

Block Club Chicago

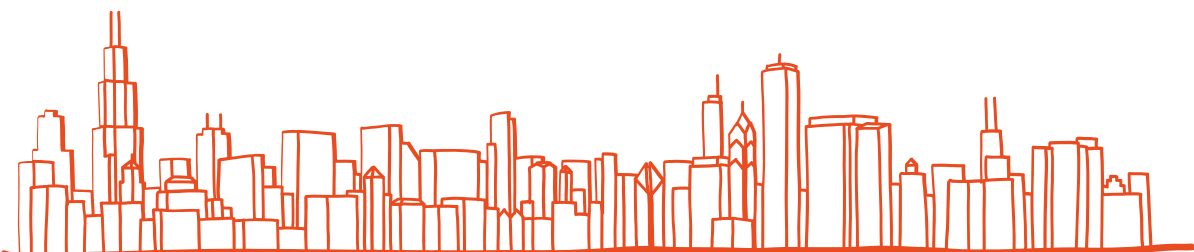
MEDIA KIT



ABOUT US

Block Club Chicago is Chicago's nonprofit newsroom dedicated to delivering essential coverage of the city's diverse neighborhoods. Through newsletters, podcasts, events and an inside look at the stories that make Chicago Chicago, we are building not just an exceptional newsroom, but also a community of neighbors, reporters, storytellers and partners like you. Together, we are making our stories – and our city – better.

We are community-focused, reader-funded and journalist-run. And we exist because of partners like you.



SUBSCRIBER DATA

With reporters filing stories from all over the city, Block Club attracts readers across Chicago and into the suburbs.



58.5% of our subscribers are women



77% Homeowners
52% Same address for 11+ years



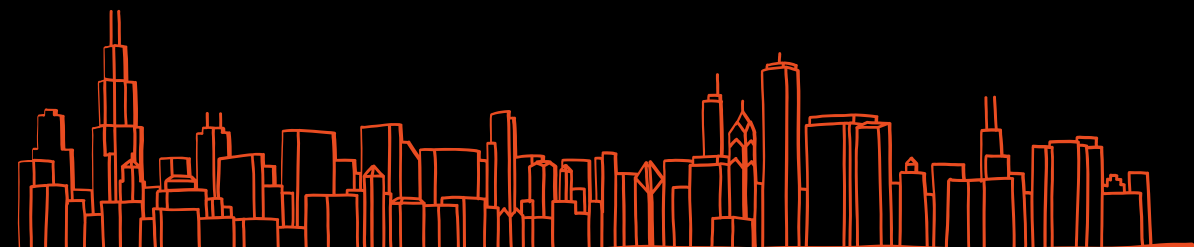
45% Married
67% No Kids



\$150K+ avg. est. HH Income



75% of subscribers live in Illinois



WHAT OUR COMMUNITY LOVES



Books, magazines
& other media



Technology



Arts & culture



Travel



Food & wine



Home decor



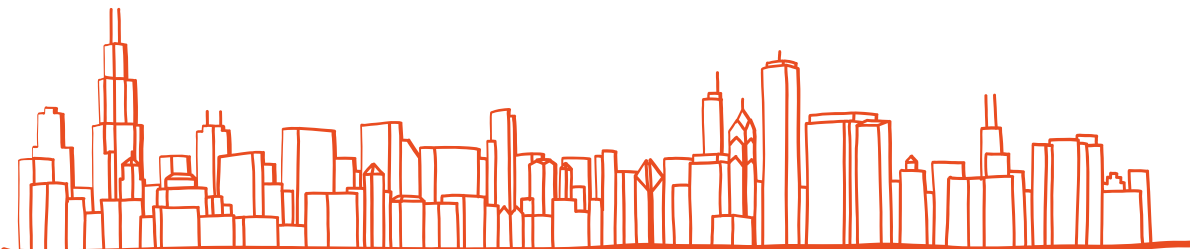
Health & fitness



NEIGHBORHOODS

Chicago is a city of neighborhoods — each with a unique voice and identity — and Block Club Chicago is working to cover them all.

