

Chicago Reader Media Kit



CONTACT CHICAGO READER SALES | ADS@CHICAGOREADER.COM | 312-392-2934



READER

ABOUT US

The Chicago Reader

has been a fearless, innovative, and nationally respected media voice in Chicago for 50 years. In print biweekly and daily online, we are tastemakers, incisive critics, and agenda-setters. Our readers look to us for what's new, what's now, what's next, and depend on us to hold local government accountable – not take sides.

Newly independent with new leadership, our new business structure is 501(c)3, which means we are mission-driven, not profit-driven. We are community-supported and we could not be more proud of our equitable approach to community coverage, staffing, and vendor supply. We've got fresh talent and fresh energy, and we're thrilled to continue to deliver our unflinching, unfiltered take on Chicago.

**We are the Reader. We are Chicago.
And we speak Chicago.**

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ADVANTAGE

Why Advertise with the Reader?

Unique Audience.

Our audience is different. They're loyal – not just to our brand, but our brand partners. They're reading us for our content AND our ads.

Wide Reach.

Print. Digital. Sponsored content. Podcasts. Special projects. Events. The Reader reaches Chicagoans 24-7 on the ground and online.

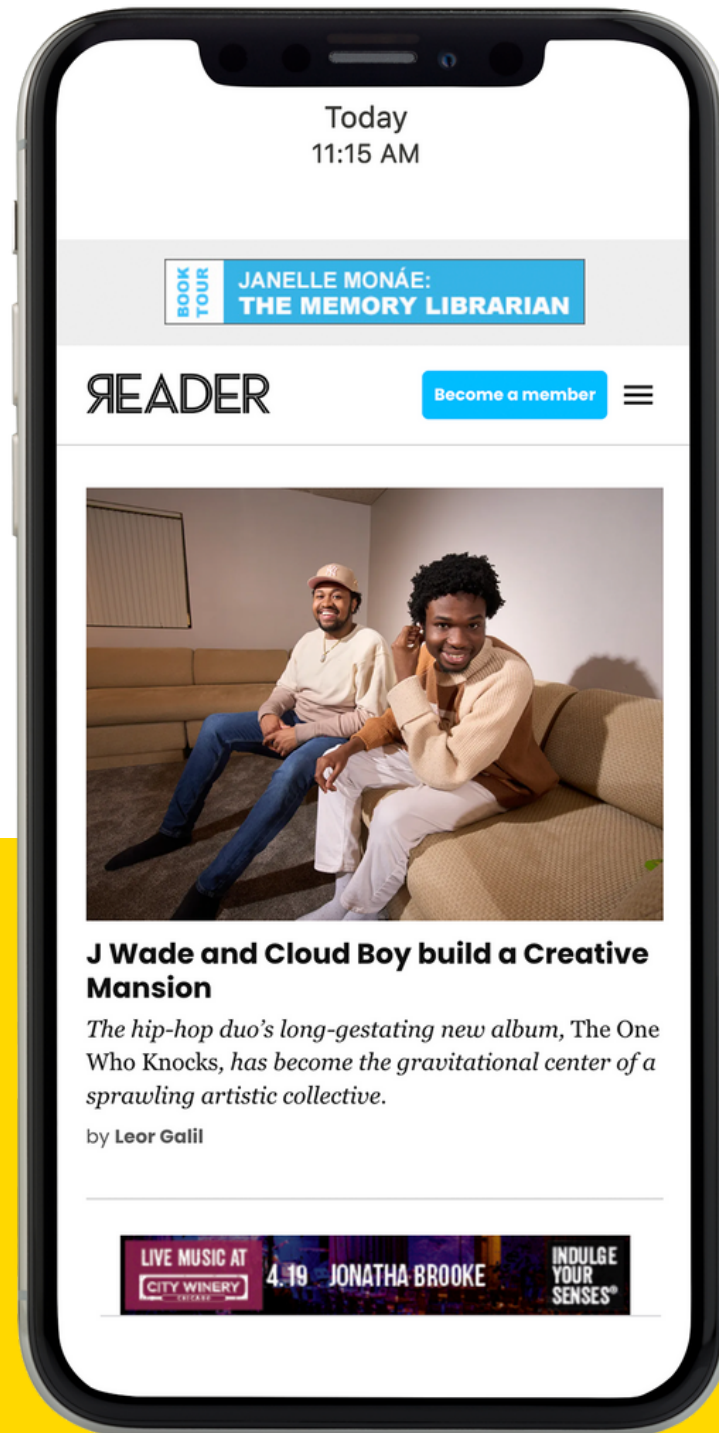
Targeted Marketing.

