

MEDIA KIT 2025



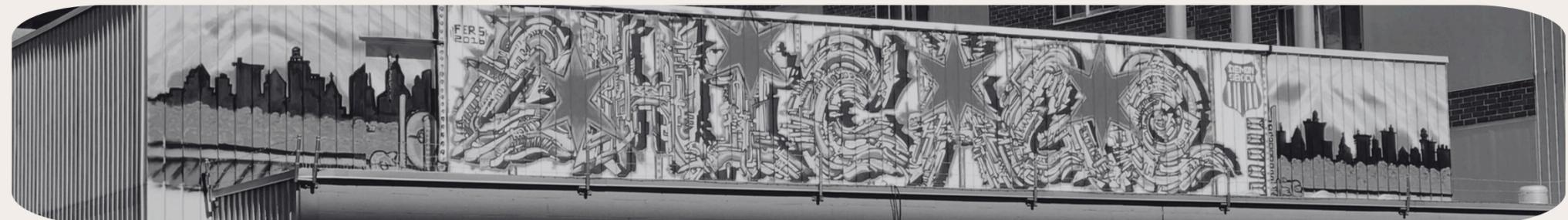
Block Club Chicago



Dedicated to delivering essential coverage
of Chicago's diverse neighborhoods.



 blockclubchicago.org



About Block Club Chicago

Block Club Chicago is an independent, nonprofit newsroom that provides essential coverage across the city's diverse neighborhoods. Through our website, email newsletters, podcasts and in-person events, Block Club provides an inside look at the stories that make Chicago great. Since our founding in 2018, we've built an award-winning newsroom and so much more — a community of neighbors, watchdogs, change makers and partners like you telling real stories from the real Chicago together.

We are community-focused, reader-funded and journalist-run. Our impactful work is only possible because of partners like you.



BY THE NUMBERS



Subscriber Data

With reporters filing stories every day from all over the city, Block Club breaks news early and often, attracting loyal readers across Chicago and the surrounding suburbs, and drawing national attention for our comprehensive coverage of the third-largest city in America.