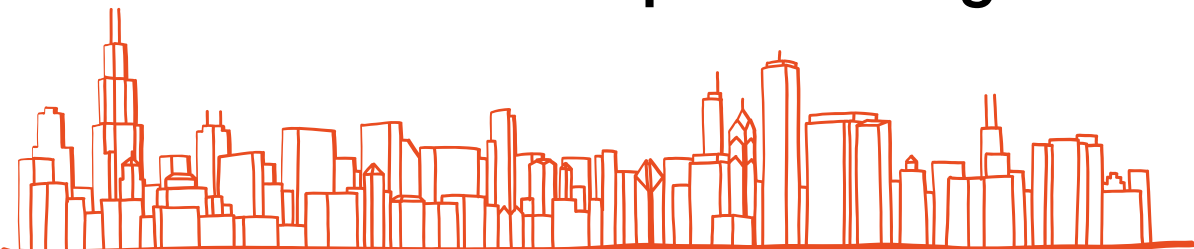
Currently, we have dedicated newsletters created by reporters on the ground in Pilsen, Little Village, Near West Side, Wicker Park, Bucktown, West Town, Rogers Park, Uptown, Edgewater, Logan Square, Humboldt Park, Avondale, Hyde Park, South Shore, Woodlawn, Lincoln Square, Irving Park, Albany Park, Austin, Garfield Park, North Lawndale, Lakeview, Lincoln Park, Old Town, Jefferson Park, Portage Park, Edgebrook, Norwood Park, Edison Park, Sauganash, the Loop, West Loop, Gold Coast, River North, Bronzeville, Douglas, Englewood, Chatham, and Auburn Gresham.



NEWSLETTERS

Every day, we deliver neighborhood news directly to readers' inboxes. Target your ideal audience and connect with our super-engaged community via email by including your ads in one of our neighborhood or citywide newsletters. Below is a list of all of our newsletters:

- **Citywide Morning Newsletter**
- **Near West Side/Pilsen/Little Village**
- **Wicker Park/Bucktown/West Town**
- **Rogers Park/Uptown/Edgewater**
- **Logan Square/Humboldt Park/Avondale**
- **Hyde Park/South Shore/Woodlawn**
- **Lincoln Square/Irving Park/Albany Park**
- **Austin/Garfield Park/North Lawndale**
- **Lakeview/Lincoln Park/Old Town**
- **Jefferson Park/Portage Park/Edgebrook/Norwood Park/Edison Park/Sauganash**
- **Loop/West Loop/Gold Coast/River North**
- **Bronzeville/Douglas**
- **Englewood/Chatham/Auburn Gresham**
- **Arts And Culture**



ARTS & CULTURE NEWSLETTER

Block Club has expanded its Arts & Culture coverage with a dedicated editor to bring in the scoop on cultural events in every neighborhood.

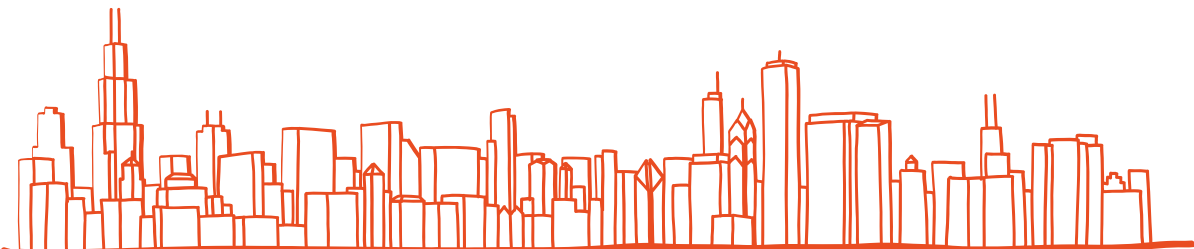
Our Arts & Culture newsletters drops twice a week on Wednesday and Saturday and tells the stories of local bands, pop-up galleries, live performances, and more.



Welcome to the inaugural edition of Block Club's Arts & Culture newsletter!