Dedicated emails. Sponsored Posts. Giveaways. Reach who you want, when you want.

No Paywall.

Free on the street.
Free on the screen.

Free for all.



OUR PRODUCTS

PRINT IS JUST THE BEGINNING.

Podcasts. Audio and video projects. Special events.
 Across all platforms, our award-winning content
 is independent, immersive, and entertaining.
 And most important, we are trusted.

TOTAL MONTHLY REACH: 1.5M PEOPLE
BIWEEKLY PRINT: 60,000 COPIES
1,150+ DISTRIBUTION LOCATIONS
EMAIL UNIQUES: 51,000

WEBSITE MONTHLY USERS: 817,220
TWITTER: 287,429
FACEBOOK: 94,969 FOLLOWERS
88,517 PAGE LIKES
INSTAGRAM: 70,295



AUDIENCE

The Reader reader is loyal.

Not just to our brand – to our advertisers, too. It's because we helped them find their first job, or meet their partner, or find their community. 42% of our readers identify as women. 45% of readers are 18 to 34 years-old; 26% are 35 to 44 years-old; 19% are 45 to 54 years-old; 9% are 55 and older.

THEY TRAVEL.

1.9 x
more likely to have flown in the past year

THEY'RE ACTIVE WITHIN THE LGBTQ COMMUNITY.

23%
identify as LGBTQ

THEY'RE HOMEOWNERS.

More than 65% own their home,
or are planning to buy
in the next 2 years

THEY'RE EDUCATED

75% have some college, a college degree or an
advanced degree

THEY SPAN RACIAL DIVIDES.

42.2% CAUCASIAN	33% LATINX
18.3% BLACK	5.6% ASIAN

THEY'RE CANNA-FRIENDLY.

1.9 x
More likely to have used or bought
cannabis in the past year

40%
The percentage of those Chicago cannabis
users we reach each month

THEY'RE EATERS AND DRINKERS.

2.2 x
more likely to dine out

1.5 x
more likely to drink beer

1.8 x
more likely to drink wine

THEY'RE LOYAL.

They're fans of our work. They pick us up bi-weekly.
They know our music writers' names. They plan
their nights & weekends based on our listings.

AND THEY'VE GOT MONEY TO BURN.

Nearly 48% earn more than \$75K
and 12% earn more than \$150K

PRINT AD OPPORTUNITIES

Get Their Attention. On Any Page.

Print copies are distributed to 1,150+ physical locations every other Thursday – from libraries to liquor stores, hotels to coffee shops. Ask your sales rep about our frequent special issues.

UPCOMING CONCERTS AT Old Town School of Folk Music
1648 N LINCOLN AVENUE, CHICAGO IL 60614
OLDTOWNSCHOOL.ORG • 773.758.6000

NEW SHOWS JUST ANNOUNCED • ON SALE NOW

5/25 Concert for Ukraine: A Night of Ukrainian Song and Dance
6/16 Laura Veirs

THURSDAY, APRIL 28 8PM
Juana Molina In Maurer Hall

THURSDAY, MAY 5 7PM
Identity Dance Concert - Fearless
with live music featuring Chromabeats in Sold Hall

THURSDAY, MAY 5 8PM
Steven Page (formerly of Barenaked Ladies)
in Maurer Hall

FRIDAY, MAY 6 7PM
Chicago Immigrant Orchestra / Zeshan B.
at the American Islamic College Auditorium

MONDAY, MAY 9 7:30PM
Chicago Cabaret Professionals Musical Mondays
Pop Goes the Cabaret - in Sold Hall

WEDNESDAY, MAY 18 9:30PM
Valerie June
with special guest Chastity Brown - in Maurer Hall

SUNDAY, MAY 22 7PM
Matt Andersen in Sold Hall

TUESDAY, MAY 24 8PM
Bombino In Maurer Hall

WEDNESDAY, MAY 25 8:30PM
Concert for Ukraine: A Night of Ukrainian Song and Dance In Maurer Hall

WORLD MUSIC WEDNESDAY SERIES
FREE WEEKLY CONCERTS, LINCOLN SQUARE

5/4 OPLIAM with special guest
Vision in the Rhythm
5/11 Paulo Padilha

OLDTOWNSCHOOL.ORG

MUSIC

Find more music listings at chicagoreader.com/musicreviews.

