



Serving Chicago Since 1920!

This Week In Chicago

Events Sights Shopping Maps Dining Nightlife Theater



2010 Media Kit

226 East Ontario Street
Suite 300
Chicago, IL 60611

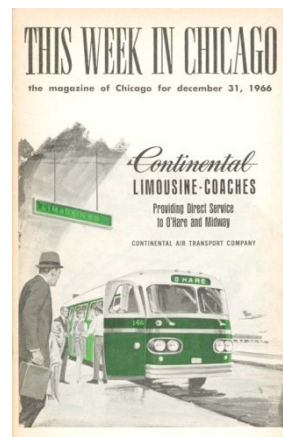
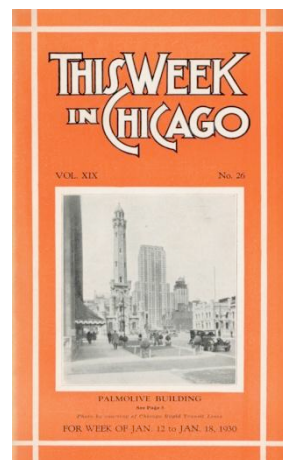
Phone – 312.943.0838
Fax – 312.664.6113
www.keymagazinechicago.com

KEY Magazine

Part of a nationwide visitor guide network, **KEY This Week in Chicago** serves hotel guests in the city of Chicago and surrounding suburbs. Each weekly issue provides comprehensive and easy-to-find information about Chicago's restaurants, shops, nightclubs, sightseeing, performance arts and special events, as well as detailed maps.

Serving as Chicago's first and only weekly visitors guide, KEY uniquely appeals to the city's diverse visitor market. Through our timely covers, editorial features and calendar of events, only KEY captures what's going on – This Week in Chicago!

Having the longest standing relationship with the concierge community, concierges refer to KEY for its weekly calendar, theater listings, maps and specialized sections. KEY offers our advertisers the ability to connect with the concierge and hotel community through events and email blasts.



The Chicago Visitor Market

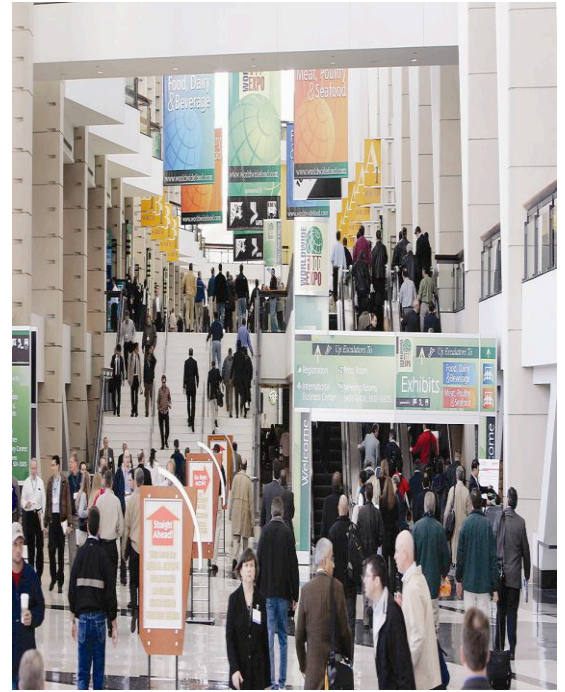
Opportunity & Diversity

Last year, Chicago hosted over 45 million visitors ranging from leisure travelers, conventioners, business travelers, individuals, couples and families.

