

Demographics

Our Readers Can Be Your Customers

In times like these, it is even more important to spend your advertising dollars targeting the people most likely to buy your products.

Chicagoland Gardening is a bi-monthly gardening magazine devoted to inspiring, educating and entertaining readers throughout Northern Illinois, Southern Wisconsin, Southwestern Michigan and Northwestern Indiana. It is available through paid subscription and more than 1,000 newsstand locations. With our magazine, virtually every single one of our readers is a potential customer. There is simply no other medium that will deliver more gardeners per advertising dollar.

We Know Your Market

Chicagoland Gardening readers understand and appreciate our magazine's relevant local content. They spend time with each issue, saving ads and articles as a part of their gardening library. Our readers include master gardeners, horticulture extension agents as well as devoted garden club members and leaders. They share information they see or read with friends, family, neighbors and other gardeners.

Total Readership: 34,700 +

About Our Readers

85% of polled readers say they have purchased an item as a result of Chicagoland Gardening.

77% of our readers say they would travel at least 60 miles to visit a garden center or nursery they had never been to before.

84% Purchase most of their garden supplies at independent nurseries, garden centers and greenhouses.



76% Keep their copy of the magazine indefinitely.

94% Own their own home.

38% Own a home valued at \$250-400k

37% - \$100-250k

22% - \$400-995k

46% Have household income at \$90-150k.

46-66+ Average age

2.8 Readers per copy

Chicagoland
GARDENING
www.chicagolandgardening.com
630.908.2224

"Love this magazine, recommend it to every gardener I meet!"
— Gail T., Naperville

Distribution

Bring more customers to your business!

Total average distribution of **12,400 +** per issue

Subscriptions

Our renewal rate is **75%**.

Newsstands

Chicagoland Gardening is available on more than **1,000** newsstands in high-traffic retailers such as Barnes & Noble, Walgreens, CVS Pharmacy, Target, Walmart, The Home Depot, Whole Foods... Plus, more than **250** Independent Garden Centers & Nurseries, arboretum & botanic gardens, specialty stores and many other retailers.

Bonus Distribution

Our magazines are distributed to garden enthusiasts at the most successful and targeted Home & Garden shows throughout the region. **Plus**, available at Libraries, Clubs and Associations.



Newsstand Distribution
Chicagoland Gardening
is sold in more than
1,000 locations.

Reseller Program - A great point of purchase seller. It's easy and seasonally flexible! Earn money on each magazine sold and receive credit for all unsold copies with each new delivery. Start inspiring your customers toward their next purchase!

Will you join us? Call 630.908.2224 or complete and return the sign-up form to begin with the next issue!

Ask us about bulk subscriptions. They make a great "Thank you" gift for you customers that's sure to inspire them all year.

Chicagoland Gardening has been educating, inspiring and entertaining gardeners throughout Zone 5 in Illinois, Indiana, Wisconsin and Michigan for over 15 years!