

# 2018

MEDIA KIT  
Print+Digital



# 2018

IMPORTANT  
Details+

## Facts & Figures

### PRINT

#### Magazine Specs

- 8.375 x 10.875 Magazine Format
- Glossy Cover Stock
- Glossy 60# White Interior Pages
- 24 Issues Annually

#### Display Ad Specs

- Full Prime Positions (Add 10%)
- Back Cover (Add 10%)
- 1/8 to Full Page Display Ads
- Spotlight (Business Advertorial/PR)
- Seasonal Sections
- Event Listings
- Free Spotlight w/Display Ad for 6Mo Print Packages

#### Distribution

- Direct Mailed, Placed
- West Suburban Chicago
- (2) Comp Lists Rotating Monthly to Female Age 25-65, Home Value \$300K+
- (1) Subscriber List Also Sent Monthly
- Community Geo-Targets:

*Naperville, Lisle, Wheaton, Glen Ellyn  
Elmhurst, Downers Grove, Hinsdale,  
St. Charles, Geneva, Batavia, Oswego,  
Sugar Grove*

#### Readership

- 79% Women Ages 25-65
- 21% Men Ages 30-70
- 70K+ Total Readers

### DIGITAL

#### Content Features

Print Features Appear  
Online & Can Be Shared  
through Social Media

#### Advertiser Spotlights

Advertiser Spotlights In  
Print Edition and Online  
Exposure Guaranteed  
Impressions  
In Social Media  
*(Can Be Gender & Town Specific)*

#### Print Issue In .PDF Appears Online

Downloadable and Viewable  
In Digital Media + Online

#### Glancer Daily Social Media

Advertising Packages  
Available for Social Media

#### Marketing Directory

Featuring Basic, Premium  
& Elite Membership Levels for  
Businesses & Professional  
Looking to Achieve Maximum  
SEO and Stay Connected  
to Today's Local Consumer

### Reach Today's Most Influential Consumers— Women Age 30-65

West suburban residents love connecting with  
local faces & places via our monthly  
all-inclusive print + digital magazine, along with  
our interactive community website and mobile  
app.  
Glancer Magazine— a west suburban focus  
featuring your community...at a glance.

### West Suburban Print + Digital Edition Direct Mailed + More

#### Targeting West Suburban Females Age 25-65 In the Following Communities and Online

##### PRINT TARGET REACH

Naperville / Lisle / Plainfield/Oswego / Sugar Grove  
Downers / Hinsdale/Wheaton / Glen Ellyn  
St. Charles / Geneva  
Plus West Suburban Monthly Subscribers

##### DIGITAL TARGET REACH

Same As Above Communities + 10 Additional Towns  
Subscribers + West Suburban Females Age 30-65

\*Magazine Copies Strategically Distributed Monthly Using North &  
South Mailing Lists on Rotation in Addition to a Subscriber List and  
Placed Circulation at Select In-Town Locations. Total Monthly  
Circulation 52K = Combined Print + Digital - Total Reach 78K  
Print Portion = Direct Mailed to Female Homeowners / Homes \$300K+  
Digital Portion = Emails + Social Media + Website Impressions Collectively

**Glancer**  
MAGAZINE

p. 630-428-4387 – [www.GlancerMagazine.com](http://www.GlancerMagazine.com)

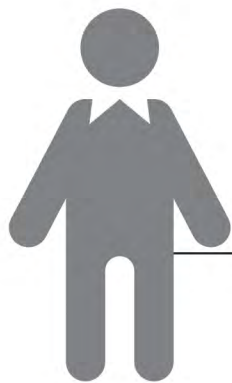
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## M A G A Z I N E

### Demographics



**22%**  
MALE AUDIENCE

**AGE 35-65**  
Median Age: 45

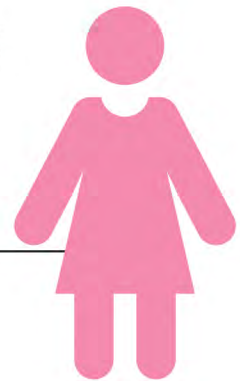
**20K+**  
DIGITAL AUDIENCE

**WEST SUBURBAN**  
Distribution of Digital PDF Magazine

Count Based on One Reader  
Per Digital .PDF Distributed  
Via Email, Social Media & Online