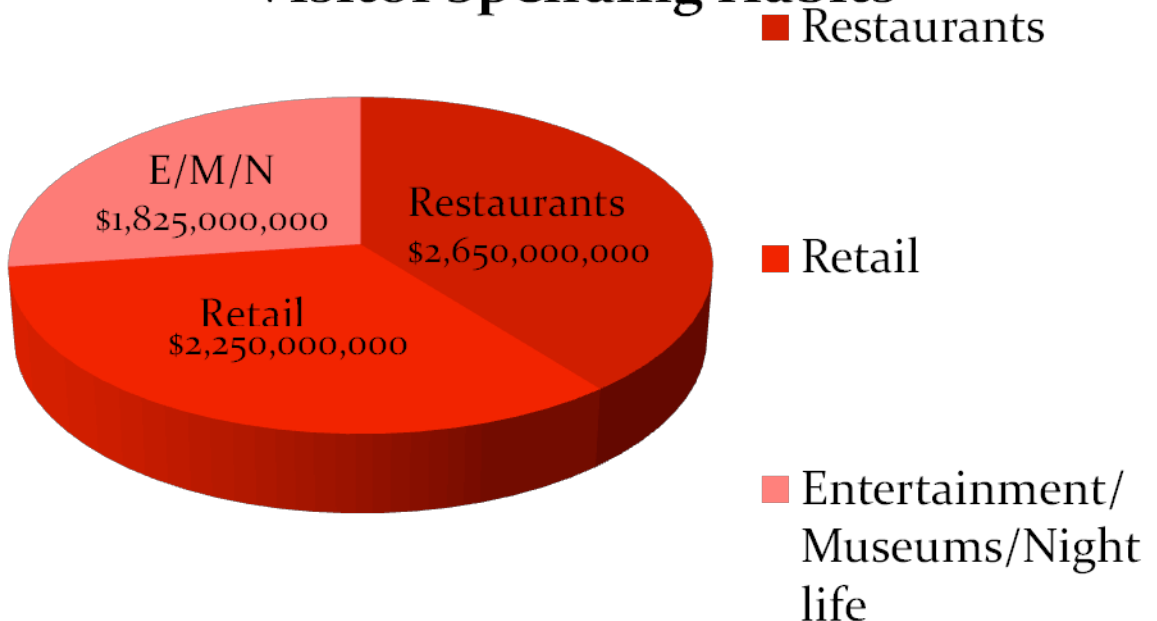
Year after year Chicago ranks as the top business and convention destination in the United States.

- There are over 36,000 hotel rooms in downtown Chicago and over 100,000 in the metropolitan area.
- Visitors stay for an average of 3.5 days.

Visitors spend over \$13 billion a year in Chicago.



Visitor Spending Habits



Bringing Customers to YOU

High Circulation

High circulation directly affects your advertising response. With over 36,000 hotel rooms, only high circulation can guarantee that your message reaches the most visitors. KEY Magazine offers a very high circulation, with a range of 18,000 to 24,000 copies sent out a week, and over 1 million copies per year. High circulation is essential if you want your advertising investment to be a success. KEY has its circulation and distribution audited by *Verified Audit*.

Comprehensive & Effective Distribution

Each week and new and timely issue is delivered to over 225 distribution points, ensuring consistently high exposure. KEY covers all Chicago hotels, both major airports, Merchandise Mart, Navy Pier, major shopping destinations on Michigan Avenue, over 50 corporate and residential concierge locations, and exclusive distribution on Continental Airport Express.

Low Cost Per Thousand (CPM)

KEY offers the lowest advertising cost per copy of any visitor guide in Chicago. Cost per thousand measures circulation and cost, meaning CPM is the cost per one thousand copies printed. This is the only accurate way to compare publications' actual costs. KEY Magazine's cost per thousand is \$39.75 (based on a color full page annual rate).



Strength & Leadership

Value Added Benefit

Faced with a more challenging business environment, value added features have become more important to our clients than ever before. KEY has a proven history of leading the way in value added benefits.

Editorial dramatically increases an advertiser's exposure and KEY guarantees the most frequent editorial support. Our maps are easy to read and contain the most comprehensive information of any visitor map. And our guide has always been digest sized so it's conveniently carried and referred to throughout a visitor's stay.

KEY connects the gap between advertisers and the concierge /hotel community by hosting concierge events. Ask about our custom email blasts and promotional materials delivery..

dining

Yolk.
South Loop
River North

CATCH
Chicago
Naperville

CHICAGO
11th Street 117-146-1500

NAPERVILLE
75 Madison 337-710-1100
www.catch35.com

this week

saturday, 10th
With more than 600 hours of taping on the schedule for season 10, **Bank of America Chicago Marathon** is among the best live TV sports events in the world. The race is a 26.2-mile marathon that starts in Grant Park and ends in the Loop. The race is broadcast on NBC Sports Network and is available on-demand on NBC Sports Group's website.

sunday, 11th
Chicago's biggest weekly market is back! **Millennium Market** is a diverse mix of vendors including fresh produce, specialty goods, ethnic foods, and more. The market is held at the McCormick Center and is open from 10am to 6pm. Admission is \$10 for adults and \$5 for children. The market is held on the 11th floor of the McCormick Center.

