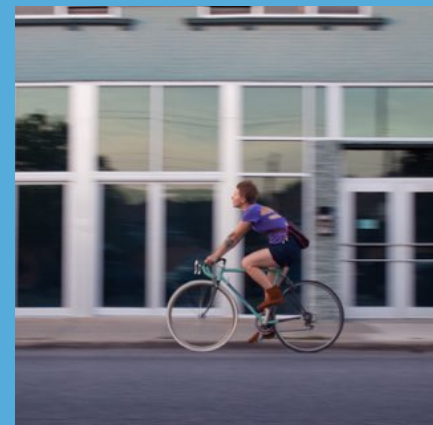
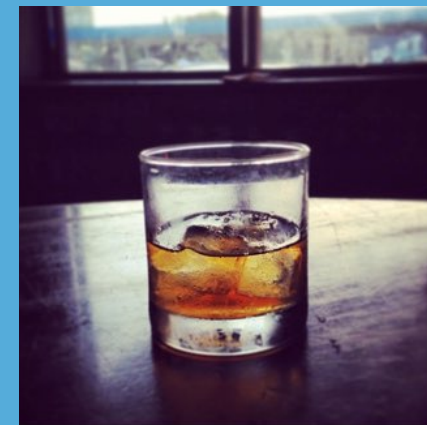
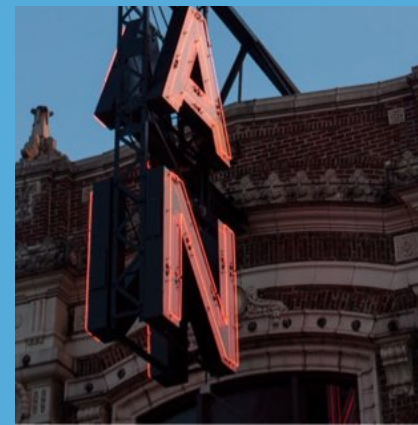
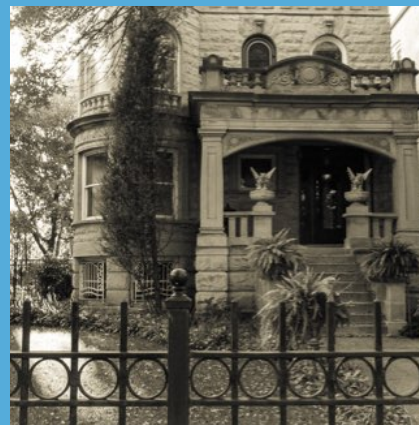
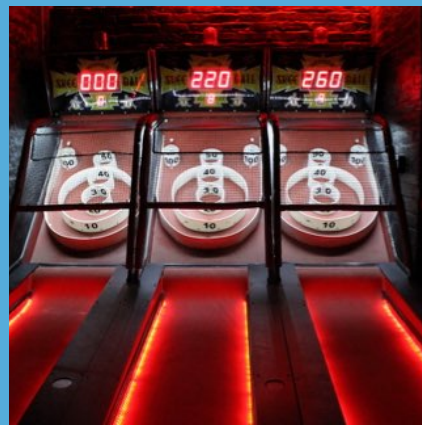