**78%**  
FEMALE AUDIENCE

**AGE 30-65**  
Median Age: 45



**110K+**  
PRINT AUDIENCE

**WEST SUBURBAN**  
USPS Direct Mailed Distribution

Count Based on Industry Average  
of Two Readers Per Household

Total Print Audience: 110,000 (2 Readers per Household)  
Total Digital Audience: 20K  
Women: 78% / Men: 22%

Median Age: 39  
Median HH: \$89,000  
Target Direct Mailed Home Value: \$300K+

*Source: US Census Bureau, Social Media Metrics*

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# 2018

## EDITORIAL Schedule

### 24 Unique Issues

#### JAN

##### Early Jan HEALTHY VIBES

Fitness  
Programs  
Health  
Influencers  
2018 Trends  
In Lifestyle

##### Mid Jan THE BESTIES ISSUE

Celebrating  
Friendships  
GNO Hot Spots  
Shopping Fun  
Spa Days  
Workout Gal Pals

#### FEB

##### Early Feb LOVING LIFE: 60 & BETTER

Retirement  
Area Programs  
Elderly Care  
Lifelong Love  
Generations  
Health Focus

##### Mid Feb LOVE & MARRIAGE

Local Wedding  
Destinations  
How'd they Meet?  
Parent's Night Out  
Second Marriages  
Wedding Gift Shops

#### MAR

##### Early Mar KITCHEN DREAMS

2018 Trends  
Before & After  
From Small  
to Big Kitchen  
Designers to  
Meet ASAP

##### Mid Mar FIT N' HAPPY KIDS

Local Kids Share  
Indoor Programs  
School Trends  
Sport Influencers  
Coach Dads  
Kids & Yoga

#### APR

##### Early Apr SPRING HOME ESSENTIALS

Backyard  
Retreats  
Landscaping  
Pond Perfect  
Deck vs. Patio  
Pool Safety

##### Mid Apr IT'S PORCH PARTY TIME

Residents Share  
their Porch Parties  
Party Ideas/Trends  
In-Home Shopping  
Parties  
New Party Trends

#### MAY

##### Early May GENERATIONS OF GIRL POWER

Motherhood  
Grandmas  
New Moms  
Weddings  
Mother's Day  
Spring Gifts

##### Mid May MOMS OF MULTIPLES

Twins, Triplets  
and More  
Playdates  
Big Family Fun  
Outside Time  
Spring Gifts

#### JUN

##### Early June SUMMER TO-DO LIST

Summer Fun  
Fests/Events  
Adventure  
Weekends  
Aquatic Parks  
To-Do List

##### Mid June ALL THINGS TEEN

Guest Writers  
Teen Hot Spots  
What's Cool Now  
Tech Talk  
Teen Dreams  
Give-Back Teens

#### JUL

##### Early July THE WEIGHT GAME

Fitness  
Summer  
Shape-Up  
Classes  
Weight Loss  
Stories

##### Mid July EVERYTHING ZEN

At Peace Now  
Trusting Intuition  
Learn to Meditate  
Holistic Trends  
Feng Shui  
at Home

#### AUG

##### Early Aug 10 MOST CREATIVE MOMS OF SUMMER

Featuring  
Creative Moms  
and their Kids  
Back to School  
Last Minute Fun  
Ready, Set, Play!

##### Mid Aug CELEBRATING THE THEATRE & THE ARTS

Creative Faces  
Suburban Galleries  
Annual Art Events  
Cultural Arts  
Dance & Theatre  
Young Artists

#### SEP

##### Early Sept SUPER COOL SCHOOLS

Education  
Suburban  
School  
Highlights  
A+ Programs  
Teachers

##### Mid Sept FALL TRENDS 2017

Fall Style  
Fashion Events  
Boutiques  
Resale Shops  
Accessories  
Fashion NFPs

#### OCT

##### Early Oct WHIMSICAL FUN THIS FALL

Fall Attractions  
Family Time  
Weekend Travel  
Fall Shopping  
Downtown  
Main Street

##### Mid Oct THE HALLOWEEN ISSUE

Decor Ideas  
Costume People  
Spooky Parties  
Events to Die For  
Local Traditions  
Baby's 1st

