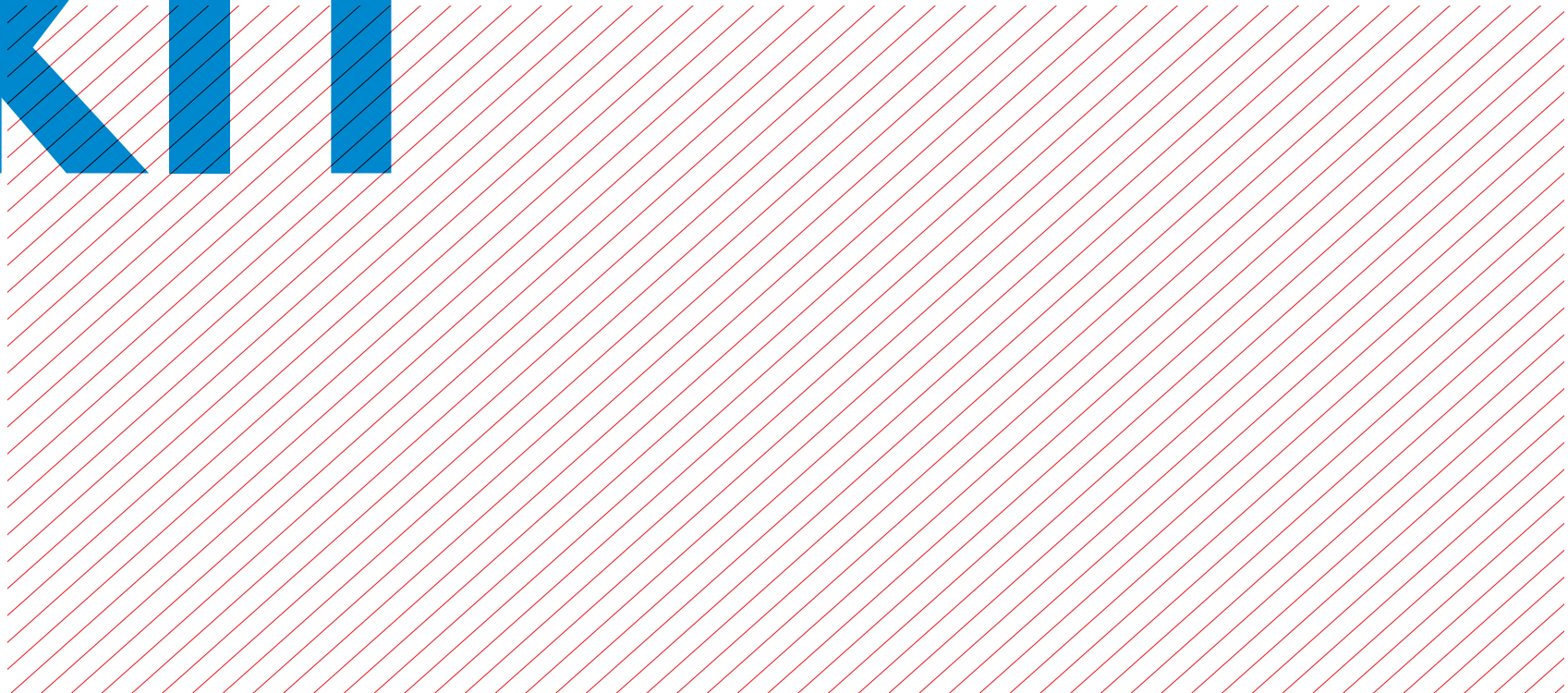
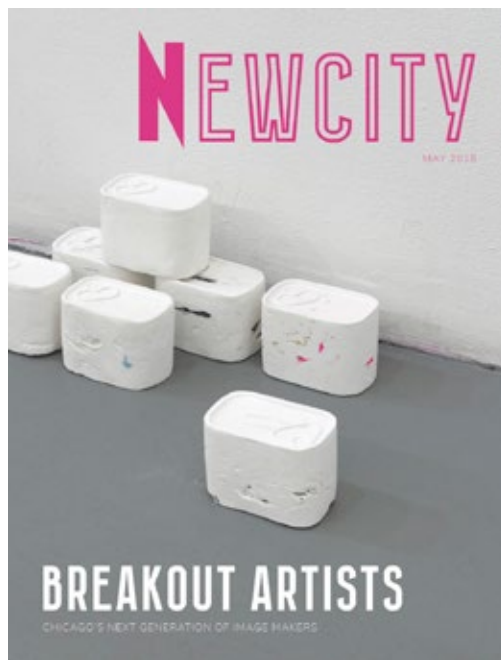
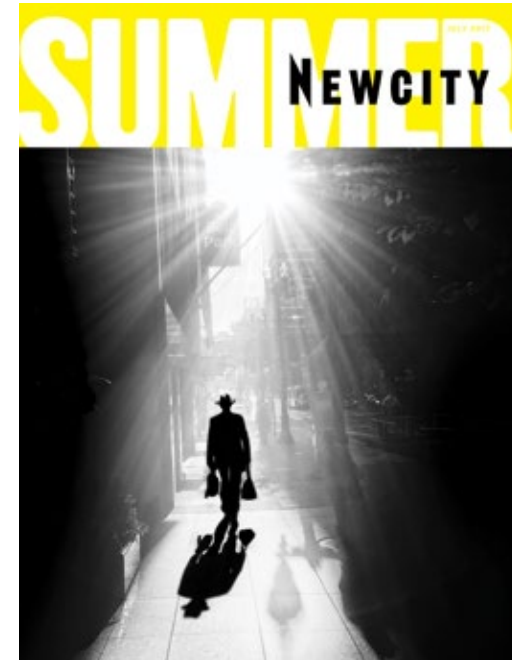
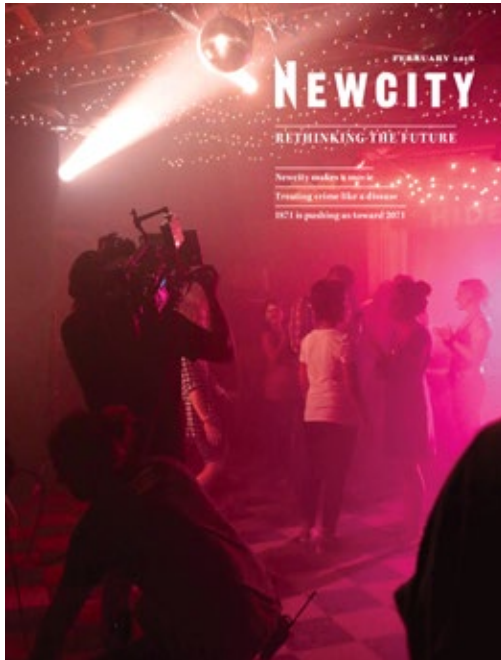


