw
Penny Pritzker

Join our past and present advertisers including

Rolex
University of Chicago Hospitals
Bentley Motors Inc.
Northwestern Memorial Hospital
Ghurka
Ravinia
Poliform
Museum of Science and Industry
Chicago Symphony Orchestra
Loyola Univ. Museum of Art
David Yurman
Maybach
Art Institute of Chicago
Lamborghini Chicago
Roche Bobois
Vesta
DePaul University

Harris Bank
Valcucine
Block Museum of Art
Baker Furniture
PNC Bank
Goodman Theatre
Northwestern School of Cont. Studies
Joffrey Ballet
Graham School
Harris Theater
Children's Memorial Hospital
The Clare at Water Tower
University of Illinois Medical Center
Patek Philippe
Eileen Fisher
Schonbek
Shedd Aquarium

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Over 102,000 distribution through Chicago-area New York Times and Wall Street Journal

Chicago Life magazine is the print venue of choice to reach a smart and sophisticated audience. *Chicago Life* is celebrating 26 years in business with features on arts and culture, books, architecture, theater, home design, finance, health, Chicago issues, interviews and politics.

RATE CARD

FREQUENCY	1 TIME	3 TIMES	6 TIMES
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4/Color Rates:

FULL	\$14,820	13,585	12,350
2/3 PAGE	10,077	9237	8398
1/2 PAGE	7706	7064	6422
1/3 PAGE	5184	4090	4446
1/6 PAGE	2964	2717	2470
2ND COVER	\$19,266	17,660	16,055
3RD COVER	17,784	16,302	14,820
4TH COVER	22,230	20,377	18,525

The New York Times and Wall Street Journal Issue Dates

Advertising Space
& Materials Deadline

WINTER	Feb 23/24/2013	Jan 23
SPRING	April 20/21, 2013	Mar 20
SUMMER	June 15/16/2013	May 15
FALL	Aug 24/25/2013	July 24
NOV	Oct 12/13/2013	Sept 12
HOLIDAY	Dec 7/8, 2013	Nov 2

Circulation for both the
New York Times and Wall
Street Journal is ABC-
audited

MECHANICAL SPECIFICATIONS

Dimensions:

	Width & Height
Full page bleed	8 3/8" x 11 1/8"
Full page non-bleed	7" x 9 7/8"
2/3 page (2 columns)	4 5/8" x 9 7/8"
1/2 page H	7 1/8" x 4 7/8"
1/3 page (1 column)	2 1/4" x 9 7/8"
1/3 page square	4 5/8" x 4 7/8"
1/6 page H	4 5/8" x 2 3/8"

**ALL AD MATERIALS MUST BE SUP-
PLIED AS A 2400 dpi PRINT-OPTIMIZED
PDF. PLEASE CALL 773-549-1523 FOR
SPECS.**

General Information

Chicago Life is inserted into 102,000 copies of *The Sunday New York Times* (38,000) plus newsstand—and the *Wall Street Journal* (64,000) in the Chicago area.

Bleeds: 15% added to space cost.

2-Color Space: Must be designed into 4/color screens with 4/color rate.

All payment: cash with order, unless agency/business is listed in SRDS.

Agencies: net 30 days. Commission of 15% payable to recognized advertising agencies on space charge. Agency discount is not applicable if *Chicago Life* needs to assist in art production.

Commissions apply to space charges only. Rates and conditions are subject to change without notice.

Production charges for typesetting, design, screens, or resizing and will be billed to advertiser. The publisher is not liable for errors in key numbers or in any other type set by *Chicago Life*. Proofs are not sent unless specified by client. In the event design work is required, proofs will not be sent to client over weekends and evenings at deadline time.

Advertisers are held responsible for advertising space charges and production fees in the event an advertiser's agency defaults on payment due *Chicago Life*.

The publisher shall not be liable for damages if he fails to publish an advertisement for any reason. Acceptance of all advertisers and copy is subject to the approval of the publisher. Couponing is not accepted.

Cancellations are not accepted after the 45 days prior to issue date.

All ads are positioned at the publisher's discretion.

All ads must have Chicago area addresses or phone numbers only, not out-of-state addresses or listed cities.