monday, 12th
The 10th anniversary of the **Chicago Bulls** is celebrated with a special event at the United Center. The event features a game between the Bulls and the Chicago Blackhawks. The game is broadcast on NBC Sports Network and is available on-demand on NBC Sports Group's website.

tuesday, 13th
Dr. Public Health explores the latest in public health. The show is hosted by Dr. David Satcher, former director of the Centers for Disease Control and Prevention. The show is broadcast on PBS and is available on-demand on PBS's website.

wednesday, 14th
Midwest Public Health is the new weekly health news program. The show is hosted by Dr. David Satcher and is broadcast on PBS. The show is available on-demand on PBS's website.

thursday, 15th
Goodman Theatre presents a special performance of **Turn of the Century**. The performance is held at the Goodman Theatre and is broadcast on PBS. The performance is available on-demand on PBS's website.

friday, 16th
Chicago Bank Festival 2009 is a special event for the Chicago Bank Festival. The event is held at the United Center and is broadcast on NBC Sports Network. The event is available on-demand on NBC Sports Group's website.

This Week's KEY Points
Dear Concierge, Guest Service & Hospitality Staff,

Don't let your guests have to wait without seeing the results for their stay. **Millennium Market**, which provides a diverse mix of vendors including fresh produce, specialty goods, ethnic foods, and more. The market is held at the McCormick Center and is open from 10am to 6pm. Admission is \$10 for adults and \$5 for children. The market is held on the 11th floor of the McCormick Center.

Are you a fan of **KEY This Week in Chicago**? Pick up this week's issue for additional details. Also, be sure to check us out on Facebook!

The Goodman Theatre, Bella Racino's and KEY This Week In Chicago

TURN OF THE CENTURY

Invite you and a guest to join us on Wednesday, September 24th

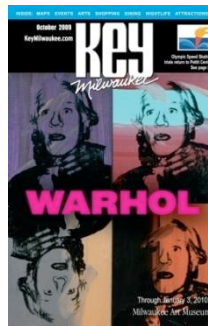
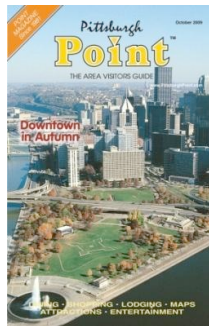
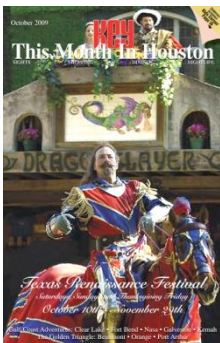
Pre-Performance reception from 5:30pm - 7:00pm (located at Bella Racino's, 75 E. Wacker)

Performances begins at promptly 7:30pm (located at the Goodman Theatre, 170 N. Dearborn)

To RSVP, please respond to this email or call (312) 243-0833 by September 23rd. Seating is limited. Space is not refundable. Tickets are pre-paid.

KEY This Week in Chicago **GOODMAN** **Bella Racino's**

National Presence



- Atlanta
- Berkshires
- Boston
- Carmel/Monterey
- Chicago
- Cincinnati
- Dallas
- Denver
- Fort Worth
- Hawaii
- Houston

- Kauai
- Las Vegas
- Los Angeles
- Maui
- Memphis
- Miami
- Milwaukee
- Nashville
- New Orleans
- New York
- Oahu

- Oklahoma City
- Palm Springs
- Phoenix/Scottsdale
- Pittsburgh
- San Diego
- San Francisco
- Tucson
- Ventura

For more information on other markets and affiliates contact your Key Magazine representative or go to www.keymagazine.com.

Testimonials

“I do a lot of sourcing and reaching out to concierge’s and tourists and they always mention KEY! I also source in the restaurant and KEY wins every month.”

--Pam Capitanini, The Italian Village Restaurants

“KEY has consistently put our name in front of the visitors we’re targeting, just when they’re making their decisions. I make that statement with confidence because I’m usually on our dock and see more of our guests with KEY in their hands than any other visitors magazine!”

-- Craig Wenokur, Wendella Boats

“KEY Magazine is driving additional traffic to my business and has been a good investment of advertising dollars.”