Defcee (left) and BoatHouse. JONATHAN "KAFODDTHAT" JAGELLO. Supa Bwe. COURTESY THE ARTIST

continued from 44
near emotional payoffs: on the 2021 single "Camera," squared-off panes of shimmering keys compete with thumping, frazzled rhythms, so that the sudden blossoming of vocal harmonies releases the song's coiled energy like an ecstatic fireworks display. —LEOR GALIL

ALBUM REVIEWS

CONGOTRONICS INTERNATIONAL, WHERE'S THE ONE?
Crammed Discs
congotronicsinternational.bandcamp.com/album/wheres-the-one

Congotronics International is rooted in Kono No. 1 and the Kasai Allstars, two bands from the Democratic Republic of the Congo that released music through legendary Belgian label Crammed Discs in the mid-2000s. Those groups hyperamplified, percussion-heavy sounds, which Crammed released in a series dubbed Congotronics (also the title of Kono No. 1's 2004 album debut), electrified and inspired a huge number of experimental artists, including Argentine songwriter Juana Molina, San Francisco rock band Deerhoof, New York-via-Oberlin collective Skeletons, and Swedish duo Wildbirds & Peacedrums. Joined by series creator Vincent Kenis, a Belgian musician and producer who's long worked closely with Crammed Discs, these American and European performers came together with the Congolese groups for the Congotronics vs. Rockers tour in 2011—the resulting ensemble had ten lead vocalists, five guitarists, three likembe players, five percussionists, two bassists, three drummers, and lyrics in multiple languages. The resulting album, *Where's the One?* (Crammed Discs), released under the name Congotronics International, is predictably a sprawling affair: its 25 tracks, recorded and remixed over more than a decade, total 82 minutes. The title refers to the fact that, due to their diverse backgrounds, the musicians had trouble figuring out where the first beat in each measure actually fell. In the end, they managed to create songs of exhilarating focus, such as the sweet dance-floor blast of "Super Duper Rescue Allstars" and the fuzzy barrage of "For Augustin." On "Kule Kule Redux," the feedback blare of postpunk guitar merge into a single boogie noise fire, while "Where's the One" underlines the African roots of Juana Molina's delightfully hypnotic looping rhythms. *Where's the One?* feels even more immense, joyful, and perfectly imperfect than the globe. —NOAH BERLANSKY

DEFCEE & BOATHOUSE, FOR ALL DEBTS PUBLIC AND PRIVATE
Closed Sessions
defcee.bandcamp.com/album/for-all-debts-public-and-private

If you need an introduction to Defcee, you haven't been paying attention to underground hip-hop in Chicago. The rapper had a banner year in 2021, thanks to three collaborative releases that nudged him further into the national spotlight: June's *We Dressed the City With Our Names*, a collaboration with beat maker August Fano; September's Sunday sessions by *deprez*, aka the duo of Defcee and MC CRASHPREZ; and November's *Trapdoor*, made in partnership with sht-hot producer Messiah Muiil and released through Backwoodz Studioz, a hub for abstract east-coast rappers. On the new *For All Debts Public and Private*, released by hometown indie Closed Sessions, Defcee isn't kidding around. *Closed Sessions'* in-house beat maker, BoatHouse, produced the entire album, and his polished take on boom-bap mirrors Defcee's diligent professionalism. Defcee isn't flashy on the mike, but he's a linguistic alchemist, molding alliterative phrases that flash out unpredictably as he rolls efficiently through his bars. He locks into the watery, stretched-out soul sample on "Moving Targets" to indict the toxic competitiveness that capitalism forces on working rappers, fueled by a resolute poise that could gas up the entire scene. —LEOR GALIL