Block Club has greatly expanded its Arts & Culture coverage this year thanks to support from The Walder Foundation and The Joyce Foundation. As section editor, I am dedicated to bringing you the scoop on cultural events in every neighborhood. Stories on local bands, pop-up galleries, live performances and more can be found on our brand-new **Arts & Culture page**.

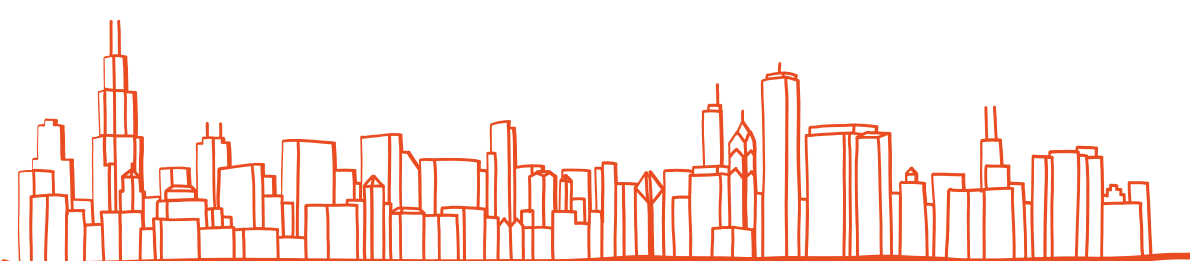
These shows/events/exhibits/various funtimes will also be featured in this newsletter, which goes out Wednesdays and Saturdays. Look for weekend picks, events not to miss, what our staff is into and more!



Newsletter	Send Dates	Size	Open Rate	Clicks per unique opens
Citywide (total)	Daily	108,721	44.5%	19.5%
Hyde Park	Wednesday & Friday Afternoon	3,757	56.1%	23.5%
Bronzeville	Wednesdays Only	957	58.5%	26.0%
Logan Square	Wednesday & Friday Afternoon	6,426	50.2%	10.7%
Downtown	Monday & Wednesday Afternoon	796	72%	10%
Lincoln Square	Wednesday & Friday Afternoon	6,638	70.7%	15.2%
Englewood	Tuesdays Only	2,567	54.5%	30%
Far NW Side	Tuesday & Thursday Afternoon	2,160	82.5%	15%
Rogers Park	Tuesday & Thursday Afternoon	6,286	72.7%	8.7%
Pilsen	Tuesday & Thursday Afternoons	5,592	68.7%	13.6%
Wicker Park	Tuesday & Thursday Afternoons	6,434	73.1%	9.7%
Lakeview	Tuesday & Thursday Afternoon	6,784	68.3%	12.7%
West Side	Fridays Only	4,054	36.1%	18.2%
Arts and Culture	Wednesday & Saturday	90,000	44.5%	19.5%

NEWSLETTER ADVERTISING

Speak to the Block Club Chicago audience by running your ad in our morning newsletter, a neighborhood newsletter, or our Arts and Culture newsletter! Advertising partners have a 50% SOV in all of our newsletter products.



Block Club Chicago

Your Daily Dose of Neighborhood News

Sept. 12, 2023

Good morning, Chicago,

If you live or work in the larger West Town and Logan Square community areas, it's been the unavoidable story of the past few months: Armed robberies have skyrocketed, leaving hundreds of victims traumatized and in some cases, shot and even killed.

Robbery crews have been attacking multiple victims in one go, police said, and have been difficult to apprehend. There have been high profile cases, like a **TV news crew held up at gunpoint** while preparing a report on, yes, armed robberies. But many of the attacks are happening to regular people at all times of the day and night, often near their homes.

Neighbors tell Block Club they're rattled and on edge. They want to know: What's the plan to stop these crimes and hold their perpetrators accountable?

Elected officials and police gave my colleague Mina Bloom and I various responses to that question, with answers ranging from reopening a West Town police district to investing in anti-violence measures to address the root causes of crime.

In the meantime, the surge of robberies doesn't seem to be waning. Over the weekend, customers and staff at a beloved West Town tavern were held up at gunpoint, just a few days after two armed robberies were reported in about a 30 minute stretch Thursday in Wicker Park. Read more in our story below.

