

Demographics

Total Readership: 40,000 +

Chicagoland Gardening is a bi-monthly gardening magazine devoted to educating and inspiring gardeners in Northern IL, Chicago and adjacent suburbs, neighboring Wisconsin, Indiana and Michigan. It is available by paid subscription and more than 1,000 newsstand locations.

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. They share information they see or read with friends, family and neighbors.

About Our Readers

94% Own their own home. 38% own a home valued at \$250-400k;
37% - home valued at 100-250k;
22% - \$400-995k

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

76% Keep their copy of the magazine indefinitely

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

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

46-66+ Average age

2.3 Readers per copy

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

Distribution

We're Growing!

Total average distribution of **17,500** per issue

Subscriptions

More than **55%** of the press run is sent to our rapidly growing paid subscriber list. Our renewal rate is **75%**. The demand for bulk subscriptions for businesses to give as "Thank you" gifts continues to grow. (Ask about our discounted group rates.)

Newsstands

300% increase in our distribution network - from last year!

Our magazines are available on more than **1,000** newsstands in high-traffic retailers such as Borders, Barnes & Noble, Dominick's, Walgreens, CVS Pharmacy, Target, Walmart, The Home Depot, Whole Foods ...

Plus, including 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 more than **15** of the most successful and targeted Home & Garden shows throughout the region.

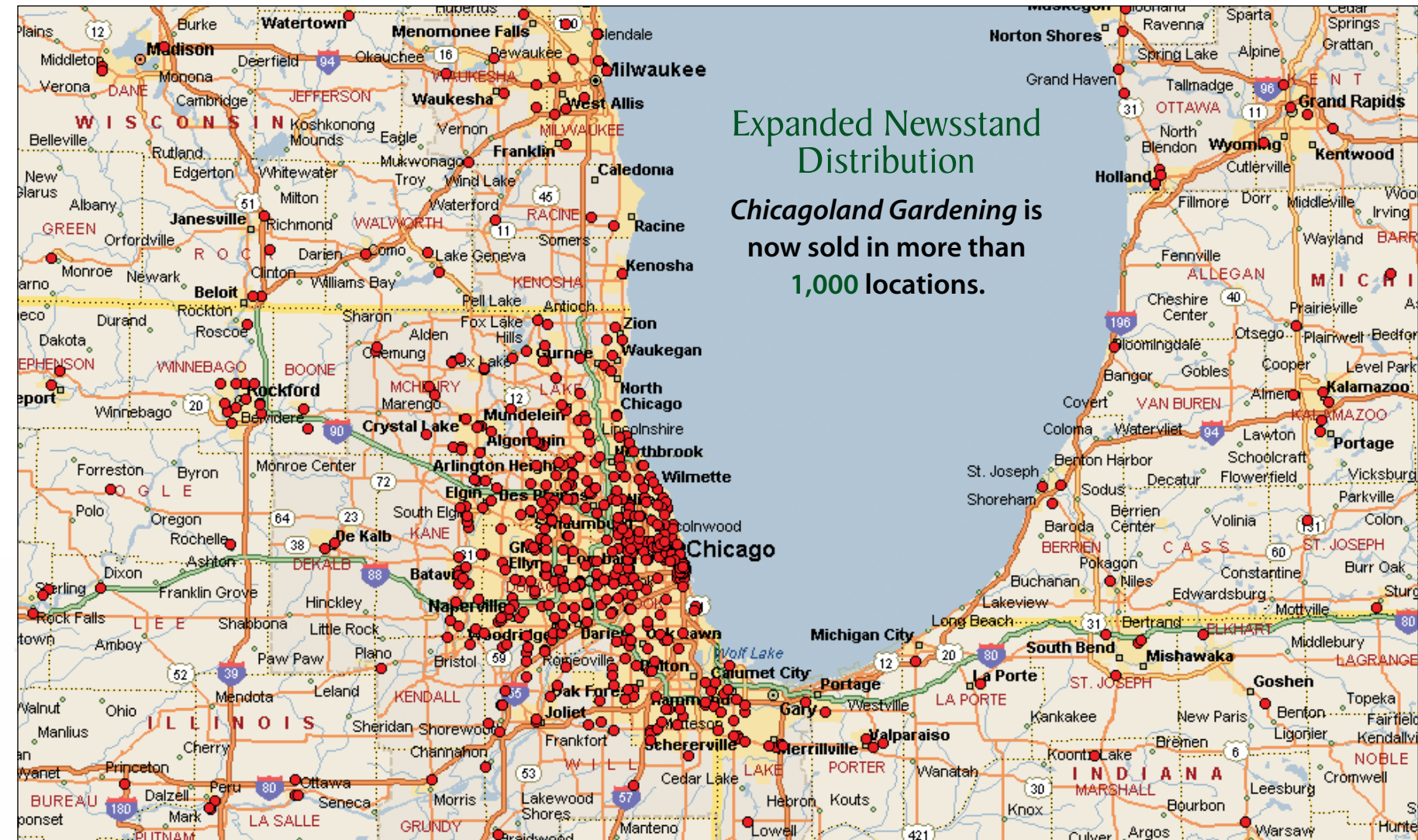
Plus, available at Libraries, Clubs and Associations.

Will you join us?

It's easy and profitable! Call us toll-free 866-806-1498 or return the sign-up form today!

Start inspiring your customers toward their next purchase.

Great magazine,
glad to have
one reference
magazine for
my zone!!
—Westville, IN



Expanded Newsstand Distribution

Chicagoland Gardening is now sold in more than **1,000** locations.

Chicagoland Gardening is the only comprehensive magazine fully devoted to gardening and the unique growing conditions in the greater Chicagoland region.

Connect with us. . .



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