58.5%

 of our subscribers are women

75%

 of subscribers live in Illinois

77%

are homeowners

 52% have lived at the same address for 11+ years

\$150K

 Estimated average household income

45%

are married

 33% have children

What our community loves



 BOOKS, MAGAZINES/OTHER MEDIA

 ARTS AND CULTURE

 FOOD AND WINE

 TECHNOLOGY

 TRAVEL

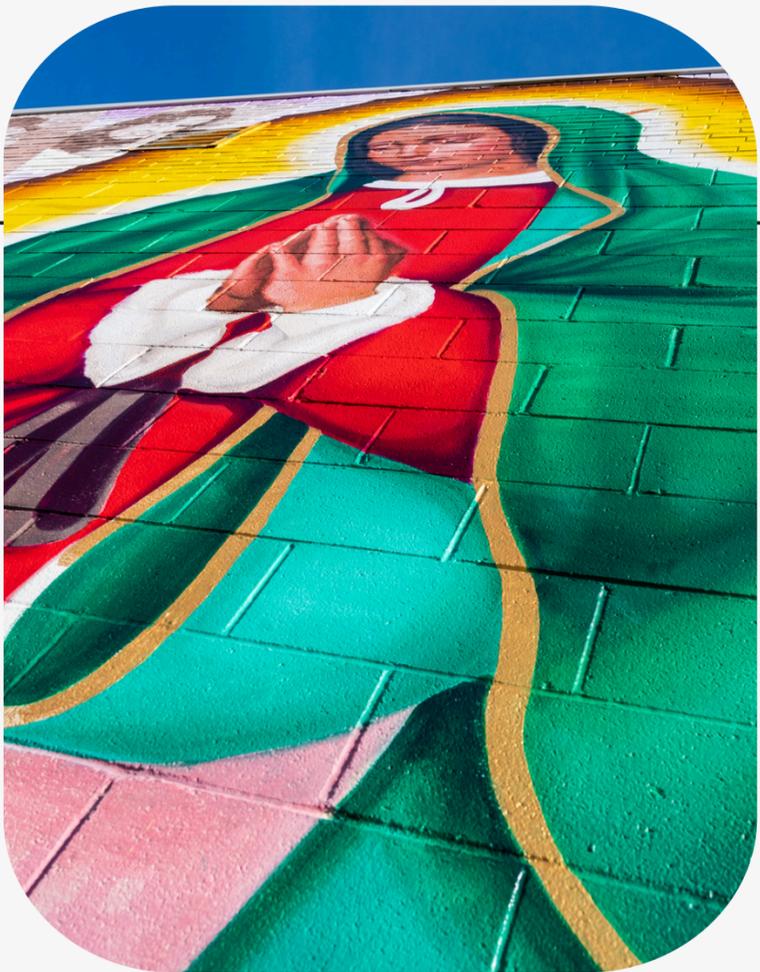
 HOME DECOR

 HEALTH AND 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 Albany Park, Auburn Gresham, Austin, Avondale, Bronzeville, Bucktown, Chatham, Douglas, Edgewater, Edgebrook, Edison Park, Englewood, Garfield Park, Gold Coast, Humboldt Park, Hyde Park, Irving Park, Jefferson Park, Lakeview, Lincoln Park, Lincoln Square, Little Village, Logan Square, the Loop, Near West Side, North Lawndale, Norwood Park, Old Town, Pilsen, Portage Park, River North, Rogers Park, Sauganash, South Shore, Uptown, West Loop, West Town, Wicker Park, and Woodlawn.



ADVERTISING PRODUCTS



Block Club Chicago Newsletter Suite

Block Club Chicago newsletters are the primary avenue for readers to engage with our product and get the local news they desire.

We offer distinct email products for daily citywide news and special interest areas like Arts & Culture and LGBTQ+ news. In addition, each of our neighborhood reporters curates custom weekly local news digests that our readers value so highly that most pay a premium for access. Our open rates exceed industry standards across the board (in some cases, they're double).

Citywide Morning Newsletter

Our daily newsletter that reaches 102,000 subscribers each morning. It features news from across the entire city and has a 43% open rate.

Citywide Afternoon Newsletter

Similar to the morning newsletter, but this drops in the afternoon and is stocked with the news of the day from across the city. It reaches 90,000 subscribers and has a 45% open rate.

Neighborhood Newsletter

Block Club curates and releases 12 newsletters throughout the week that cater to specific neighborhoods around the city. Subscribers vary depending on the neighborhood, but open rates are huge at 60% or above.

Arts and Culture Newsletter

Chicago has a vibrant Arts & Culture scene and this newsletter chronicles those stories from across the city. This has 101,000 subscribers and drops on Wednesday and Saturday.

B

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 Afternoon	5,592	68.7%	13.6%
Wicker Park	Tuesday & Thursday Afternoon	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	127,000	44.5%	19.5%

Standard Newsletter Display Ads

Each Block Club Chicago Newsletter hosts only two ad units – 1200X675 display ads with a clickthrough URL – so every customer earns a 50% SOV on every single impression.



**ALBANY PARK
3 Albany Park, Old Irving Park Restaurants Hit In Burglary Spree**
Four people dressed like “ninjas” damaged at least three restaurants and took cash and other property before fleeing in a dark-colored car Thursday morning, police and business owners said.

Newsletter Takeovers

For greater impact, our advertising partners can take over the full inventory of any newsletter, guaranteeing exclusive ownership of both ad units, plus a bonus “presented by” flag with a logo at the top of the email.

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



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.

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](#)

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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.](#)

Newsletter Sponsorship

To build long-term relationships with our audience and key interest groups, we offer exclusive sponsorship of an entire newsletter product for maximum visibility over an extended period of time.

Newsletter sponsorship includes regular takeovers of specific or specialty newsletters, plus a bonus promotional campaign for added impressions of your brand around key content.

Chicago LGBTQ+ News

Check out **Proud City** from **Block Club Chicago**.

[EXPLORE NOW](#)

B

Presented by:
RUSH | **Affirm**

The banner features a dark background with a grey city skyline silhouette. In the foreground, there are stylized illustrations of three diverse individuals: a Black woman with orange hair and sunglasses, a white woman with blue hair and a red scarf, and a Black man with a beard and orange hair. The text is in various colors (pink, white, orange, green) and fonts. A green-bordered box highlights the 'Presented by:' section.