--Kirsten Legner, Amazing Chicago

“I am not only amazed but thrilled to see table after table file through our doors with their KEY publications (in hand) leading the way. I am amazed at the response...and thrilled as it has been money very well spent.

--Brad Rubin, Eleven City Diner

2010 Advertising Rates

Weekly Display Rates

	1X	4/5X	13X	26X	52X
Full Page	1750	1350	1100	900	795
½ Page	950	800	700	605	530
1/3 Page	825	650	575	495	435
1/4 Page	700	560	460	340	305
1/6 Page	625	435	350	235	215
1/8 Page	550	375	300	210	190
1" Column	350	260	200	140	115
Photo Listing	NA	NA	150	100	75

Advertorial

	1X	4/5X	13X	26X	52X
Cultural Chicago	NA	250	200	165	125
Art & Antique Notes	NA	250	200	165	125
On Stage	145	(Less than full run)		120	(full run)

Production Specifications

Size	Dimensions	Size	Dimensions
Full Page	5.375" x 8.25"	¼ Page (V)	2.125" x 3.625"
½ Page (V)	2.125" x 7.375"	¼ Page (H)	4.5" x 1.75"
½ Page (H)	4.5" x 3.625"	1/6 Page	2.125" x 2.375"
1/3 Page (V)	2.125" x 4.75"	1/8 Page	2.125" x 1.75"
1/3 Page (H)	4.5" x 2.375"	1 Inch	2.125" x 1"

Material Requirements

- Supplied ads must include a laser proof of the ad.
- Digital ads must include all images, line-art and logos.
- Digital color images are CMYK. (Not RGB)
- Digital images must be at 400 DPI at 100% (800 DPI for line-art)
- Images and fonts “nested” in Illustrator/Freehand EPS files must include source files.
- Fonts (screen & printer) must be included with the ad.
- Fonts must be Mac OS (Not Windows)
- All requests for extensions must be submitted in writing and approved before the original materials deadline.

Acceptable Formats & Media

- Quark Xpress (Mac & Windows)
- Adobe Illustrator (Mac & Windows)
- Adobe Photoshop (Mac & Windows)
- Adobe Acrobat PDF Files (Mac & Windows)

- CD-R & CD-RW
- DVD

•On-line (must be approved by Kameron West, Production Director-312.943.0838)

Information & Conditions

- KEY-This Week in Chicago has a Friday issue date and is distributed weekly late Thursday night.
- Posted rates are commissionable at 15% to recognized agencies. (Based on gross invoice paid within 30 days)
- Special guarantee positions are available at 15% extra.
- Local front cover event package is \$3,000.
- Premium positions are available at 35% extra. (Includes: back cover, inside front cover, inside back cover and page 3). There is a minimum required run of 52 consecutive insertions at these positions.
- Display ads receive one complimentary eight to nine listing.
- Extra listings are available for \$45 per listing.
- The Publisher reserves the right to accept or reject all ad and editorial materials.
- Advertisers and their agencies assume all liability for ad content.
- Closing dates are 30 days prior to publication date.
- All ads are requested in digital format with a laser proof. All ads regardless of format must be accompanied with a color proof.
- Ad cancellations must be made in writing to the Publisher 60 days prior to the publication date and must meet contract obligations or be subject to a short rate charge.
- The Publisher is not liable for any errors in and ad beyond the first insertion.
- For production questions please contact, Kameron West at 312.943.0838 or email kwest@keymagazinechicago.com for any production information.

Key Magazine Contacts

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Follow us on Facebook and Twitter!

Distribution Points

Chicago Downtown

Affinia Chicago
Allegro
Allerton
Amalfi Hotel
Ambassador East
Aon Center, Downtown
Avenue Hotel
Belden-Stratford
Best Buy – Michigan Avenue
Best Western – Grant Park
Best Western – Hawthorne Terrace
Best Western – Inn of Chicago
Best Western – River North
Blake Hotel
Blackstone Renaissance
Cass Hotel
Chicago City Hall
Chicago Cultural Center
Chicago Public Library
Chicago South Loop Hotel
City Suites
Club Quarters (Adams St.)
Club Quarters (Wacker Dr.)
Comfort Inn (Downtown)
Comfort Inn (Lincoln Park)
Comfort Suites Chicago
Consulate of the Netherlands
Concierge Unlimited / Corporate Concierge
401 N. Michigan Ave
150 N. Michigan Ave
205 N. Michigan Ave
224 S. Michigan Ave
National Concierge Association
(233 N. Michigan Ave)
625 N. Michigan Ave
175 W. Jackson
227 W. Monroe St.
Citadel Center
Concierge Conference Ctr.
35 W. Wacker Dr.
120 N. LaSalle St.
440 S. LaSalle
100 N. Riverside Pl.
55 E. Monroe St.
180 N. Stetson
222 S. Riverside Pl.
300 S. Wacker Dr.
Equitable Bldg
500 W. Madison St.
540 W. Madison St.

