

Hinsdale
MAGAZINE GROUP

MEDIA PLANNER

*Local. Relevant
Engaging. Yours.*

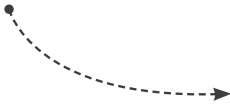


6 WAYS PRINT MATTERS IN TODAY'S MEDIA MIX



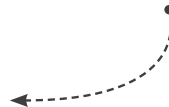
1) PRINT PROVIDES CREDIBILITY AND BUILDS TRUST

82% of readers trust print when making a purchasing decision (MarketingSherpa). Magazines offer a **trustworthy gateway to your brand to build awareness**, educate, and convert readers to consumers. Magazine readers are influencers making more key product recommendations than users of other media (*MRI-Simmons*).



2) PRINT COMPLEMENTS DIGITAL MEDIA

Combining print and digital allow the mediums to work in tandem to deliver effective marketing content. QR codes, infographics, personalized URLs, and social media icons and tags drive the synergy. **Over 47% of consumers are most likely to start an online search after viewing a magazine ad** (*Retail Advertising and Marketing Association*).



3) PRINT PASS-ALONG IS STRONG

Print ads have longevity reaching many readers over time between pass-along rate and repeated reference. An average magazine's "passalong" rate is **four readers per copy** (*MRI-Simmons*).



4) PRINT HAS A CONSIDERED APPROACH

Reading a magazine is a conscious decision. With limited digital noise, readers can focus with little distraction or multitasking. **It offers an unobtrusive environment for leisurely reading, allowing brands to reach readers effectively.**



5) PRINT ESTABLISHES YOUR BRAND

On average, a consumer **spends 43 minutes** reading a magazine. It provides a **multisensory experience enriching the readers' experience with content and advertisers** (*Mediamax Network*).

6) PRINT IS TANGIBLE

Paper and ink are solid and tangible, with **75% of readers** enjoying the touch and feel of print (*MRI-Simmons*). Reading on paper shows better comprehension and recall when making a purchasing decision (*Mediamax Network*).



LOCALLY OWNED.

Locally Loved.

Since 2011, Hinsdale Magazine Group has connected communities. Our pages have familiar faces – our readers are your customers and neighbors. Our portfolio of publications allows you to reach the right audience in the right way at the right time.

STAND OUT AND BE SEEN

Hinsdale Magazine Group balances advertising and editorial, creating a clutter-free environment for our advertisers to be seen. Most magazines are 68% advertisements and 32% editorial (Media Radar, Inc.) whereas Hinsdale Magazine Group uses about a 50/50 ratio. Our media partners are as much a part of the reading experience as the editorial content.

PARTNER WITH A PUBLICATION WITH HIGH PRODUCTION VALUES

There is a literal weight to your presence. Our glossy magazines with high production values hold a certain cachet that other mediums cannot achieve.

AFFILIATE WITH A TRUSTED PUBLICATION COMMUNITY

Each of our magazines has a loyal following. With 100% original content, our publications are respected and trusted and created with editorial integrity.



Substantial *Reach*

SUBSTANTIAL REACH

Hinsdale Magazine Group is delivered to **36,000** homes and businesses. According to MRI-Simmons 2021 Research, we reach **144,000** readers when including the standard multiple of four readers per address at the "pass-along" rate for magazines every sixty days. Reach your prospective customers - and neighbors - who live a short distance from your business.

Hinsdale Magazine 10,000 mailed
Downers Grove Magazine 10,000 mailed
Elmhurst Magazine 10,000 mailed
Oak Brook Magazine 6,000 mailed
Total: 36,000 mailed

HONE IN ON AN AUDIENCE WITH PURCHASE POWER

Hinsdale Magazine reaches the most sophisticated high-income readers in the communities of Hinsdale, Clarendon Hills, Burr Ridge, Oak Brook, Downers Grove, and Elmhurst.