Newsletter Rates

Newsletter Ad Product	Rate
Morning Newsletter Standard Ad	\$2,000
Afternoon Newsletter Standard Ad	\$2,000
Neighborhood Newsletter Standard Ad	\$300
Arts & Culture Newsletter Standard Ad	\$1,500
Morning/Afternoon Newsletter Takeover	\$4,000
Neighborhood Newsletter Takeover	\$750
Arts & Culture Newsletter Takeover	\$3,000
Newsletter Sponsorship	TBD (See your Block Club Chicago Rep)

BlockClubChicago.org

Digital Display Ads

Your brand can be featured on the Block Club Chicago website next to vital local news in Chicago.

We offer customizable targeting of any kind (geo, contextual, etc.).

That changed last week Tuesday, when neighbors noticed the basketball courts' bright lights turning on after sunset.

"The lights near the basketball courts at Horner Park were being tested by our electricians. They are officially installed and working as of last week," Park District spokeswoman Irene Tostado said.

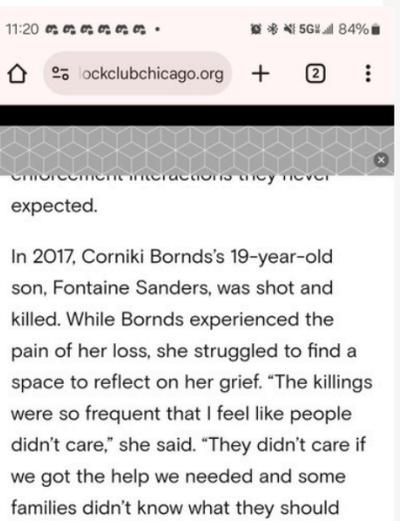


Moving forward, the lights will turn on after sunset and stay on until 11 p.m., Tostado said.

That's welcome news for neighbor Cindy Alvarado and her 13-year-old son, McKenzie Jackson, who live a few blocks away from Horner Park.

"My son's really excited, because this is what he really likes. This is our first time here, with the lights on. It's awesome," said Alvarado, who was at the park with McKenzie Monday night, watching him practice layups and jump shots.

The two were running errands near the park before sunset Monday when McKenzie noticed the lights at the basketball courts were on.



Storytelling Network, seven participants

Digital Display Rates

Traditional Display Ads	Rate
100,000 impressions	\$500
200,000 impressions	\$900
300,000 impressions	\$1,200

Block Club Chicago Social Media

Your brand and messaging can be featured in front of hundreds of thousands of potential customers via Block Club Chicago's highly engaged social media networks.

X - 235,000

Instagram - 89,000

Facebook - 203,000



Block Club Chicago February 22 · 🌐

Calling all amazing moms!

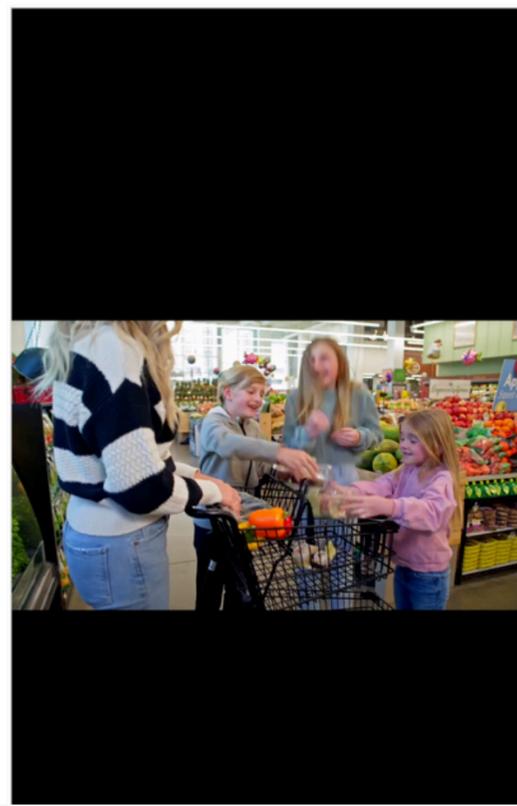
Get ready for a day of pure indulgence and celebration at the Four Seasons, Chicago, and gifts galore! 🎁

Jewel-Osco in partnership with **Huggies** is thrilled to present the MOMentous Event, dedicated to honoring mothers during the week of Mother's Day!

