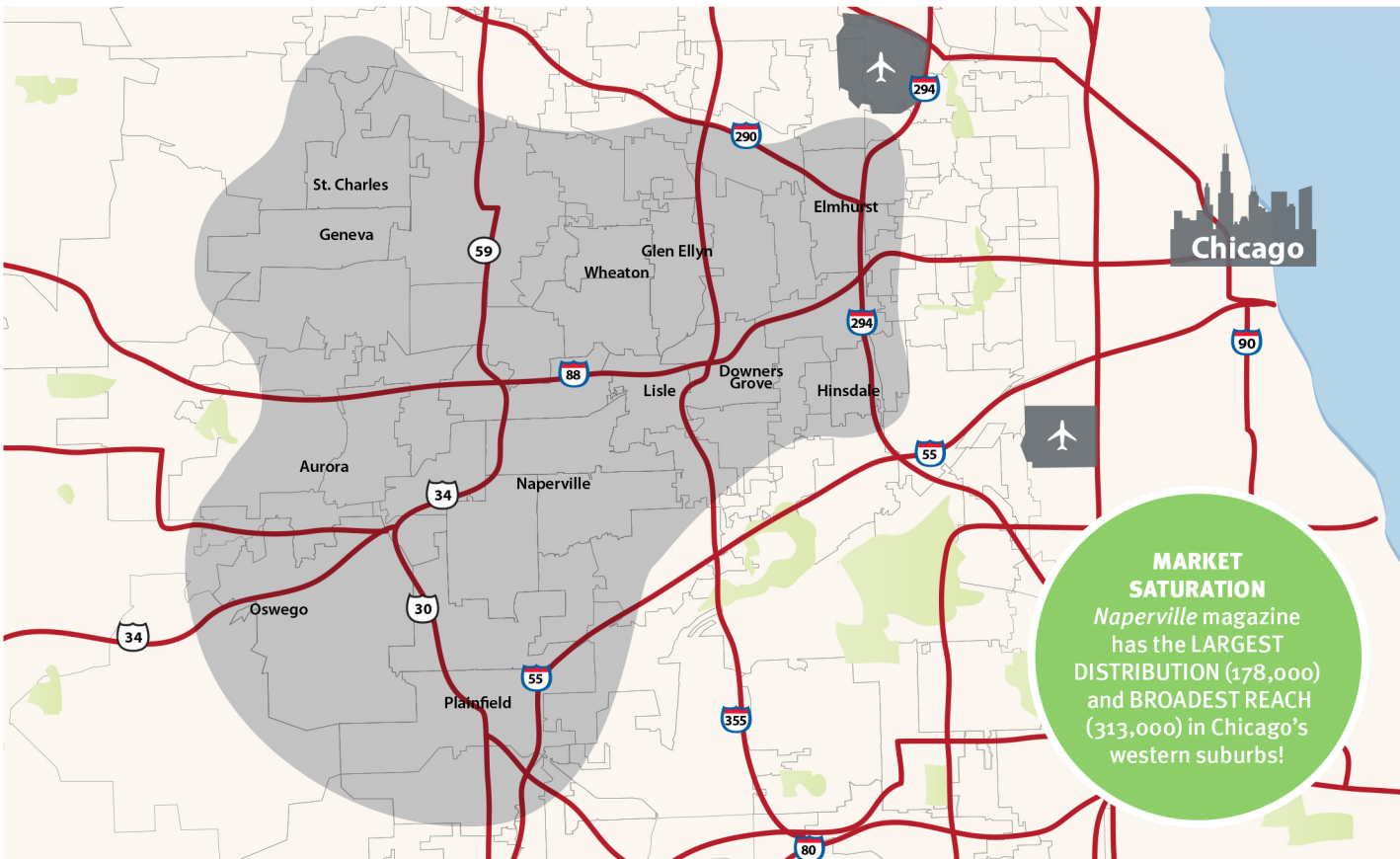


# OUR READERS

**CIRCULATION AREA** Naperville magazine is distributed in 16 high-income zip codes throughout Chicago’s western suburbs, including Aurora, Clarendon Hills, Downers Grove, Elmhurst, Geneva, Glen Ellyn, Hinsdale, Lisle, Naperville, Oak Brook, Oswego, Plainfield, St. Charles, Wayne, Western Springs, and Wheaton.



**PRINT**

RATE BASE = **45,000**

**DIGITAL**

UNIQUE VISITORS = **2,800+**

READERSHIP = **180,000**

DISTRIBUTION\* = **133,000**

## % SUBSCRIBERS

**AGE**

18–30	10%
31–50	28%
51–70	40%
71+	21%



Female  
**51%**



Male  
**48%**

**MARRIED**

**69%**

**SINGLE**

**31%**

<b>EDUCATION</b>	
Four-Year College + Graduate Degree	64%
<b>ESTIMATED HOUSEHOLD INCOME</b>	
\$50,000–\$100,000	46%
\$100,000+	55%
<b>HOME MARKET VALUE</b>	
\$500,000–\$1,000,000+	31%
\$250,000–\$499,000	46%
<b>INTERESTS</b>	
Reading Magazines	90%
Travel	78%
Community Charities	50%
<b>CHILDREN</b>	
Households with Children	81%

## FOLLOWERS



8,800+



32,000+



7,000+

Sources: Axiom and Claritas 2021  
\*figures include distribution through digital editions of the Naperville Sun and Aurora Beacon, plus social media and eNewsletter channels.