Deep dives like this one are possible because of you, our subscribers.

Thank you,

Quinn Myers
Reporter



Robberies Have Skyrocketed In West Town And Logan Square. Neighbors Ask: What Is The City Doing About It?



CHICAGO
Dragonflies Seem To Be Everywhere Along Chicago's Lakefront. Here's Why

WBZ: Millions of common green darner dragonflies are migrating across Lake Michigan on their journey from Canada to the Gulf Coast and looking for places where their larvae can survive.

WORLD CUP WELCOME BACK MATCH
NEEDS SLOAN.
SUNDAY SEPTEMBER 17TH AT 5 PM
BIG STAR vs [Logo]
CLICK HERE TO GET TICKETS

SPONSORED: From the world's largest stage, don't miss the chance to welcome back six



BRONZEVILLE
Block Club Chicago Reporter Jamie Nesbitt Golden Named 2023 Journalist Of Distinction By NABJ
Nesbitt Golden, a Low End native and



GOLD COAST
'The Loop Files' Takes Readers Behind The Scenes Of Legendary Rock Station's Glory Days
In his new book, media writer and former WLUP employee Rick Kaempfer drafts a riveting oral history of the iconic Chicago radio station.



CHICAGO
17 Churches To Become Migrant Shelters As City Hurries To Provide Housing For Winter
The churches can house 20 migrants each as part of a new city partnership with faith groups to get people out of the cold.

SPONSORED

Don't throw away your shot.

Enter to win free tickets to *Hamilton!*

ENTER NOW! AARP Chicago



CHICAGO
Chicago's Winter Overnight Parking Ban Starts Friday. Here's What To Know
Your car will get towed if you park on designated streets in the morning. The ban will remain in effect through April 1.



RAVENSWOOD
Farm Bar Ravenswood Now Open
The second location of the farm-to-table restaurant offers modern twists on Midwestern fare using ingredients from owner TJ Callahan's Wisconsin farm.

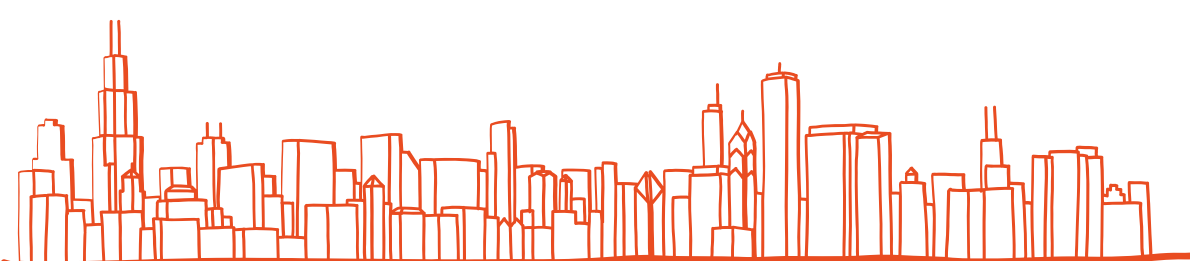


NEWSLETTER TAKEOVER

Take over the entire Block Club Chicago newsletter of your choice to make a big splash with your messaging across the city.

[CLICK HERE FOR A FULL TAKEOVER](#)

[EXAMPLE](#)



Block Club Chicago

GRUBHUB
Today's newsletter is sponsored by GrubHub.

Your Daily Dose of Neighborhood News

January 30, 2024



Every Chicago Cannabis Dispensary Rolled Into One Map

Here's the ultimate list of each dispensary — including offerings, hours and more — plus upcoming shops and a brief history of legalization in Illinois.



WASHINGTON PARK
Almost A Decade After Police Killed Her Son, Chicago Mom Celebrates His Birth With Holiday Toy Drive
Ronald "RonnieMan" Johnson's mother, Dorothy Holmes, has channeled her grief into spreading holiday cheer on the South Side and beyond for nearly a decade.



LINCOLN PARK
Chicago Mourns Firefighter Drew Price, Killed While Battling Blaze
Price, 39, fell through the building...