📅 Mark your calendars for May 9! We're hosting an extraordinary day filled with pampering, entertainment and joy at the luxurious Four Seasons Hotel. Fifty lucky moms and their chosen guests will bask in VIP treatment, engaging speakers, wellness stations, and scrumptious food and drinks.

But wait, there's more! Fifty prize baskets brimming with family-friendly goodies, valued up to \$500 each, will be up for grabs. And guess what? The Junior League of Chicago is already spreading See less

Calling all amazing moms! Get ready for a day of pure indulgence and celebration at the Four Seasons, Chicago, and gifts galore! 🎁 Jewel-Osc...



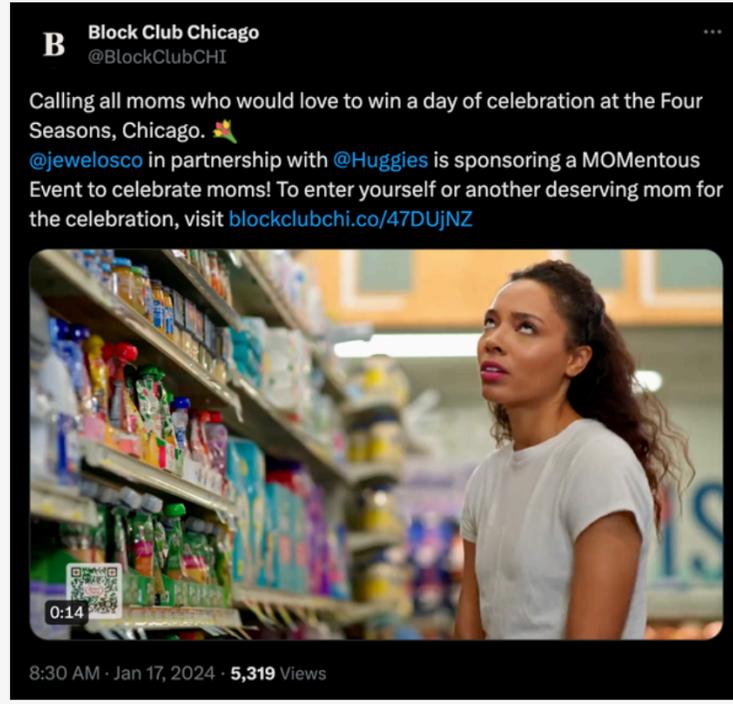
blockclubchi · Follow

Paid partnership Original audio

Calling all amazing moms!

Get ready for a day of pure indulgence and celebration at the Four Seasons, Chicago, and gifts galore! 🎁 @jewelosco in partnership with @Huggies is thrilled to present the MOMentous Event, dedicated to honoring mothers during the week of Mother's Day!

📅 Mark your calendars for May 9! We're hosting an extraordinary day filled with pampering, entertainment and joy at the luxurious Four Seasons Hotel. Fifty lucky moms and their chosen guests will bask in VIP treatment, engaging speakers, wellness stations, and scrumptious



Block Club Chicago @BlockClubCHI

Calling all moms who would love to win a day of celebration at the Four Seasons, Chicago. 🎁

@jewelosco in partnership with @Huggies is sponsoring a MOMentous Event to celebrate moms! To enter yourself or another deserving mom for the celebration, visit blockclubchi.co/47DUJNZ

8:30 AM · Jan 17, 2024 · 5,319 Views

Social Media Rates

Social Media Elements	Rate
X Post	\$500
Instagram Post	\$500
Facebook Post	\$500
All Three Platforms	\$1,000

Block Club Chicago Dedicated Promotional Emails

Connect directly 1-1 with Block Club Chicago readers through our promotional partnership newsletter channel.

We'll deliver a custom email designed entirely for your brand to an audience of 75,000 Block Club Chicago readers who have opted in to receive messaging from our trusted partners.

Block Club Chicago
Partners + Promotions

A Special Offer For Block Club Readers From



The Secret To Well-Paid Maids' 5-Star Reviews In Chicago



You've probably heard: *Don't read the comments.* But here at **Well-Paid Maids**, we love reading comments and reviews from our happy customers.