NEWCITY MEDIA KIT



PRINT + DIGITAL + FILM



NEWCITY EXPLORES THE CULTURE OF CHICAGO BY OFFERING A SINGULAR PERSPECTIVE ON ITS MAKERS—THE CREATORS WHO MAKE THE ART AND THE PRODUCERS WHO BRING IT TO THE WORLD.

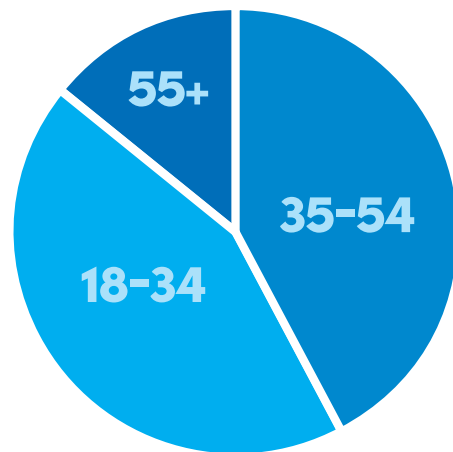
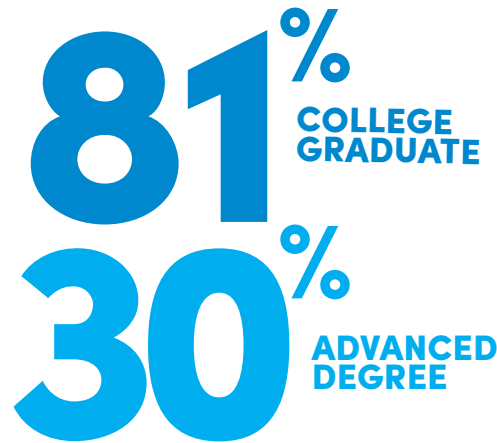
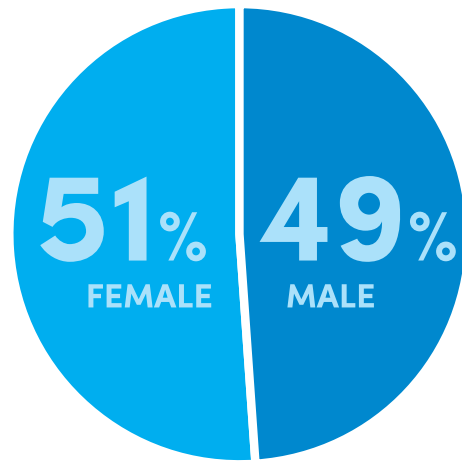
Newcity hosts a vigorous conversation around culture and the arts, dedicated to connecting culture influencers and cultural consumers—making us an ideal venue for marketers looking to connect with those elusive and influential audiences.

In combination with a comprehensive approach to arts criticism and a commitment to provocative long-form storytelling that catalyzes the growing, rich cultural fabric of our city, Newcity is the publication of record for Chicago culture.

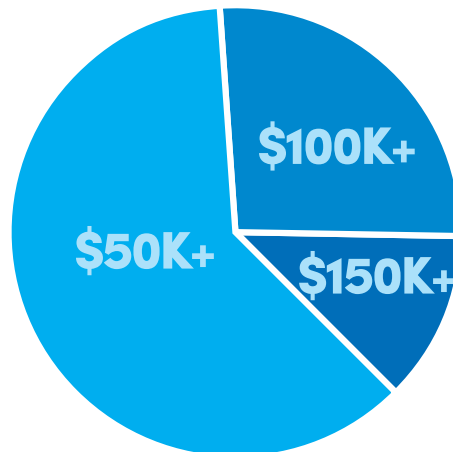
Founded in 1986 by Brian and Jan Hieggelke, Newcity has evolved along with the media world over its three-plus decades, from its current form as a monthly magazine printed on premium paper to its earlier days as a neighborhood newspaper then as an alt-weekly. What's remained consistent about Newcity is its commitment to forward-looking design and award-winning content.

Combine this with an expanding digital operation, a standalone site covering the visual culture of Brazil and an award-winning motion picture production and distribution endeavor and you'll get a sense for the restless soul that drives a company committed to building brands, telling stories and continually experimenting.

AUDIENCE



AGE



HOUSEHOLD INCOME

Newcity reaches smart Chicagoans across the spectrum of cultural participation, exchange, and conversation—the artist, curator, museum visitor, gallery hopper, art student, tourist, collector and museum director alike.

We're the authoritative guide to a city teeming with culture-oriented events, institutions, and businesses for our engaged, smart and loyal audience.

CONTENT + LEADERS OF CULTURE

Every month, Newcity takes a forward-thinking look at the people and events driving all the cultural corridors of Chicago and combines this with deep dives into stories that city dwellers can't get enough of.

Newcity's Leaders of Chicago Culture series, published in seven industry-specific installments each year, constitute the authoritative documentation of the hundreds of individuals pushing the culture forward with the greatest impact each year.

