

## Distribution:

27,000 copies hand-delivered each month throughout Chicago's Gold Coast, Michigan Avenue, Lake Shore Drive, Downtown, Streeterville, Lincoln Park, Old Town, Buck Town, Wicker Park, Wrigleyville, River North, Lakeview, River West and West Loop. Premium residential buildings located throughout the above listed areas Commercial Premium Bars/Clubs, Restaurants, Hotels, Concierge Desks, Boutiques, Salons/Spas, Fitness Centers, Bookstores/Music Stores, Coffee Shops and other targeted locations News box premium locations in high-traffic areas Outdoor festivals, charity/benefit functions, Chicago Scene events and our subscription list.

Through our website Chicago-Scene.com, print publication Scene Magazine and Signature special events we reach 300,000 Chicagoans per month.

## Demographics:

We capture young professionals who are the early influencers in Chicago. Our target consumers enjoy higher education and income levels, with significant disposable income. These are people who choose quality merchandise and are savvy consumers. Demographics based on our Newsletter subscribers.

- Single business professionals and entrepreneurs
- Median Income: \$72,000
- 52% women, 48% men
- Ages 21-45: median age of 28
- 89% Single
- 95% College Graduates
- 72% Frequent bars 2-5 times per week
- 78% Dine out 2-5 times per week