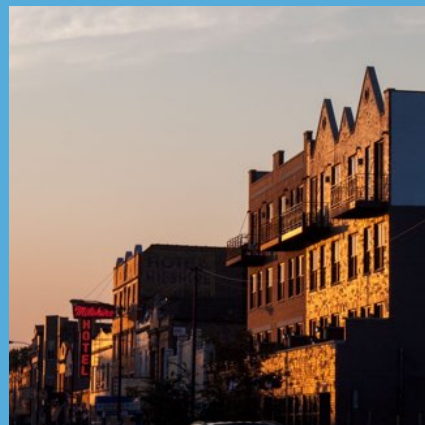
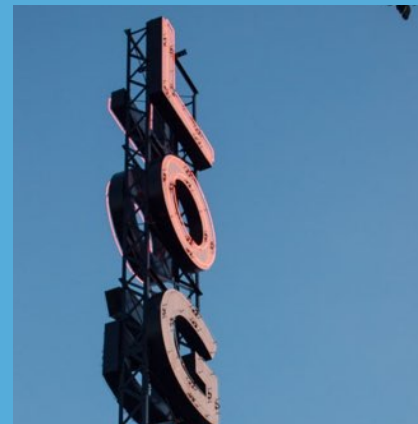
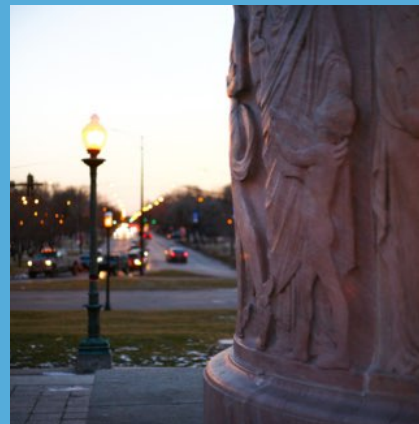
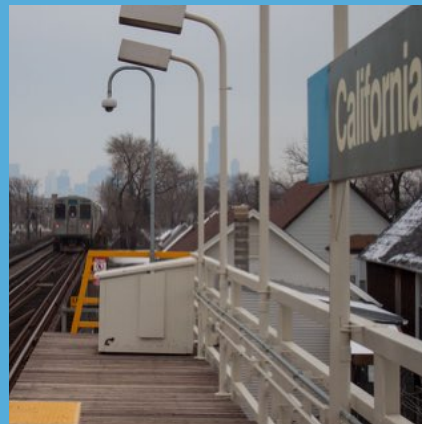
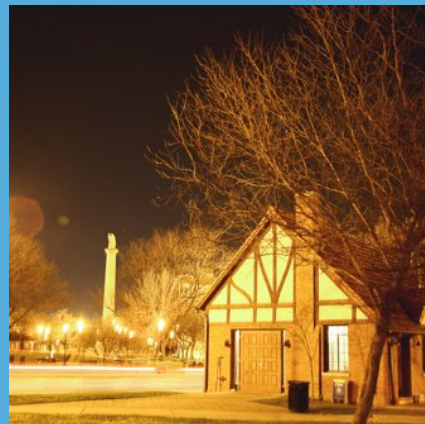