ART

DESIGN

ARCHITECTURE,
DESIGNED
OBJECTS,
FASHION, GRAPHIC
DESIGN,
INNOVATION

DINING

&
DRINKING

STAGE

THEATER,
COMEDY,
OPERA,
PERFORMANCE

DANCE

MUSIC

FILM

LIT

PLATFORMS

BREAKOUT ARTISTS 2018

➤ PUBLICATION/
MAY 2018: BREAKOUT
ARTISTS

➤
FEATURE FILM/
SIGNATURE MOVE



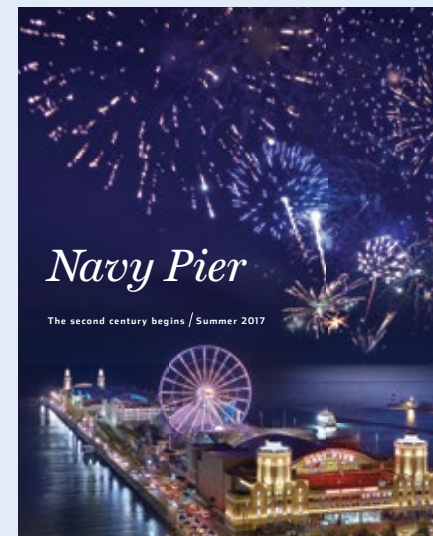
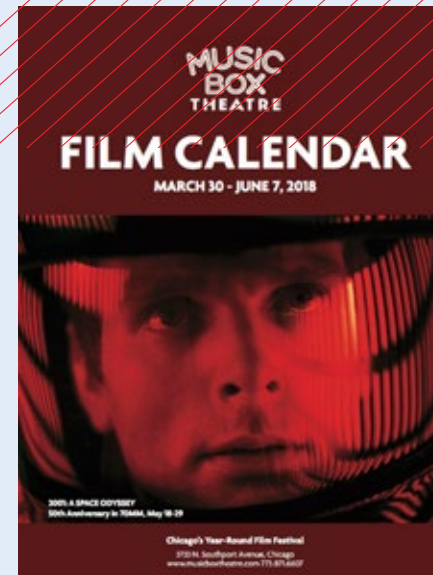
PUBLICATION

Our flagship publication, a 12x monthly magazine distributed in more than a thousand locations across the city and mailed directly to subscribers. Each issue of Newcity, printed on deluxe paper designed to make our photography, illustration and graphic design pop off the page, takes a center-stage approach to the city's ongoing cultural conversation.

FILMS

Newcity's unique cultural perspective and brand equity in the Chicago market gives us insight and access to the city's emerging talent. We've produced our first feature film, Signature Move, which premiered at SXSW and at Chicago's Music Box Theatre, where it opened with a #1 ranked per theater audience before streaming on Amazon Prime Video through its Film Festival Stars. Our in-house capabilities include all aspects of production and distribution. We're currently in development on our next slate of films.