SPONSORED
Grubhub partners with The Hatchery
GRUBHUB | THE HATCHERY



LINCOLN SQUARE
Roots Handmade Pizza Closing In Lincoln Square
Monday was the last day of service at the Quad Cities-style pizzeria on Lawrence Avenue. The owners also closed neighboring cocktail bar The Sixth.



CHICAGO
How To Cook The Perfect Turkey: Chicago Experts Weigh In
We talked to local butchers, chefs and turkey farmers to get unusual and helpful advice on selecting and preparing your turkey this year.



LAKEVIEW
Music Box Theatre's 'Sound Of Music' Sing-a-Longs Return Thanksgiving Weekend
The sing-a-longs have been a Thanksgiving tradition at the theater for over two decades.



WEST TOWN
Nettare, A Restaurant And All-Day Market, Opens In West Town
The spot offers spirits, beer, wine and coffee for sale up front with a full-service dining room in back. Ingredients and products are sourced from the Great Lakes region.



JEFFERSON PARK
Vito's Vault, A Prohibition-Style Dinner Theater, Replacing Galvin's Public House
The Jefferson Park speakeasy will feature 1920s music, sketch comedy and more. It could open by February.



UPTOWN
Cariño Brings Latin American Tasting Menu From Former Schwa Chef To Uptown
Celebrated chef Norman Fenton is behind the project. It will replace upscale restaurant Brass Heart, which closed in June.



MCKINLEY PARK
McKinley Park Neighbors Can Meet The Architect Behind Pershing Road Warehouse Overhaul
The Wednesday event is hosted by the McKinley Park Development Council.



OLD IRVING PARK
Metra's Grayland Construction Project Will Keep Milwaukee Avenue Stretch Closed Until June
This is at least the third time the street's reopening has been delayed because of the bridge replacement project.

B

Thanks for supporting Block Club Chicago, an independent, 501(c)(3), journalist-run newsroom. Every dime we make funds reporting from Chicago's neighborhoods. [Click here](#) to support Block Club with a tax-deductible donation. [Subscribe here](#).

A Message From Today's Sponsor:
GRUBHUB
Grubhub is sponsoring a pitch competition at West Side food incubator The Hatchery Chicago to help local food and beverage entrepreneurs build and grow successful businesses.
[Learn More About The Partnership](#)

NEWSLETTER ADVERTISING PRICING

Neighborhood Newsletter Ad Package	Pricing
1 Ad	\$500
2 Ads	\$700 (\$350/ad)
4 Ads	\$950 (\$237.50/ad)
6 Ads	\$1,200 (\$200/ad)
8 Ads	\$1,400 (\$175/ad)
10 Ads	\$1,600 (\$160/ad)
12 Ads	\$1,760 (\$146.66/ad)

Daily Citywide Newsletter Ad Package	Pricing
1 Ad	\$1,400
3 Ads	\$3,200 (\$1,066/ad)
5 Ads	\$4,200 (\$840/ad)
10 Ads	\$7,200 (\$720/ad)
20 Ads	\$12,000 (\$610/ad)

Help Block Club Get 500 More Subscribers!

Subscribe to Block Club now and you'll get a free 16-by-20-inch Chicago neighborhood print of your choice, helping us reach our goal of getting 500 more subscribers before 2024. [Click here to subscribe](#) or [click here to gift a subscription](#).



As City Battles Housing Shortage, CHA Lets Hundreds Of Empty Homes Decay

The Chicago Housing Authority is supposed to provide affordable homes for those in need. But the agency has nearly 500 scattered-site units that are vacant — many causing problems for their neighbors.



UPTOWN Uptown's Preston Bradley Center Will Be Revived As Concert Venue, Community Center

The historical church and social services building was sold to Daniel Ivankovich, who will turn the building into an entertainment and community center.