In fact, since launching in Chicago in mid-September, we've racked up more than 30 reviews across Google, Yelp and Nextdoor — and every single one is five stars!

Here's what some of our Chicago customers are saying:

★★★★★ *My first time having my home professionally cleaned, and I can't believe I waited this long! Alicia G. did an amazing job. My tub has never sparkled so much.*

★★★★★ *Rowlana, our cleaner, did an excellent job today! She was able to clean some tough spots and make them sparkle! We are very pleased and look forward to having her return bi-weekly.*

★★★★★ *This is by far the best cleaning service I have ever hired. They went above and beyond to clean every corner and to tidy things I didn't expect them to bother with. They are cheerful and diligent. I am so glad to discover this company.*

The secret to our success is simple: Happy employees = happy customers.

We provide our cleaners, who are W-2 employees, with a starting wage of at least \$26 an hour and offer benefits, including health insurance and 24 paid days off per year. In turn, they give you a dazzling, professional cleaning like no one else.

See for yourself! Schedule a home cleaning and use code HELLOCHICAGO for \$25 off your first cleaning.

P.S. Looking for the perfect holiday gift? Give a guilt-free home cleaning to someone you love with a Well-Paid Maids gift certificate!

[Learn More And Book A Cleaning](#)

Block Club Chicago
Partners + Promotions

A Special Invitation For Block Club Readers From



Spring Open House 5/4/2024 at Ray's Bucktown Bed and Breakfast

You are invited to our Open House to check out our small business Saturday May 4th, 12-3pm. Enjoy a hot beverage and sweet treat while you tour our establishment.

Ring the doorbell at 2144 N Leavitt St, 60647



Ray's Bucktown Bed and Breakfast is located in Chicago's vibrant Bucktown / Wicker Park / Logan Square neighborhood, an exciting arts and entertainment community.

Ray's offers 11 unique rooms, each with their own private bathroom, HDTV and DVR. There is a sauna and steam room on-site, plus robes, sandals hair dryers, and many more amenities for your comfort and convenience. Our highly acclaimed breakfast is cooked-to-order every morning and served between 8-11am. Ray's menu offers a wide variety of fresh ingredients, plus daily specials such as bacon pancakes, eggs in a basket, sourdough waffles (Saturdays) and eggs Benedict (Sundays). Special requests and dietary considerations can always be accommodated.



Ray's is located 4.2 miles from downtown Chicago in the near northwest neighborhood of Bucktown/Wicker Park and just southeast of Logan Square. It is 6 blocks away from the Blue Line train (Western station) that runs between downtown (a 12 minute ride) and O'Hare Airport (a 30 minute ride). If you are driving, Ray's is conveniently located two blocks off I-90/94 (the Kennedy) and offers free parking in one of four private garage spaces (first come first served based on guest check in), or unrestricted FREE street parking right outside our door.

If you are in town for work or simply like to keep in touch, feel free to make use of the reception area, color and black & white printer, and color copier. In addition, enjoy free WIFI access from your room and among the four community areas throughout the building, such as living rooms, kitchen, and HDTV viewing area. This is not your parents' Bed & Breakfast!

Whether in Chicago for work, play or a much needed staycation, the staff at Ray's Bucktown Bed and Breakfast will strive to make your stay at Ray's an unforgettable experience!

[Learn More About Ray's Bucktown B&B](#)



Custom Promo Email Rates

Custom Promo Emails	Rate
1 Custom Promo Email	\$1,000

The Block Club Chicago Podcast

The Block Club Chicago Podcast is a twice-weekly deep dive into the stories that matter in Chicago’s neighborhoods. We cover the impactful, investigative, and inspiring news that deserves a closer look.

The podcast episodes generate an estimated 40,000 downloads a week and have amassed nearly 2.2 million downloads total.

It is hosted by WGN Radio personality, Chicago Blackhawks announcer and Emmy-winning broadcast host, Jon Hansen.



Jon Hansen is a multimedia force in Chicago, reaching WGN radio listeners, Block Club Chicago readers and podcast listeners, TV viewers and hundreds of thousands of Blackhawks fans each year.

From stadium host to radio host to TV host, Hansen spans the media spectrum — a friendly, positive and increasingly ubiquitous presence in the lives of Chicagoans.

