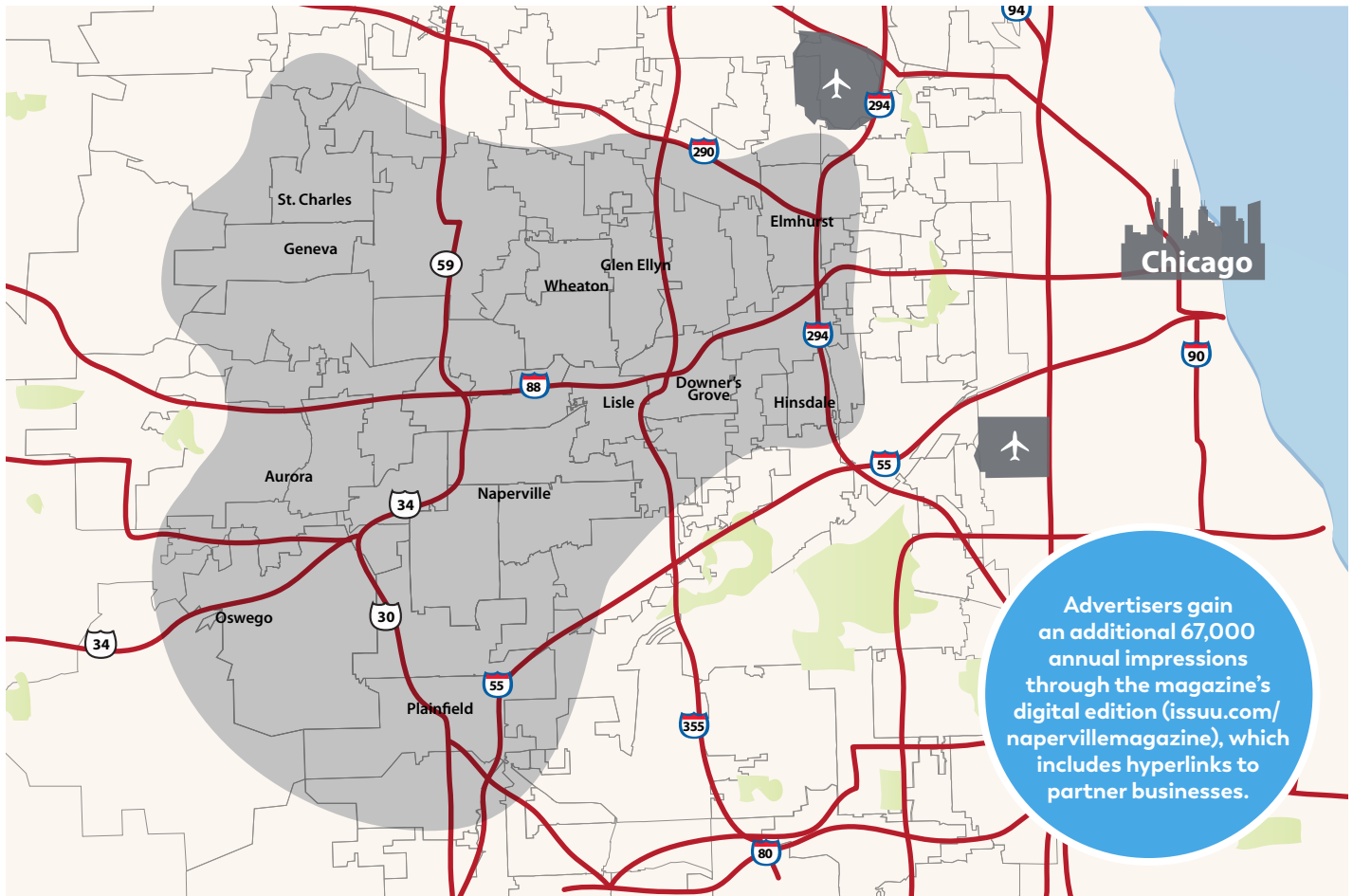


OUR READERS

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.



PRINT RATE BASE = **45,000** **READERSHIP** = **150,000**
DIGITAL RATE BASE = **13,000** **IMPRESSIONS** = **67,000**

% SUBSCRIBERS



FEMALE

53%



MALE

47%

AGE

18-30 **10%**
 31-50 **27%**
 51-70 **40%**
 71+ **24%**

30% SINGLE **70%** MARRIED

EDUCATION

4 YEAR COLLEGE + GRADUATE DEGREE **64%**

ESTIMATED HOUSEHOLD INCOME

\$50,000-\$100,000 **31%**
 \$100,000+ **55%**

HOME MARKET VALUE

\$500,000-\$1,000,000 **29%**
 \$250,000-\$499,000 **50%**

INTERESTS

READING MAGAZINES **91%**
 TRAVEL **81%**
 COMMUNITY CHARITIES **51%**

CHILDREN

HOUSEHOLDS WITH CHILDREN **83%**