

CHICAGO COLLECTION

2012



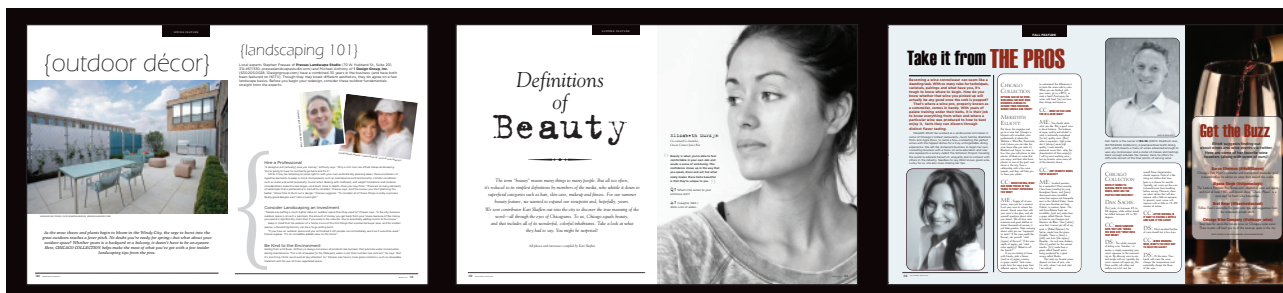
OUR MISSION

To make Chicago's boutiques, galleries, cultural venues and restaurants top of mind for residents and visitors alike who are looking for unique places to shop, dine, experience, learn and be entertained.

OUR GOAL

To provide a valuable resource each season as the premier shopping and entertainment guide in the city of Chicago in fashion, accessories, arts, culture, entertainment and dining.

2012 Editorial Calendar



Issue (release)	Closing	Editorial Features
Spring (3/8/12)	1/31/2012	<p>Spring Fashion Preview From the runway to Chicago: Where to find the season's top trends</p> <p>Spring Beauty The season's best bets for hair, skin, makeup and more</p>
Summer (6/7/12)	4/30/2012	<p>Music Extravaganza Our comprehensive guide to the city's biggest festivals, shows, street fests, bands, musicians and more</p>
Fall (9/6/12)	7/30/2012	<p>Fashion Bonanza Shop Chicago in style with our picks for the Windy City's hottest trends, shops and designers in our salute to all things fashion</p>
Holiday/Winter (11/26/12)	9/18/2012	<p>Travel Escape winter's wrath with our mini travel manual</p> <p>Jewelry and Accessories Beautiful baubles for the holiday and beyond</p>

*Please note—all editorial content is subject to change

REGULAR DEPARTMENTS IN EACH ISSUE:

- In The Know: the latest in fashion, dining, entertainment and more
- Insider: money, real estate, travel, design, health, culture, profiles
- Trend: seasonal fashion spreads
- Transitions: store openings, relocations and expansions
- Neighborhood shops: the season's latest offerings in fashion, art, antiques and more
- Around the Town: our recommendations for music, theater, museums and more
- What's cooking: celebrating Chicago's riches in all things food.

CHICAGO COLLECTION



Our Readers

With a print run of 50,000 copies, more than 320,000 readers spend an average of more than 1 hour reading each issue of *The Chicago Collection*—and spend an average of \$1,060 shopping after reading the magazine.

80% of our readers indicated they shopped at one or more stores or galleries after reading *The Chicago Collection*—90% of them for the first time.