Jon is an Emmy-winning host and reporter for WCIU's “On The Block: Powered By Block Club Chicago” and “Chicago Food To Go.” He hosts two WGN Radio shows: “Your Money Matters” and “Let's Get Legal,” which aim to help listeners navigate their finances and everyday issues.

**JON
HANSEN**

**EMMY AWARD-WINNING HOST,
PRODUCER + PERSONALITY**



The Block Club Chicago Podcast Rates

The Block Club Chicago Podcast	Rate
Three 90-second advertising spots (voiced by Jon)	\$2,000
A 20-minute custom podcast episode	\$5,000
A 20-minute custom podcast episode and edited 90-second spots	\$6,500

*See your Block Club Chicago Rep for custom podcast sponsorship rates and opportunities

Block Club Chicago Contesting and Data Share

Block Club Chicago will host and promote a contest giveaway in partnership with your brand.

Block Club Chicago will handle logistics and share email, phone, address, and other relevant data, collected with opt-in permissions from contest entrants, for inclusion on your email lists.

The rate includes promotional advertising for the duration of the contest.

**Enter to win
FREE Bears tickets
from AARP!**

Don't miss your chance to catch a game at Soldier Field.

ENTER NOW! 



Over 3,000 emails generated for AARP

**Don't miss the first
pitch on April 1.**

Enter to win **free tickets** for Cubs Opening Day!

ENTER NOW! 



Contesting & Data Share Rates

Contesting & Data Share	Rate
1 Custom Contest & Promo	\$3,000

*See your Block Club Chicago Rep for custom contest rates

SPONSORSHIPS



Block Club Chicago Sponsorships

Align your brand with impactful, high-value Block Club Chicago journalism through our content sponsorships.

Deliver direct value to our readers by funding coverage that matters to them, featuring high-visibility logo placement on all related stories and sections for strong impression-driven advertising.



Sponsorships

Proud City

Block Club Chicago's LGBTQ+ coverage on the Block Club Chicago website and through a curated Proud City specialty newsletter.

Things to do

Block Club Chicago's specialty! Your brand will present a comprehensive to-do list for Chicago readers.

Food and Dining

Sponsor Block Club Chicago food and dining content.

Chicago Explains

What does 311 mean? How did the "L" get its name? Sponsor content that explains Chicago to Chicago.

Block Club Chicago Events

All or some of Block Club Chicago events sponsored by your business.

Spring Gardening

Who needs gardening tips? Help bring those tips to Chicago as the weather begins to warm up.

Fall Theatre Preview

It's a night out! Present a thorough review of all the city's premiering shows, plays, concerts, and more.

Block Club Chicago Block Party

The signature Block Club Chicago event of the year, presented by your brand. Over 2,000 guests attended in 2024.

Sponsorships



Block Club Chicago Summer Guide
It's warm! Be a part of Block Club Chicago's complete summer activity guide including entertainment, food, and more.

Shop Local Gift Guide
Shop local during the holiday season! Block Club reporters choose businesses all around Chicago and feature them along with your brand.

Election Coverage
Nobody does election coverage like Block Club does. Your brand will be aligned with top-shelf reporting throughout election season and garner huge impressions along with it.

Block Club Chicago 2025 Sponsorship Rates

Sponsorship Rates	Rate
Presenting Sponsorship	\$10,000
Local Sponsorship	\$5,000
Promotional Sponsorship	\$3,000

*See your Block Club Chicago Rep for custom sponsorship programs and rates

Block Club Chicago Advertising Creative Specs

All creative specs for every Block Club Chicago advertising product.

Ad element	Size(s)
All newsletter ads	1200X675, 30 words of text (optional) and URL
Newsletter takeovers	All newsletter ad elements and business logo
All traditional digital display ads	300X250, 728X90, 970X90, 320X50, and URL
Social media ads	1080X1920, 1080X1080, 1200X630, 1080X1350, 1600X900, 1920X1080, business logo, and URL
Custom promo email	Business logo, all content on a Google Doc for the body of the email, pertinent graphics, and URL.
The Block Club Chicago Podcast	A 90-second script
Contest and data share	Business logo, promo graphic highlighting the giveaway, a picture of the giveaway
Sponsorships	See your Block Club Chicago rep

Block Club
Chicago



THANK YOU!