PLATFORMS



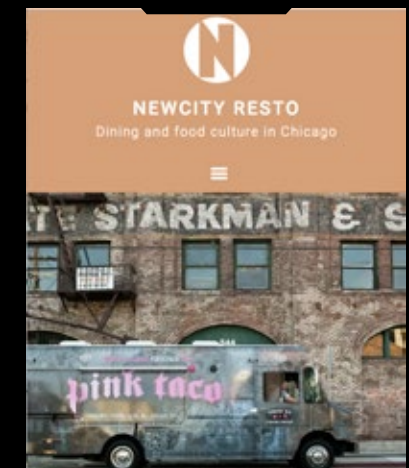
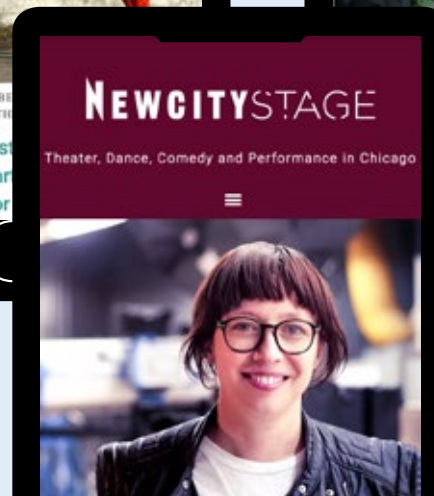
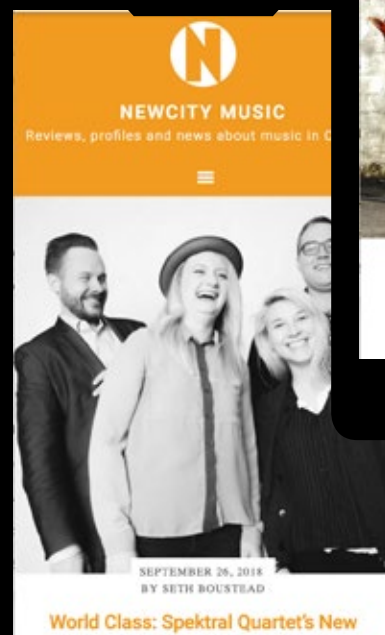
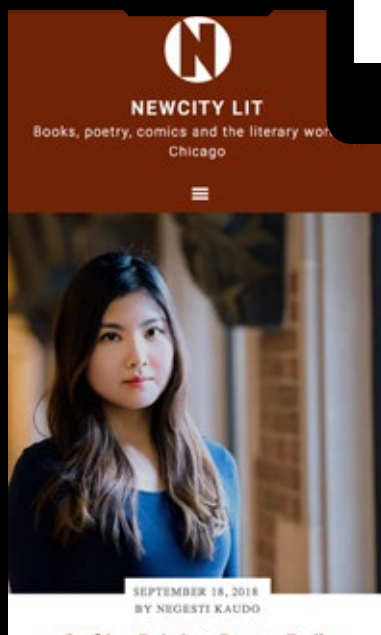