	BREAKDOWN BY READER GROUP	
	LOCALS	VISITORS
MEDIAN HHI	\$176,200	\$157,120
READERS WHOSE HHI IS GREATER THAN 100K	58%	73%
FEMALE	58%	56%
MALE	42%	44%
MEDIAN AGE	38	45
READERS BETWEEN 30-59	80%	76%
AVERAGE HOME VALUE	\$475,223	N/A

PERCENT OF OUR READERS THAT READ OTHER LOCAL MAGAZINES:	
<i>Chicago Magazine</i>	50%
<i>Today's Chicago Woman</i>	50%
<i>Michigan Avenue Magazine</i>	50%
CS	46%
<i>Chicago Home & Garden</i>	31%
<i>Where</i>	19%
<i>Front Desk</i>	15%
<i>Chicago Life</i>	8%

Source: Except where noted, all data is compiled by RSM McGladrey from *The Chicago Collection* 2011 summer reader survey.

CHICAGO COLLECTION

In the next 12 months, our readers will spend their considerable disposable income in the following categories:

	<i>PERCENT</i>
Apparel	96%
Antiques/art	44%
Bath and beauty	96%
High-end electronics	40%
Pets	44%
Jewelry	56%
Home furnishings	60%
Salon/spa services	80%
Shoes and accessories	96%
Books and Music	84%

Readers who....

....read our health column	69%
....read our culture column	77%
....read our fashion column	69%
....read our money column	35%
....read our design column	58%
....are health club members	54%
....will save a copy of <i>The Chicago Collection</i> for reference	81%
....plan to decorate or renovate their home	54%
....will use salon/spa services at least monthly	64%
....will buy tickets to theater performances	73%
....will visit museums	69%
....have investments in stocks, mutual funds and/or bonds	77%
....have children 18 years old or younger	32%
How often our readers dine out each week	3.3 times

**CHICAGO
COLLECTION**

Distribution

Published quarterly, *The Chicago Collection* reaches a distinguished audience of more than 320,000 consumers.

- 12,000 copies in luxury condo and co-op buildings
- 12,000 copies in hotels, private jet terminals, limousines and other tourist venues
- 1,000 copies in health clubs, spas and salons
- 6,000 copies in luxury boutiques and art galleries
- 19,000 copies mailed to affluent residents living in Chicago's north and western suburbs.



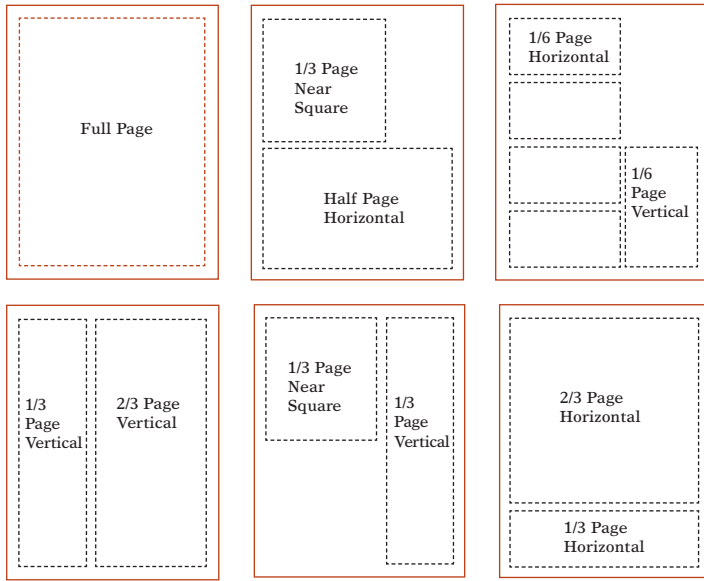
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Rate Card

Rate Card effective for 2012

Circulation: 50,000 copies per issue. ABC membership applied for.

