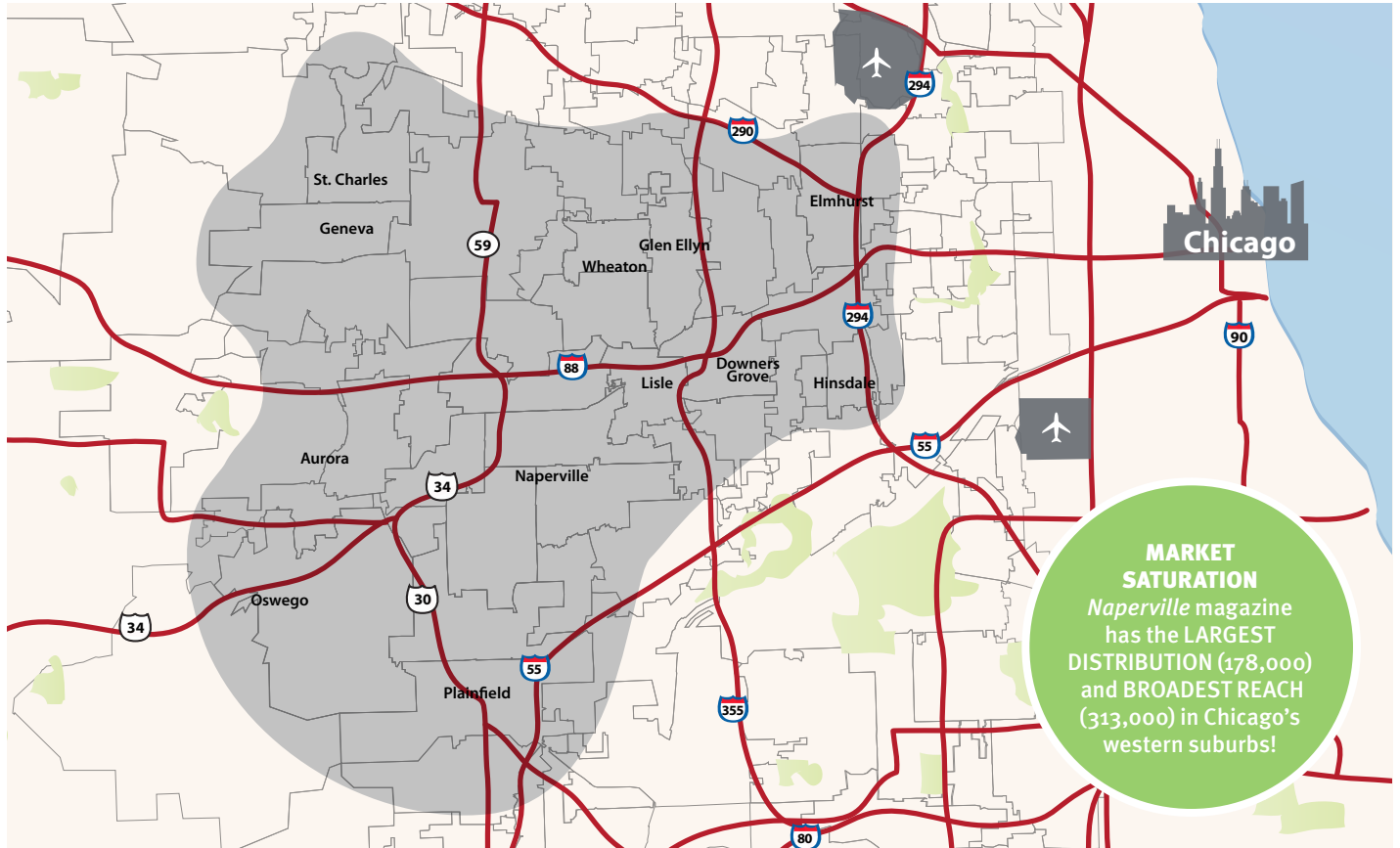


OUR READERS

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 READERSHIP = 180,000
DIGITAL UNIQUE VISITORS = 2,800+ DISTRIBUTION* = 133,000

% SUBSCRIBERS

AGE
 18-29 8%
 30-49 42%
 50-64 24%
 65+ 26%

F
 Female
58%

M
 Male
42%

MARRIED
46%
SINGLE
25%

AVERAGE HHI:
\$335,000
AVERAGE NET WORTH:
\$2.3M

READER BEHAVIOR

Spend an hour or more with each issue 37%
 Have been reading for 3 years or longer 61%

EDUCATION

Graduated four-year college or more 91%

WORK

Work full time 72%
 Own their own business 38%

HOME

Have a home valued at \$500k+ 78%
 Own their primary residence 97%
 Own two or more residences 48%

CHILDREN

Have children ages 5-18 in household 46%

FOLLOWERS


 8,800+


 32,000+


 8,200+

Sources: Acxiom and Claritas 2021, 2024 Naperville magazine Readership Survey, Tribune Publishing Research Department
 *figures include distribution through digital editions of the Naperville Sun and Aurora Beacon, plus social media and eNewsletter channels.