525 W. Monroe St.
Boeing Center
222 N. LaSalle St.
300 S. Wacker Dr.
Chicago Title & Trust
Brian Cove Lawyers

311 S. Wacker Dr.
500 W. Monroe St.
680 N. Lake Shore Dr.
900 N. Michigan
Bryan Cave LLP, Chicago
Title & Trust Bldg
Residential Concierge
132 E. Delaware
21 W. Chestnut
Bernardin
Citadel Center
11 S. Michigan Ave
Fisher Bldg
MDA Apts
Eugenie Terrace
The Fordham
Heritage
International Academy of Design
Sky 55 Bldg
Oakwood Apartments
One Superior Place
The Pinnacle
Palmolive Building
Presidential Towers
River East Arts
Santa Fe Building
Trump Residence
Congress Plaza
Conrad
Continental Air Transport
Courtyard by Marriott
Courtyard by Marriott (Mag Mile)
Crowne Plaza Metro
Dana Hotel & Spa
Delaware Towers
De Witt
Doubletree Hotel Mag Mile
Drake Hotel, Chicago
Elysian Hotel (summer 09)
Embassy Suites (Lake Shore)
Embassy Suites (State St.)
Essex Inn
Fairfield Inn
Fairmont Hotel
Field Museum
Four Seasons

Hampton Inn & Suites
Hampton Majestic
Hard Rock Hotel
Hilton Garden Inn
Hilton Garden Suites
Hilton & Towers
Hojo Inn
Holiday Inn & Suites (Harrison)
Holiday Inn Mart Plaza
Homewood Suites
Hotel 71
Hotel Felix
Hotel Burnham
Hotel Indigo
Hotel Monaco
Hotel Sax
Hyatt Hotel Corp Office (3 locations)
Hyatt McCormick Place
Hyatt Regency
Inn of Lincoln Park
Inter-Continental Chicago
International Academy of Design
Ira Harris Youth Hostel, Congress
Iwan Ries
James Hotel
John Hancock Bldg Observatory
La Quinta Inn & Suites
LaSalle Bank 3 locations
Lofts at Fairbanks
Majestic Hampton
Marriott
Marriott University Village UIC
Mayor's Office of Special Events
Merchandise Mart
Millennium Knickerbocker
National Concierge Assoc
Navy Pier
Nordstroms At Northbridge
Official Chicago Visitor's Center
Ohio House
Omni Hotel
Palmer House Hilton
Park Hyatt
Park View Hotel
Peninsula
Raffaello
Red Roof Inn

Renaissance
Residence Inn (Marriott) Walton
Residence Inn Springhill Suites (River North)
Ritz-Carlton
Seneca
Sheraton Four Points, Downtown
Sheraton Hotel & Towers
Shops At North Bridge
Shops At 900 N. Michigan
Silversmith
Sofitel Chicago Water Tower
South Loop Hotel
State of Illinois Building
Sutton Place Hotel
Swissotel
Talbott
Travelodge
Tremont
Trump International
Union League Club
University Club
University of Chicago, Gleacher Center
Walton Residence Inn.
Washington Library
W- City Center
Westin (Michigan Ave.)
Westin (River North)
Wheeler Mansion
Whitehall
Willows on Surf
W – Lake Shore
Wit - Doubletree
Wyndham Chicago
Youth Hostel

Distribution Points

O'Hare

Aloft Chicago O'Hare
 Amerisuites O'Hare
 Best Western O'Hare, Rosemont
 Best Western Des Plaines Inn
 Candlewood Suites, Schiller Park
 Chicago O'Hare Hotel
 Clarion Hotel O'Hare
 Comfort Suites O'Hare
 Courtyard Inn, Rosemont
 Crown Point O'Hare
 Doubletree O'Hare, Des Plaines
 Doubletree, Rosemont
 Embassy Suites, Rosemont
 Four Points Sheraton
 Hampton Inn, O'Hare