SUPA BWE, NO THANKS
Freddy Got Magic
stem.fm.to/nothanks

Supa Bwe's ear for melody and taste for sweet hooks make him one of the city's best rappers. Since breaking out in 2014, he's amassed a cult audience with performances that blend screamo intensity and R&B sensuality, and he was doing it years before Soundcloud rap introduced a cohort of shouty rappers who sounded like they belonged on a Warped Tour side stage at 3 PM. Supa leans further into pop with his new album, *No Thanks (Freddy Got Magic)*. On "You Don't Listen" he polishes his blunt verses with a hint of Auto-Tune, and his sturdy, to-the-point flow plants the song in your head like an earwormy radio hit. He's also put a new sting into his aggressive shouts, as much with content as with delivery: he's now focusing much more intently on indictments of white supremacy. Supa has delivered thoughtful dissections of racism before (on the 2014 *Hurt Everybody* single "Treat Me Caucasian," for instance), but throughout *No Thanks* he goes even further, harnessing the language of the police-abolition movement ("ACAB") and Black revolutionaries ("Hellcat"). These explicitly political verses resonate as powerfully as the best work in his back catalog. Supa has lots of people in his corner too, and plenty of them show up on *No Thanks*, including Jamila Woods, Mick Jenkins, SheGo Turbo, Chance the Rapper, and Twista. The album makes a great case that Supa also belongs in the top tier of Chicago hip-hop. —LEOR GALIL

Page	Dimensions
Full	9.75" x 9.875"
3/4	7.2708" x 9.875"
1/2	V: 4.7917" x 9.875" H: 9.75" x 4.8542"
1/3	V: 4.7917" x 6.5278" H: 9.75" x 3.1806"
1/4	Strip: 2.3125" x 9.875" V: 4.7917" x 4.8542" H: 9.75" x 2.3438"

Page	Dimensions
1/6	V: 2.3125" x 6.5278"
1/8	H: 4.7917" x 3.1806" V: 2.3125" x 4.8542"
1/12	H: 4.7917" x 2.3438" V: 2.3125" x 3.1806" H: 4.7917" x 1.5069"

Inquire in 4-Color Rates, Inserts, Stickers, Center Spread, Front Cover
NOTE: These rates are for color local advertising. The final deadline for booking a print ad is Thursday at noon before the print issue the following Thursday. The final deadline for submitting print ad artwork is Friday at 5pm before the print issue the following Thursday. If ad space is booked but no creative is submitted, clients will still be charged for the space.



DIGITAL OPPORTUNITIES

Be in their pocket.

Take over their screen, pop up in their inbox, and more. Our digital assets reach millions of people every month – and there's never a paywall.



Website		Size
Desktop	Super Leaderboard	970 x 90 pixels
	Inline Banner	728 x 90 pixels
	Half Page	300 x 600 pixels
	Leaderboard	728 x 90 pixels
	Cube	300 x 250 pixels
Mobile	Leaderboard	320 x 50 pixels
	Cube	300 x 250 pixels

Email Newsletter		Size
	Leaderboard	600 x 150 pixels
	Banner	600 x 150 pixels
Special Eblasts	Daily Reader	600px x 600px (min. height)
	Early Warning	600px x 600px (min. height)
	Entire Email List	600px x 600px (min. height)

Email Marketing

Dedicated emails, to get your message to the top of their inbox.

Social Media

Reach our audience on Twitter, Facebook, and Instagram. Limited inventory and content restrictions apply. Social media is priced to spec and only available as an addition to an existing advertising campaign.

Let our storytellers tell yours.

What is it?

Branded content is a sales initiative that engages users with content that a client pays for, supplies, and/or participates in; an opportunity to tell your story.

22x

Branded content is 22x more engaging than display ads.
Pressboard Media - 2019

90%

90% of people like custom content as a way for brands to engage with them.
Financial Times Survey - 2019

Content will be marked **SPONSORED ADVERTISEMENT**. The Chicago Reader has the right to refuse any content, as well as a right to review and approve any language. No false or unsubstantiated medical or legal claims are allowed.

Sponsored Content

Content created independently of a revenue partner

(content created by editorial team, assets dictated by editorial team)

SEO Content

Long (over 1,000 words), nonlocal content created by the client for SEO purposes

Branded Content

Content created by the client

(content created by client, assets dictated by client)