Printer's Electronic Specs

- Please provide us final ad made exactly to size in a 2400 dpi PDF file (X-1A) (Use PRINT or PRINT-OPTIMIZED settings in Acrobat Distiller). If using InDesign, you must make a PDF with a compatibility of 1.3—otherwise parts of the ad may disappear because of incompatibility with Quark!
- For large files, call 773-549-1523

If PDF is less than 11 MB, email to pam@chicagolife.net

For questions about artwork phone (773) 549-1523 or Pam@chicagolife.net

Dimensions:

Bleed

Width & Height

Full Page Bleed **8 3/8" x 11 1/8"**
Make file bleed size!!!!!!

Keep type and important graphics 5/8" from all four sides. Expect 1/8" to be trimmed off all sides.

Non-bleed

Width & Height

Full page non-bleed	7" x 9 7/8"
2/3 page	4 5/8" x 9 7/8"
1/2 page V	4 5/8" x 7 3/8"
1/2 page H	7" x 4 7/8"
1/3 page (1 column)	2 1/4" x 9 7/8"
1/3 page square	4 5/8" x 4 7/8"
1/4 page V	2 1/4" x 7 3/8"
1/6 page V	2 1/4" x 4 7/8"
1/6 page H	4 5/8" x 2 3/8"

Dates:

Issue

Electronic Deadline

WINTER 2013	Feb 23 & 24	Jan 23, 2013
SPRING 2013	April 20 & 21	Mar 20, 2013
SUMMER 2013	June 15 & 16	May 15, 2013
FALL 2013	Aug 24 & 25	July 24, 2013
NOV 2013	Oct 12 & 13	Sep 12, 2013
HOLIDAY 2013	Dec 7 & 8	Nov 7, 2013

We do not accept coupons in ads.

WHEN PREPARING AD, PLEASE REMEMBER TO FOLLOW THESE GUIDELINES:

- **Do not compress files.**
- Make sure all color is 4/color. **Any 2-color ad must be screened to 4/color.**
- **Convert any color photographs or color files to CMYK.** Make any color corrections prior to submitting in **CMYK, not RGB!!!! RGB photos will result in a greenish color distortion.**
- **Format full pages to 8 3/8" w X 11 1/8" ht**—which includes the bleed. (designed for a letter size—not legal or tabloid). Make sure type and important graphics are kept 5/8" from all edges on a full page bleed ad.
- **Scan images in Photoshop 5.0 at 100% of final size to be used in ad.** Scan 4/color and B&W grayscale photos at 300 dpi. **Save scanned images as EPS or TIFF files. Do not save photos in jpeg form.**
- Picture boxes in Quark should have a fill of White or 0%. **TURN LZW COMPRESSION OFF!!!!**
- Line art should be used at 100% at 600 dpi. Convert to TIFF or EPS.
- Don't use "hairline" rule lines: use .25 pt .
- A "rich black" of 100% black, 40% cyan, 30% magenta and 30% yellow should be used when large boxes or background are to print as black, to avoid a "washed out" look.
- Convert logos and any other vector files (like Illustrator or Freehand) to **EPS. "Embed" any images places in a graphics file. Convert fonts in Illustrator to outlines. In Freehand, convert fonts to paths.**
- **Use Postscript and Type I fonts.** Bitmapped fonts and True Type fonts are not recommended. Do not bold or italic regular fonts. Use correct fonts. Do not use delicate serif or light sans serif reverse type smaller than 8 pt. When coloring text make sure at least one of the colors has a 70% value and is a bold font of at least 6 pt.
- **DO NOT USE POSTSCRIPT COLOR MANAGEMENT!!!!!!**
- **Nothing should be colored with the default colors.** Default colors and any unused programmed colors should be deleted.
- Magazine is not responsible for files that do not conform to our requirements. Ads should be suitable to print as is. Chicago Life is not responsible for any errors in contents nor errors in key numbers or type that must be set by magazine. Improperly prepared files will result in additional production charges of \$30 per hour and will be charged to the advertiser. Supplied laser or ink jet proofs will not match color on press and magazine is not responsible for color intended to match such proofs.