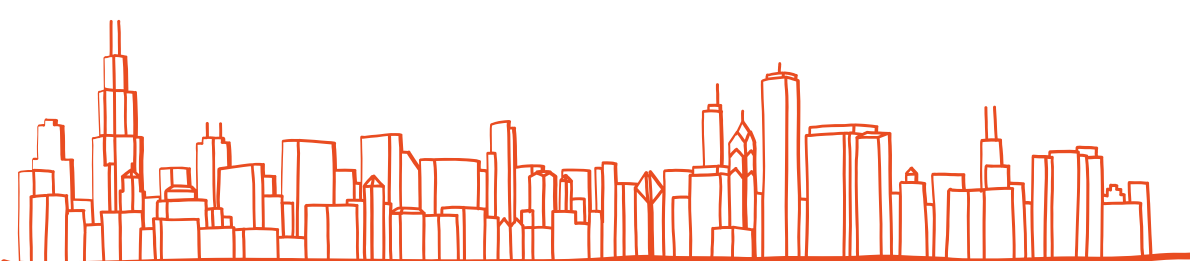
SPONSORED

Sharing the warmth

Helping qualified customers pay their natural gas bills.

PEOPLES GAS

We understand the cold winter months can be challenging. Our Share the Warmth program provides heating grants to limited and fixed-income households. Eligible customers can receive grants of up to \$200 on their bills. [Learn more](#)

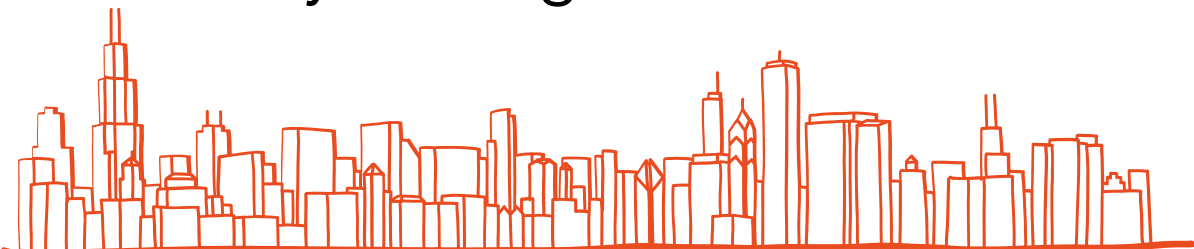


DISPLAY ADVERTISING

Reach the active and engaged Block Club Chicago audience with targeted display ads on Block Club Chi Dot Org.

All display advertising can be targeted geographically, behaviorally, and contextually all across the city.

Display advertising is delivered by impressions with a CTR above the .1 industry average



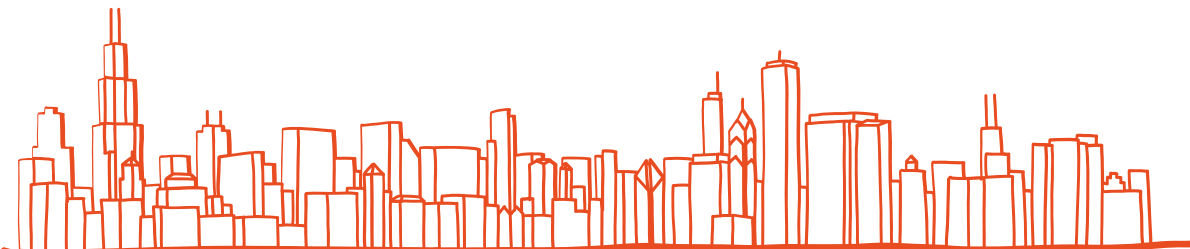
The screenshot shows the Block Club Chicago website. At the top is a black navigation bar with the site name, social media icons, and links for 'My Account', 'LOGOUT', and 'SUBSCRIBE'. Below this is a secondary navigation bar with categories like 'NEIGHBORHOODS', 'CITYWIDE', 'LATEST STORIES', etc. A prominent red-bordered banner for 'BACK TO SCHOOL' is presented by the Chicago Red Stars. Below the banner, the article title 'Chicago Public Schools Is Becoming Less Low-Income. Here's Why That Matters' is displayed, along with a sub-headline: 'Ten years ago, 85% of Chicago Public Schools students came from low-income households. Now, that figure is 73%.' The author information 'By Reema Amin, Chalkbeat Chicago and Thomas Wilburn, Chalkbeat' and the date 'September 8, 2023' are visible. At the bottom, there is a search bar and a partial image of a person.