 Hampton Inn, Schiller Park
 Hilton, O'Hare
 Hilton Garden Inn, O'Hare
 Holiday Inn Midway House O'Hare
 Holiday Inn O'Hare, Rosemont (River Road)
 Holiday Inn Select O'Hare, Rosemont (Higgins)
 Holiday Inn Express, Rosemont (Mannheim)
 Hotel Sofitel, Rosemont
 Howard Johnson O'Hare
 Hyatt Regency O'Hare, Rosemont
 (Bryn Mawr)
 Hyatt, Rosemont (River Road)
 Inter Continental-Chicago O'Hare
 La Quinta, O'Hare
 Marriott Hotel, Rosemont (River Rd)

Marriott Suites O'Hare, (Higgins)
 O'Hare Airport
 Quality Inn, O'Hare
 Radisson, Rosemont
 Ramada O'Hare, Rosemont
 Renaissance, O'Hare
 Residence Inn, O'Hare
 Rosemont Suites
 Sheraton
 Four Pints, Schiller Park
 Sheraton Gateway O'Hare
 Sheraton Suites O'Hare, Rosemont
 Sheraton, Elk Grove
 Signature Air Service O'Hare
 Sofitel, O'Hare
 Travelodge O'Hare, Rosemont
 Westin O'Hare, Rosemont
 Wyndham, O'Hare

North Shore

Best Western - Evanston
 Comfort Inn (Skokie)
 Courtyard Inn, Deerfield (West Lake Cook)
 Courtyard, Glenview
 Courtyard, Highland Park
 Courtyard, Lincolnshire
 Doubletree, Skokie
 Embassy Suites, Deerfield
 Hampton Inn, Lincolnshire
 Hampton Inn, Skokie
 Hilton Garden Inn - Evanston
 Hilton, Northbrook
 Holiday Inn, Evanston
 Holiday Inn, Skokie
 Howard Johnson, Skokie
 Hyatt, Deerfield
 James Allen Center (N.U.)
 Marriott Resort, Lincolnshire
 Marriott Suites, Deerfield

North Shore Skokie Hotel & Conference Center
 Omni Orrington, Evanston
 Purple Hotel, Lincolnwood
 Radisson Northbrook
 Red Roof Inn, Northbrook
 Renaissance North Shore, (Northbrook)
 Residence Inn, Deerfield
 Westin, North Shore
 Wyndham Glenview

Woodfield / Schaumburg / Arlington Heights

Courtyard Inn, Arlington Heights
 Doubletree, Arlington Heights
 Embassy Suites, Schaumburg
 Hampton Inn, Elk Grove Village
 Holiday Inn Express
 Hyatt, Schaumburg Woodfield
 La Quinta, Elk Grove
 Marriott, Schaumburg
 Nordstroms at Woodfield
 Quality Inn, Elk Grove
 Radisson, Schaumburg
 Radisson, Arlington Heights
 Ramada, Elk Grove
 Renaissance, Schaumburg
 Sheraton Arlington Heights
 Sheraton, Elk Grove
 Wyndham Garden, Itasca

Oakbrook

Courtyard Inn, Oakbrook
 Doubletree, Oakbrook
 Drake-Wyndham Oakbrook
 Embassy Suites, Oakbrook

Hampton Inn, Oakbrook
 Hilton, Oakbrook
 Hilton Garden, Oakbrook
 Holiday Inn, Hillside
 Holiday Inn, Oakbrook
 Hyatt Lodge, Oak Brook
 Hyatt Regency, Oak Brook
 La Quinta, Oakbrook
 Marriott, Oak Brook
 Marriott, Oakbrook Hills & C.C. Oak Brook
 Renaissance Hotel, Oak Brook
 Sheraton, Oak Brook
 Wyndham, Oak Brook

Midway

Carlton, Midway
 Clarion Midway
 Courtyard Inn, Midway
 Extended Stay, Midway
 Fairfield Inn, Midway
 Hampton Inn, Midway
 Hilton Garden Inn, Midway
 Holiday Inn Express, Midway
 Holiday Inn, Midway (2 locations)
 Holiday Inn Select
 Midway Airport
 Sheraton Four Points, Midway
 Signature Air Service, Midway
 Sleep Inn, Midway