

the *Suburban Woman* Demographics

The *Suburban Woman* of the Northwest Suburbs

Readership 120,800
Distribution Locations 1,732
Stands 296
Population of Distribution Area 695,451
Average Income \$91,907 (range from \$47,000 to \$182,000)
Average Age 37
Average Home Cost \$386,807 (range from \$199,700 to \$1,040,800)

The *Suburban Woman* of Kane & Kendall Counties

Readership 81,200
Distribution Locations 1,057
Stands 112
Population of Distribution Area 591,704
Average Income \$66,479 (range from \$36,100 to \$97,400)
Average Age 34
Average Home Cost \$234,452 (range from \$152,500 to \$351,900)

The *Suburban Woman* of DuPage County

Readership 131,200
Distribution Locations 2,228
Stands 128
Population of Distribution Area 1,143,627
Average Income \$76,503 (range from \$53,400 to \$152,300)
Average Age 36
Average Home Cost \$354,209 (range from \$186,900 to \$962,900)

Results of Our On-Going Survey

Age of Readers

21-35 — 21%
36-54 — 30%
55-72 — 37%
73 + — 12%

Length of Readership

Less than 6 months — 19%
1-2 years — 32%
3+ years — 49%

What do you enjoy Most

Health & Fitness — 60%
Coupons — 48%
Recipes — 38%
Restaurants — 33%
Natural You — 22%
Senior — 19%

What Have You Used

Restaurant Coupons — 49%
Coupons — 53%
Medical — 40%
Salon/Spa — 24%
Dentist — 11%

The *Suburban Woman* magazines remain one of the most anticipated publications in the Chicagoland area. Women turn to us for up-to-date information they can trust on a variety of subjects, ranging from health and fitness to the area's best dining spots.

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For more Information, Visit us Online at:
www.SuburbanWoman.net

Also on our Website:

- Your ad is available to view for one full year
- You'll be listed on our "Client Links" page (with a full-page commitment)
- Your business can be featured on a banner ad