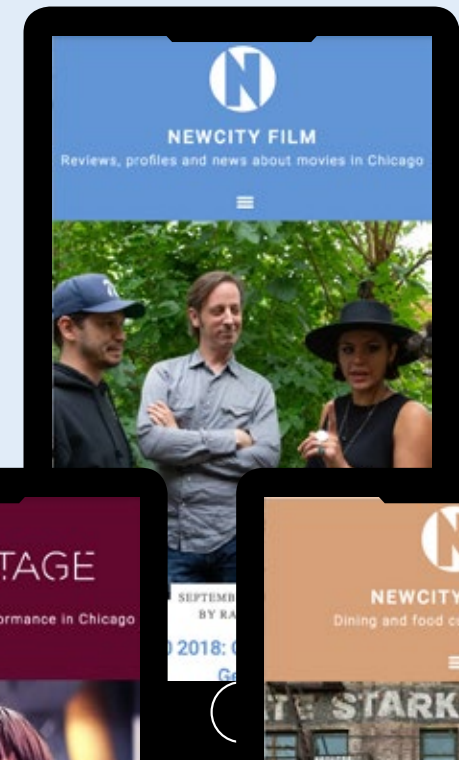
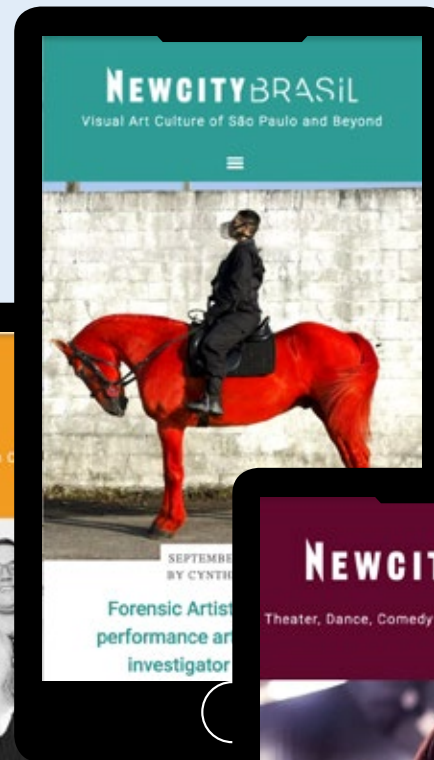
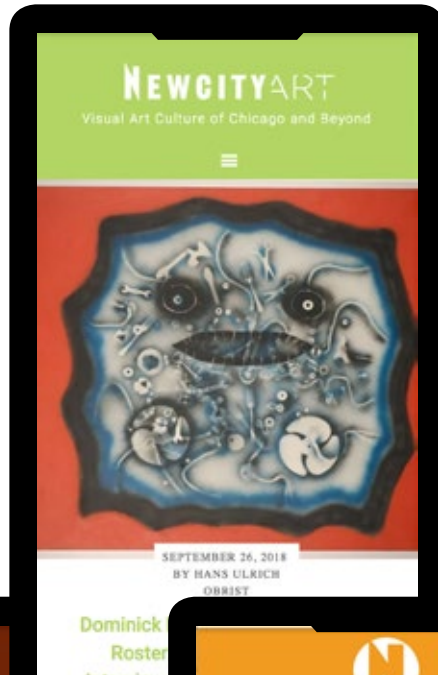
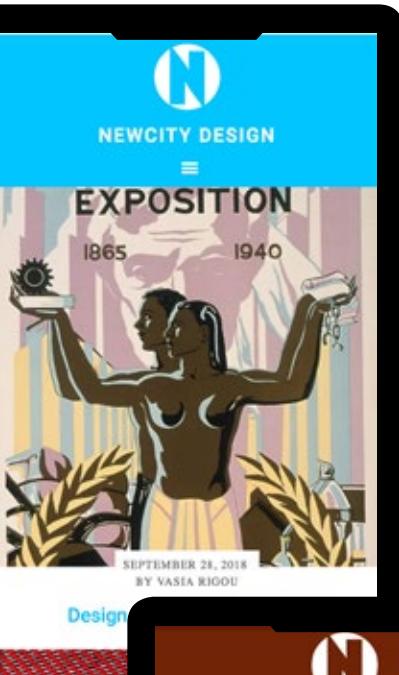
NEWCITY CUSTOM

