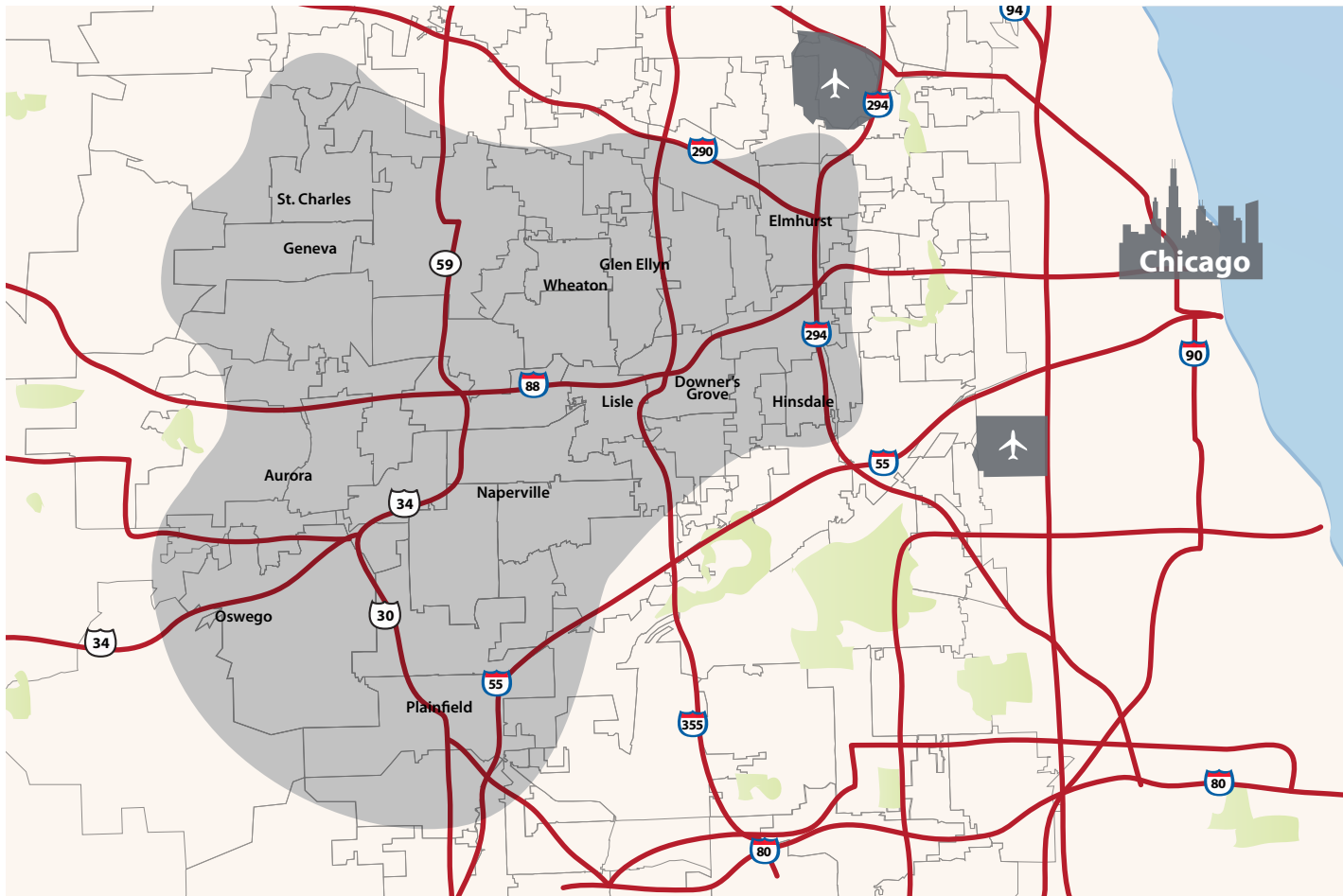


OUR READERS

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



RATE BASE = **45,000** READERSHIP = **150,000**



FEMALE
53%

% SUBSCRIBERS



MALE
47%

EDUCATION

FOUR-YEAR COLLEGE
+ GRADUATE DEGREE **65%**

HOME MARKET VALUE

\$500,000–\$1,000,000 **25%**
\$250,000–\$499,000 **57%**

TRAVEL

ACTIVE INTEREST IN TRAVEL **77%**

CHILDREN

HOUSEHOLDS WITH CHILDREN **65%**

26% SINGLE

74% MARRIED

ESTIMATED AVERAGE HHI **\$149,510**
ESTIMATED AVERAGE NET WORTH **\$948,822**