#### NOV

##### Early Nov MY COZY HOUSE

Home Ideas  
Fireplace Trends  
Planning for  
Guests  
Kitchen Pretty  
Giving Thanks

##### Mid Nov GIFTS GALORE

Local Shops  
Holiday Sales  
Toys & Trends  
Local Events  
Visit Santa  
Holiday Gifts

#### DEC

##### Early Dec THE GIFT OF GIVING BACK

Charitable  
Organizations  
In Need this  
Holiday Season  
Volunteer Features  
Ways You Can Help

##### Mid Dec THE "30 UNDER 40" ISSUE

Featuring  
30 Movers & Shakers  
Under 40 to Watch in  
2019, Making a Big  
Impact on the  
Western Suburbs

# 2018

## EFFECTIVE Marketing

# Target Guides

### CHOOSE YOUR MONTHS

Monthly Guides  
Appear In  
Print + Digital

**KID STUFF** – Guide In Every Issue

**ON THE GO** – Guide In Every Issue

**HOME FINDS** – Guide In Every Issue

JAN 2018 – Healthy Family Guide

FEB 2018 – Senior Living Guide

MAR 2018 – Fit N' Happy Kids Guide

APR 2018 – Spring Gifts Guide

APR 2018 – Summer Fun/Camp Guide

MAY 2018 – Mother's Day Gift Guide

MAY 2018 – Summer Fun/Camp Guide

JUNE 2018 – Summer Fun/Camp Guide

JULY 2018 – Healthy Summer Guide

AUG 2018 – Arts & Entertainment Guide

SEP 2018 – Whimsical Fall Fun Guide

OCT 2018 – Whimsical Fall Fun Guide

NOV 2018 – Holiday Gift Guide

DEC 2018 – Holiday Gift Guide



75-WORD LISTING + 1.5x1.5 Photo

\$495/mo (1-5 Mos)

\$395/mo (6-12) Mos

125-WORD LISTING + 3 x 3 Photo

\$695/mo (1-5 Mos)

\$595/mo (6-12) Mos

*Listing Includes: (2) Issues Monthly, Professional Photo + Text + Logo to Be Submitted by Advertising Send to: [production@glancermagazine.com](mailto:production@glancermagazine.com)*

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## M A G A Z I N E

### Rates & Dates

**\$445/mo**  
EIGHT PAGE AD

See Current Discounts  
Online In the Ad Store

**\$895/mo**  
QUARTER PAGE AD

See Current Discounts  
Online In the Ad Store

**FREE**  
75-Wd + Pic  
SPOTLIGHT  
W/AD

Ad + Spotlight  
Appears In  
Print + Online

**\$1795/mo**  
HALF PAGE AD

See Current Discounts  
Online In the Ad Store

**\$3695**  
FULL PAGE AD

See Current Discounts  
Online In the Ad Store

Glancer  
MAGAZINE  
**Ad Store**  
Quick. Simple  
Secure.

Place Your Order  
Online In the Ad  
Store & Save

#### GLANCER MAGAZINE Advertising Guidelines:

- Publishing Two Different Themed Issues Monthly
- Direct Mail + Digital Combined Circ (52K Monthly)
- Display Ad Rates are Net and Based on a Consecutive Run
- Add 10% for Non-Consecutive and Prime Positions
- 15% NFP Discount / 7.5% NFP Discount w/Promo

#### GLANCER MAGAZINE Dates:

- Arriving the 1st and the 15th Monthly
- Reservation Deadline: 7th Prior
- Artwork Deadline: 10th Prior
- One Deadline for Both Monthly Issues
- (2) Copies Sent to Advertisers
- Add'l Copies Available for a Fee

ASK ABOUT OUR THEMED ISSUE GUIDES FROM \$395/LISTING

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DAILY



**50,000**  
IMPRESSIONS

JUST \$995

**25,000**  
IMPRESSIONS

JUST \$795

REACH  
POTENTIAL  
CLIENTS  
IN YOUR  
TOWN  
TODAY!