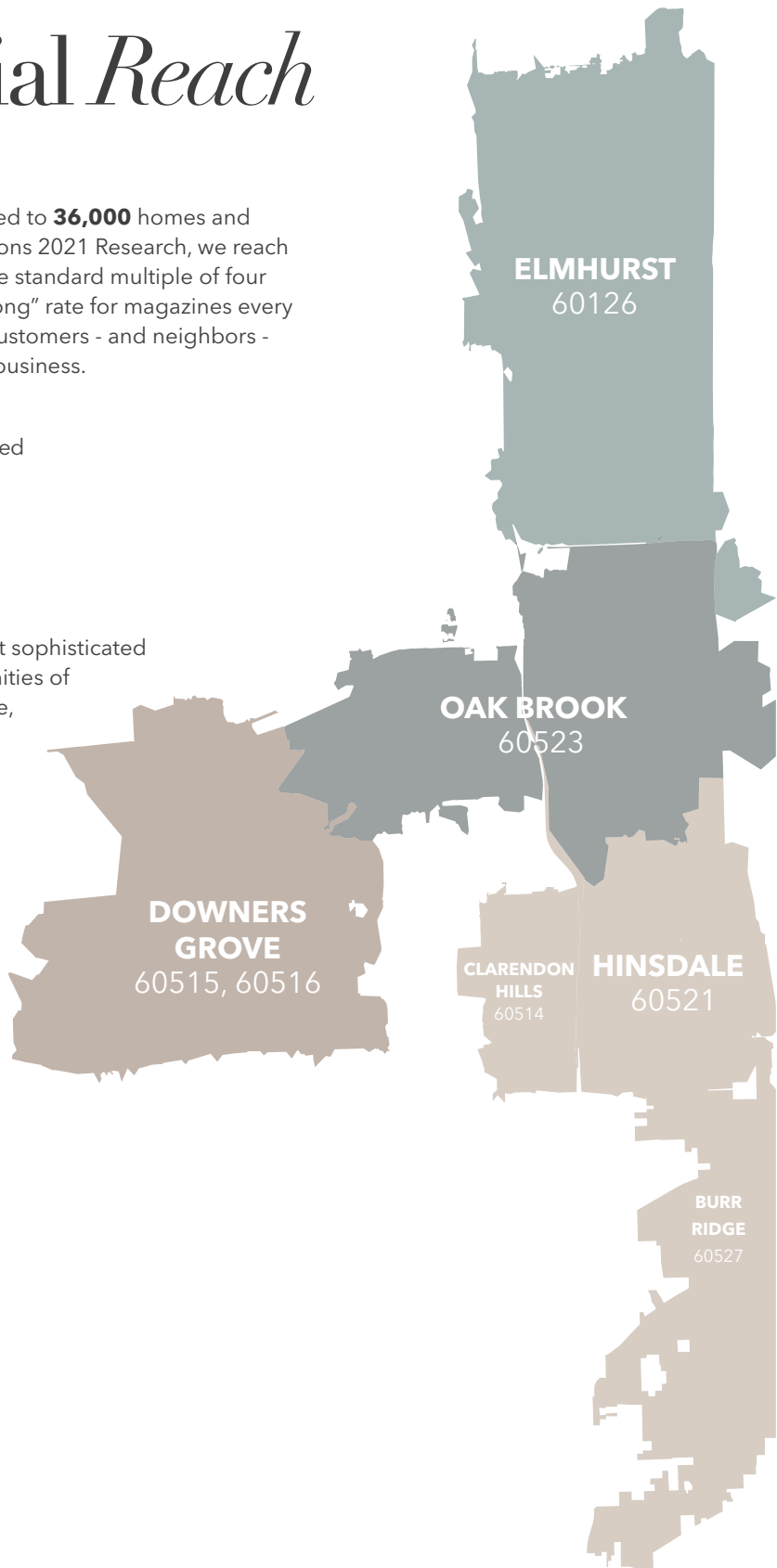
Median HH Income*

Hinsdale: \$245,000
Burr Ridge: \$204,000
Clarendon Hills: \$176,000
Oak Brook: \$175,000
Elmhurst: \$149,000
Downers Grove: \$131,000

Median Home Value*

Hinsdale: \$733,000
Burr Ridge: \$679,000
Clarendon Hills: \$570,000
Oak Brook: \$822,000
Elmhurst: \$433,000
Downers Grove: \$362,000

*2020 Census Data



MEDIA RATES & DEADLINES

DISPLAY ADVERTISING RATES:

AD SIZE	WIDTH	HEIGHT	RATES
2 Pg Center Spread	15.75"	10.875"	\$2,040
1 Pg Full Bleed	7.875"	10.875"	\$1,279
2/3 Page-Vertical	4.6"	9.875"	\$1,059
1/2 Page-Horizontal	6.85"	4.8"	\$799
1/2 Page-Vertical	3.3"	9.875"	\$799
1/3 Page	4.6"	4.8"	\$699
1/4 Page	3.3"	4.8"	\$499

ADVERTISING COPY DEADLINES:

- JAN/FEB:** December 15, 2023
- MARCH/APRIL:** February 15, 2024
- MAY/JUNE:** April 15, 2024
- JULY/AUG:** June 15, 2024
- SEPT/OCT:** August 15, 2024
- NOV/DEC:** October 15, 2024

AD SUBMISSION REQUIREMENTS

ALL ADS MUST BE:

- **CMYK ONLY**
- All images must be high resolution, at least 300 DPI, to avoid quality printing errors
- File **MUST NOT CONTAIN RGB, spot color, or lab colors**

SUBMITTING WITH BLEEDS

- Please pull bleeds to .125" on all side and keep all non-graphic text away from the trim edge by 0.50" margin.