Trim size: 8 1/8" x 10 1/2" (width x height)

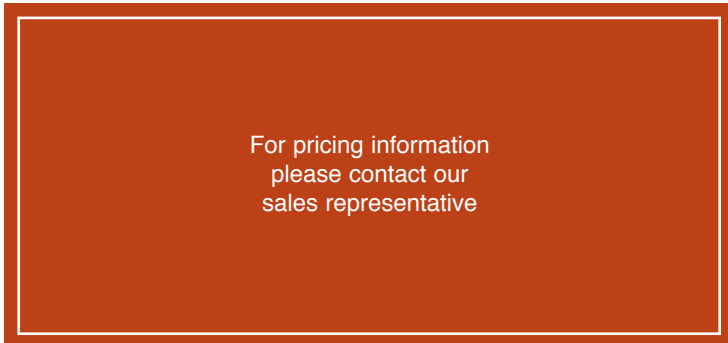


Ad Sizes:

Note that all ads are limited to the following "live area" specifications:

Full-Page	7.25" x 9.55"	Half-Page	7.25" x 4.625" horiz.
2-Page Spread	15.25" x 9.55"	1/3-Page	4.284" x 4.625" square
2/3-Page	7.25" x 7.102" horiz.		7.25" x 3.125" horiz.
	4.3" x 9.55" vertical		2.806" x 9.55" vertical
Large Photo	2.25" x 2.25"	1/6-Page	4.284" x 2.195" horiz.
			2.806" x 4.625" vertical

NET RATES PER ISSUE:



Issue:	Spring	Summer	Fall	Winter
Contract Closing Date:	1-31-12	4-30-12	7-30-12	10-18-12
Materials Closing Date:	2-3-12	5-4-12	8-3-12	10-22-12
Issuance:	3-8-12	6-7-12	9-6-12	11-26-12

Cancellations: Cancellations must be in writing and will not be accepted after the published closing date.

TECHNICAL SPECS

Mechanical Requirements

All supplied advertisements must be accompanied by a contract color proof at 150-line screen preferred/133 line screen accepted and within S.W.O.P. standards (such as Iris Realist, Dupont Digital Waterproof, Fuji Pictroproof, Kodak Approval or Polaroid PolaProofColor). Publisher shall not be held responsible for disputes involving color reproduction in those cases where an advertiser does not submit an acceptable color proof.

Supplied Digital Files

Digital advertisements are preferred and the specific *Chicago Collection* formats must be followed. For fractional-page ads, QuarkXpress, Adobe Illustrator and Adobe Photoshop, Mac-based software are supported. Use of QuarkXpress' "Collect for Output" feature is recommended. **PDF-X 1/a** files are accepted, however *The Chicago Collection* will not be responsible for files prepared incorrectly. Digital files for full page ads should be constructed with the document size equal to the trim size of 8 1/8" x 10 1/2". Line copy should be kept 1/4" away from the trim size. All bleed elements must be extended over the edge of the document by 1/8" on all four sides. All four-color images should be CMYK mode at 300 dpi and in an either **TIFF**, **EPS** or **JPEG** format. Acceptable media: CD-ROM and DVD.

Supplied Transparencies

Transparencies supplied by advertisers need to be received by Publisher by the closing date. Mark supplied transparencies and separations "top" and "bottom" and "this side right reading". Color transparencies are deemed acceptable if they reproduce within the parameters of acceptable quality for the four-color printing process. The advertiser must approve any deviation from the transparency.

Fonts

Include all fonts, font families and font suitcases that are used in your advertisement when supplying electronic materials. Advertiser will incur a production charge if not supplied. We will substitute whichever font we feel closely resembles your match proof.

Production Charges

Production charges will be applied to artwork received that is not submitted according to the specifications defined herein. Where applicable, advertisers will incur charges and agree to pay for the following items:

- Photography/camera shoots (billed by the hour)
- Graphic design, ad layout and graphic manipulation (billed at \$150 per hour)
- Shipping/courier services (case-by-case)
- Special color requests

Ship Materials To:

The Chicago Collection
 Attn: Erin Sullivan, Director of Production and Design
 500 North Dearborn Street, Suite 1014 • Chicago, Illinois 60654
 312.329.0600 (p) 312.329.0610 (fx) www.chicagocollection.com
 or e-mail materials to: erins@chicagocollection.com
Subject line should contain advertiser's name and issue date.

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