We partner with the leading cultural and educational entities in the city – including University of Chicago, EXPO CHICAGO, the Music Box Theatre, Navy Pier and more – to produce high quality, smartly designed and distributed custom publications to tell their organizations' stories to targeted audiences.

PLATFORMS

DIGITAL

Reach our smart and loyal audience through our premium cultural brands and platforms, including Newcity Art, Newcity Stage and more. Vertically oriented publishing gives you direct reach to the audience who shares your interests. Offerings include custom content partnerships, email newsletters, Featured placements, premium display advertising and more.



1/4 Page

3.7” wide x 4.9” tall

1/4 Page

3.7” wide x 4.9” tall

1/4 Page

3.7” wide x 4.9” tall

1/4 Page

3.7” wide x 4.9” tall

Full Page

page size: 8.125” wide x 10.5” tall
with bleed: 8.375” wide x 10.75” tall

1/4 Page

3.7" wide x 4.9" tall

1/4 Page

3.7" wide x 4.9" tall

1/2 Page Horizontal

7.5" wide x 4.9" tall

1/2 Page Vertical

3.7" wide x 9.9" tall

1/2 Page Vertical

3.7" wide x 9.9" tall

1/3 Page Horizontal

4.97” wide x 4.9” tall

**1/3 Page
Vertical**

**2.44” wide
x 9.9” tall**

**1/3 Page
Vertical**

**2.44” wide
x 9.9” tall**

2/3 Page

4.97” wide x 9.9” tall

1/3 Page Horizontal

4.97” wide x 4.9” tall

DIGITAL SPECS

DESKTOP DISPLAY

Billboard

970x250 pixels
80k max file size

Half Page

300x600 pixels
40k max file size

Medium Rectangle

300x250 pixels
40k max file size

MOBILE DISPLAY

Mobile Portrait

320x100 pixels
20k max file size

Medium Rectangle

300x250 pixels
20k max file size

EMAIL NEWSLETTER SPONSORSHIP

970x250 pixels
80k max file size

DEDICATED EBLAST

700 pixels wide by
500 pixels tall

Maximum file size is 100k

JPEG or GIF are the
preferred formats

Eblast instructions should also include:

- subject line
- link
- text version for recipients
who do not get html email

BRANDED CONTENT, SPONSORED POSTS & VIDEO

Inquire at
advertising@newcity.com



CONTACT

TO REQUEST INFORMATION ON ADVERTISING,
SPONSORSHIPS OR PARTNERSHIPS, PLEASE CONTACT US AT
ADVERTISING@NEWCITY.COM.