IF SUBMITTING WITHOUT BLEED

- Please allow .50 margin to avoid text or important graphics from gettin cut off.

1 page
(full bleed)
8.125" X 11.125"

2/3 page
(no bleed)
vertical
4.67" X 9.8.75"

1/2 page
(no bleed)
vertical
3.3"X 9.875

2 page center spread
(full bleed)
16.0" X 11.125"

1/2 page
(no bleed)
Horizontal
6.85" X 4.8"

1/3 page
(no bleed)
vertical
4.6"x4.8"

1/4 page
(no bleed)
vertical
3.3"x4.8"

Hinsdale Magazine, Inc. is not responsible for PDF files prepared incorrectly or any information or live matter placed outside the safety that is trimmed or cut off.

ALL ADS MUST USE THESE DIMENSIONS. If they do not, the ad will be altered to fit the designated space.

Frequency rates available to annual advertisers

BRANDED *Paid Content*

COMMITMENT *TO YOUR SUCCESS*

*Hinsdale Magazine Group offers
branded paid content with seamless
integration into editorial content.*

Crate&Barrel

THE HINSDALE MAGAZINE GROUP DIGITAL FOOTPRINT CONTINUES TO GROW:

Over 6,000 social media followers
Over 1,500 unique monthly visitors to Hinsdale
Magazine Group website suite
Over 7,000 newsletter subscribers
Over 2,000 monthly digital magazine reads

ANNUAL PARTNERSHIPS



House & Home Snapshot



Chef Showcase



Noteworthy

1 SNAPSHOTS:

Snapshot is a special advertising section that showcases influential people, places, and businesses within a particular industry.

Snapshots will feature the following industries:

JAN/FEB: Educational Institutions

MARCH/APRIL: House & Home

MAY/JUNE: Health & Wellness

JULY/AUGUST: Food & Drink

SEPT/OCT: Dentists & Orthodontists

NOV/DEC: Non-Profits

2 CHEF SHOWCASE:

Chef Showcase features our food and drink partners in an editorial environment to promote brand messaging organically while providing a great reader experience. Hinsdale Magazine Group writes this 300-word full-page feature story using a Q&A format.

3 NOTEWORTHY:

Turnkey opportunity for a media partner to establish itself through a 300-word feature story. Noteworthy accompanies an overarching media program with Hinsdale Magazine Group.

4 MADE IN DUPAGE

Made in DuPage offers businesses and entrepreneurs from a variety of fields to showcase their unique products and services in an editorial setting. Made in DuPage accompanies an overarching media program with Hinsdale Magazine Group.

5 GIFT GUIDE

Inclusion in Hinsdale Magazine Group's Shop Local Gift Guides enable local boutiques and shops to keep their products top of mind with readers.

6 DIGITAL BRAND EXTENSION:

Hinsdale Magazine Group has the ability to extend your brand through the digital flip magazine with additional placements to extend your presence online.

EDITORIAL FEATURES:

JAN/FEB: Health & Wellness, Wedding

MARCH/APRIL: Travel, Outdoor Landscapes

MAY/JUNE: Architecture & Design, Trends

JULY/AUG: Arts & Theatre

SEPT/OCT: Visionaries & Entrepreneurs

NOV/DEC: Gratitude & Holiday

IN EVERY ISSUE:

Home Grown
Publisher's Profile
Spotlight
Then & Now
Tribute
Giving Back
To-Dos
Community Scene

DEPARTMENTS:

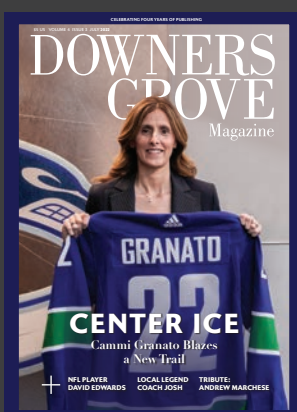
Arts & Theatre
History Vault
Food & Drink
Health
Travel
Life & Style
Home & Design
Sports

Hinsdale

MAGAZINE GROUP

Local. Relevant. Engaging. Yours.

Hinsdale Magazine Group focuses on local news, personalities, organizations, and businesses. From interviews with community members to highlighting influential businesses and organizations, our goal is to keep our readers connected to the information they need on matters closer to home.



Hinsdale Magazine Group | 3 Grant Square #201 | Hinsdale, IL 60521

Please direct advertising inquiries to:

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