CHOOSE  
PREFERRED  
TOWNS AND  
GENDERS

**10,000**  
IMPRESSIONS

JUST \$595

**5,000**  
IMPRESSIONS

JUST \$395

## GLANCER DAILY Social Media Packages Include:

- Facebook - Guaranteed Impressions - Choose Your Gender, Towns & Target Dates
- Instagram - Bonus Impressions
- Twitter - Bonus Impressions
- eBlast (Glancer Magazine eMail Premium Subscribers)
- Digital Host is [www.GlancerMagazine.com](http://www.GlancerMagazine.com) Using Your 75-Wd Blurb + Graphic/Photo + Links
- White Label Hosting Available for Additional \$75 Fee. Some Restrictions Apply.

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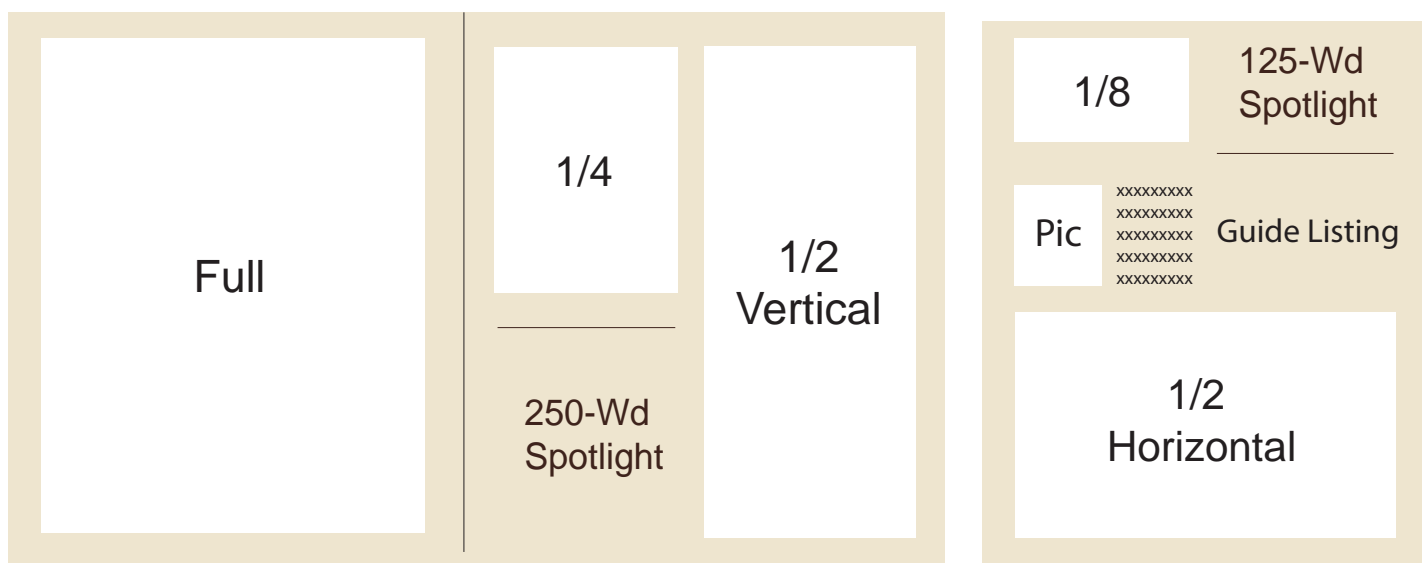
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## ARTWORK Specs

### Be Creative!



#### AD / IMAGE / TEXT SPECS

Full • 8.375"w x 10.875" h Trim Size

Add 1/8" Bleed - Leave 1/4" Margin Free of Text

1/2 V • .3.5 w x 9.75 h 1/2 or H 7.25 w x 4.5 h

1/4 • 3.5 w x 4.5 h

1/8 • 3.5 w x 2.25 h

Spotlights + PR Splashes

Spotlight • 75-wds + Photo (Free w/6-Mo Ad Purchase)

PR Splash • 75-wds + Photo or 125-wds + Photo (Paid)

Guides • 75-wds Listing w/1.5x1.5 Photo

Event Listings / Seasonal Guides

#### ACCEPTABLE FILE FORMATS

.pdf .jpg @300dpi

All Pages are Full Color

#### SUBMIT TO

production@glancermagazine.com

#### DEADLINE

Ads due by the 10th prior to each month  
for the next month

#### DESIGN FEE

\$95/Ad Design Logo, Copy, Photos  
to be Submitted / Stock Photos Optional

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