



**dna** info | CHICAGO  
**MEDIA KIT 2016**





## Who We Are

We're Chicago's award-winning neighborhood news source - focused on uncovering, understanding and facilitating the connections of people with their neighborhoods.



## What We Cover

Our team of over 30 professional journalists in Chicago cover news and events in all of Chicago's neighborhoods. We deliver this through digital and print publications, active community conversations, email newsletters and alerts, events and unique business marketing opportunities.



## Why DNAinfo

DNAinfo engages an affluent, neighborhood-focused audience and delivers unique advertising opportunities for businesses like yours. Audiences engage more deeply and regularly with DNAinfo, spending 30% more time reading our neighborhood news than average news sites. When you advertise with DNAinfo, you leverage a unique relationship of trust that with our readership.

## What Our Advertisers Are Saying



"The DNAinfo team really helped me maximize my marketing dollars by putting together packages that allowed me to share customized messages. My campaign reports show more impressions for less money, and field staff have noticed the visibility and are making special requests to run more ads."



"My Account Executive was prompt, responsive, and detailed. She is very personable, able to work with people of diverse work styles, and, most of all, consistent and organized. Her efforts have helped increase awareness of our organization in the neighborhood."

## Press



DNAinfo is a Top Source for news and information in Chicago with regularly-scheduled appearances on WGN and Fox News.



We are regularly quoted on NBC 5, ABC 7, Slate, CBS Chicago, Captivate, Chicago's Best, WBBM and WLS.

## Awards



DNAinfo has been recognized and awarded for excellence in reporting and journalism from some of the most prestigious professional journalism organizations. Reporters include Pulitzer Prize-winning Mark Konkol.

**Contact us at [chicago@dnainfo.com](mailto:chicago@dnainfo.com) or call us at 312-508-4683.**

Get your advertising campaign started today with your neighborhood experts at DNAinfo.

233 N Michigan Ave, Suite 1830  
Chicago, IL 60601

## Traffic



**8.3  
MILLION**  
Monthly Page Views

**1.8  
MILLION**  
Unique Visitors Monthly

## Social Media



**155,000+**  
Facebook Fans



**45,000+**  
Twitter Followers



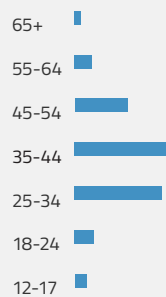
**168,000+**  
Newsletter Subscribers

## Demographics

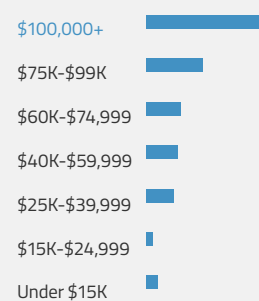
### GENDER



### AGE



### HH INCOME



**DNAinfo has a full range of digital options to meet your marketing and advertising goals.**



**Display:** Make an impression on your neighborhood with standard IAB and unique display ads including cube, leaderboard, wide sky, rich media, branded skin takeover, and email newsletters.



**Mobile:** Make an impression to your consumers on the go.



**Email:** Get your offer out to our over 168,000 newsletter subscribers. Sponsor our email newsletter with a 300x250 ad, or an exclusive dedicated email.



**Social Media (Facebook, Twitter, Instagram & Neighborhood Square):**  
Get people talking about YOU.



**Sponsored Content:** An informative article written about your business, with links to your landing page.



**Radio:** On-demand radio featuring geo-targeted ad spots and guaranteed listens.



**Neighborhood Square:** Make an impression on this dynamic social platform powered by DNAinfo. Neighborhood Square is where your customers interact about the latest happenings in their neighborhood!

**Complement DNAinfo's digital platform offerings with the power of print and inserts!**

Albany Park	Little Village
Ashburn	Logan Square
Auburn Gresham	Loop
Austin	Midway
Avondale	Mount Greenwood
Back of the Yards	Near West Side
Belmont Cragin	North Center
Beverly/Morgan Park	North Lawndale
Bridgeport	North Park
Brighton Park (Archer Heights)	Norwood Park
Bronzeville	Old Town
Chatham	Pilsen
Chicago Lawn	Portage Park
Dunning	Pullman
Edgebrook (Sauganash)	River North
Edgewater	Rogers Park
Edison Park	Roseland
Englewood	Sauganash
Garfield Park	South Chicago
Gold Coast	South Loop
Humboldt Park	South Shore
Hyde Park (Woodlawn)	Streeterville
Irving Park	Uptown
Jefferson Park	West Ridge
Lakeview (West & East)	West Town
Lincoln Park	West Loop
Lincoln Square	Wicker Park/Bucktown



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