BLOCK CLUB PODCASTS

Share your story directly with podcast advertising! As a Block Club Chicago podcast sponsor, you'll receive a shout-out from our host at the top of the show, as well as a 90-second promotional spots in the middle of the episode.

The Block Club Chicago podcasts have over 15,000 downloads per week!

- 1 episode sponsorship: \$1,200
- 3 episode sponsorships: \$3,000 (\$1,000/episode)
- 5 episode sponsorships: \$4,700(\$940/episode)



CUSTOM PROMO EMAILS

Share your story directly with a dedicated email to a Block Club Chicago list. Create your own custom creative, language and design – then work with the Block Club team to build and send your email to one of our highly engaged lists of readers.

It's the perfect way to deliver your brand's message directly to people's inboxes.



CUSTOM CONTEST & DATA SHARE

Work with Block Club Chicago on a dedicated and specialty contest to drive engagement with our readers.

Block Club uses contesting to drive interest in our product and grow our audience base. Our partners can present various contests throughout the year with us and then share in the data capture.

P.S. AARP and Block Club Chicago are giving away the ultimate holiday gift this season that we know fans of Chicago's arts scene will love. The giveaway starts today! [More info here.](#)

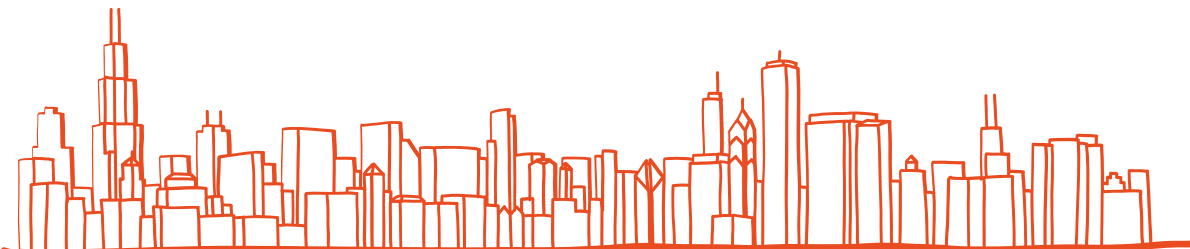
Don't throw away your shot.

Enter to win free tickets
to *Hamilton!*

ENTER NOW!

AARP[®]
Chicago

+ B



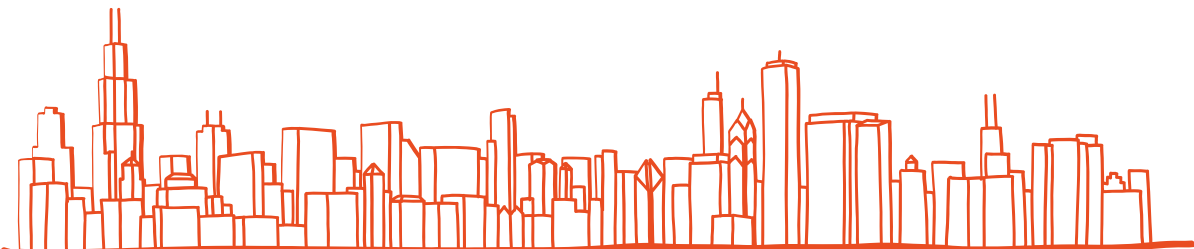
NEWSLETTER AND WEBSITE AD SPECS

For newsletter ads, please submit the following assets and information at least 24 hours before your first placement runs:

- A 16:9 jpg or png image that is no more than 1200x675 pixels
- No more than 30 words of text
- A link to be associated with the creative

For website ads, please submit the following assets and information at least 24 hours before your first placement runs:

- A 3:2 jpg or png image with a minimum width of 615 pixels
- A title of no more than 35 characters
- A DEK of no more than 100 characters
- A call to action of no more than 35 characters
- A link to be associated with the creative





**Contact your Block Club
Chicago Representative**