

OVER THE PAST 16 YEARS, *West Suburban Living Magazine* has grown to become the premier advertising medium in Chicago's affluent western suburbs. The magazine reaches a discriminating, well-educated audience with bright, lively editorial topics ranging from local trends and events to personalities, fashion and fine dining. This stimulating content, combined with the magazine's quality, 4-color, glossy format, makes *West Suburban Living* the ultimate resource guide for the region.

DEMOGRAPHIC OVERVIEW

West Suburban Living Magazine is designed to serve as an indispensable reference guide to the best of Chicago's western suburbs. The magazine highlights great things to do and places to go in the area, including our extremely popular Out & About section, the most extensive calendar of events and activities in DuPage, Kane, suburban Cook, and northern Will and Kendall counties. We also offer in-depth features focusing on the people, places and issues that are distinctive to the region.

FORMAT

Four-color, 8 3/4" by 10 7/8" magazine

FREQUENCY

Bimonthly: January, March, May, July, September, November

DISTRIBUTION

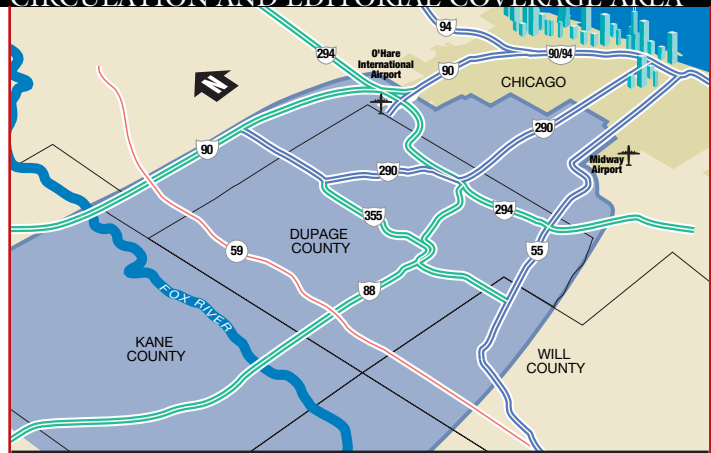
By mail, direct into the home, and through more than 70 newsstands and retail outlets including all area Barnes & Noble and Anderson's book stores.

CIRCULATION

Total circulation is more than 25,000, of which more than half are subscribers/requesters. Non-subscribing recipients are chosen on the basis of various demographic considerations utilizing a variety of mailing lists, e.g.: new movers, patrons of the arts, subscribers to other publications, etc. Non-subscribers typically receive a complimentary issue, at which point they must subscribe if they are to continue to receive the magazine. If they do not, they are replaced on the mailing list by another prospective household. This circulation approach offers advertisers an ideal combination: a core audience of active readers and a constant influx of new prospects.

FOR MORE INFORMATION

We would be happy to answer any questions you might have and/or work with you to customize an advertising program suited to your marketing goals and budget. Call Chuck Cozette at 630 834-4994, fax us at 630 834-4996, write to *West Suburban Living*, 5101 Darmstadt Rd., Hillside, IL 60162 or send us an e-mail at wsl@westsuburbanliving.net. You can also check us out online at www.westsuburbanliving.net.



■ READER PROFILE

Female	74%
Male	26%
Average Age.....	49.7 years
25-35	9%
36-39	14%
40-44	12%
45-49	15%
50-54	13%
55-59	13%
60-64	12%
65 or Over.....	11%
Married.....	81%
Have Children	71%

(Note: In many cases, the children are grown.)

■ EDUCATION

Attended College	87%
Graduated College	63%
Postgraduate Degree.....	32%

■ OCCUPATION

Professional/Managerial.....	44%
Sales Marketing.....	18%
Own a Business.....	15%

■ FINANCES

Household Income	
Average	\$189,000
Median	\$125,000
Earn over \$300,000	22%
Household Net Worth	
Average.....	\$1,539,000
Median.....	\$1,250,000
Have an IRA/401K	77%
Own Stock	75%
Own Mutual Funds	75%
Own Art, Antiques, Collectibles.....	29%
Have Real Estate Investments (other than home)	23%
Have a Major Credit Card	100%
(American Express, Visa, MasterCard, Discover, Diner's Club)	
Have Three or More Major Credit Cards	46%

■ HOME

Own Their Own Home	97%
Avg Market Value of Primary Residence	\$397,000
Median Market Value of Primary Residence	\$344,000

■ TRAVEL

Took a vacation or business trip in the last year.....	95%
Took three or more trips last year.....	77%
(Personal/vacation, business or combined)	
Traveled Internationally in the last year.....	26%

■ DINING

Dine out an average of at least 3 times a month.....	97%
Dine out 6 times or more a month.....	57%
Dine out 10 times or more a month	27%

■ READERSHIP

Read 3 out of the last 4 issues.....	97%
Read every issue.....	76%
Refer to each issue 2 or 3 times or more	84%
Hold on to each issue for at least 2 months.....	95%
Hold on to each issue for a year or more.....	47%
Called or visited a store that was advertised	68%
Readers who agree or strongly agree with the statement, "I trust what I read in <i>West Suburban Living</i> ."	90%

(Note: The remaining 10% say they "somewhat agree.")

Source: 2003 Readership Study

* Updated readership survey in process.