SOCIALIZING **YOUR** NEIGHBORHOOD

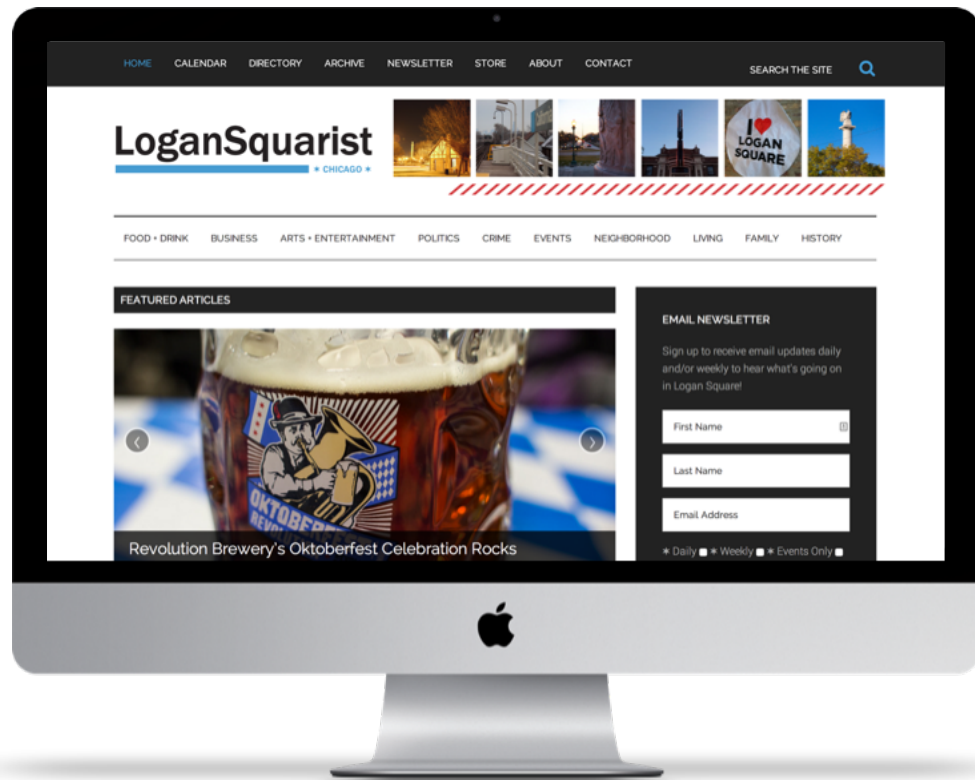


NEWS. EVENTS. BUSINESS. ALL THINGS LOGAN SQUARE.

**LoganSquarist**  
★ CHICAGO ★

**MEDIA KIT**

# WE ARE A COMMUNITY-FOCUSED WEBSITE.



**LOGANSQUARIST.COM** is a hyperlocal site covering the events, businesses, politics and people of Chicago's Logan Square. Our aim is to provide a genuine view into the everyday lives of our neighborhood's residents, and to be a resource that they can trust and rely on.

- **WE DISSEMINATE NEWS + INFORMATION.**  
in the form of unique content, curated news, information + posts, including staff-written articles.
- **WE CREATE A RESOURCE HUB.**  
that centralizes Logan Square events, businesses, organizations + neighbors.
- **WE SOCIALIZE THE NEIGHBORHOOD.**  
by coordinating + hosting events that bring different community members + venues together.
- **WE BRING TOGETHER PASSIONATE NEIGHBORS.**  
who support the community as writers, photographers, event planners and marketers.



# WE SOCIALIZE THE NEIGHBORHOOD.

**WE'VE BEEN COVERING** the Logan Square neighborhood since 2011. Our team is comprised of writers, photographers, event planners and marketers who live in the neighborhood and are passionate about our community. We cover Logan Square *for* Logan Square.

**We are** a community organization.  
**We write** compelling articles.  
**We reach** engaged readers.

**We host** neighbor mingling events  
**We are** fueled by passionate volunteers.  
**We aim** to socialize the neighborhood.



Credit: Max Baire



# WE'RE POWERED BY PASSIONATE VOLUNTEERS.



◀ **KATE  
HAMILTON**

Founder +  
Publisher



◀ **STEVE  
WEISHAMPEL**

Editor



▲ **ELISA  
FRITZ**

Photography  
Assignment  
Editor

**SANAM  
KAZI** ▶

Business  
Outreach  
Manager



**CARI  
WAFFORD** ▶

Marketing  
Director

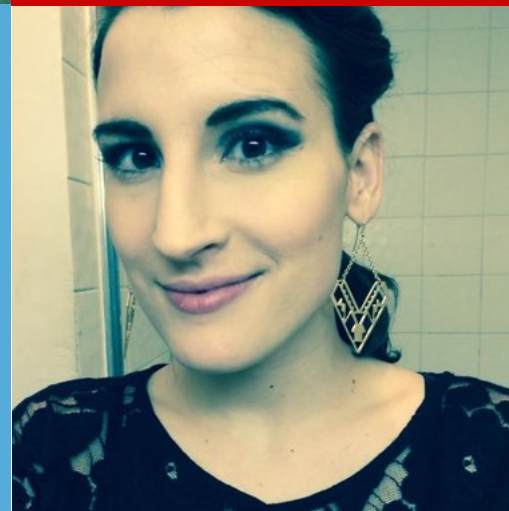


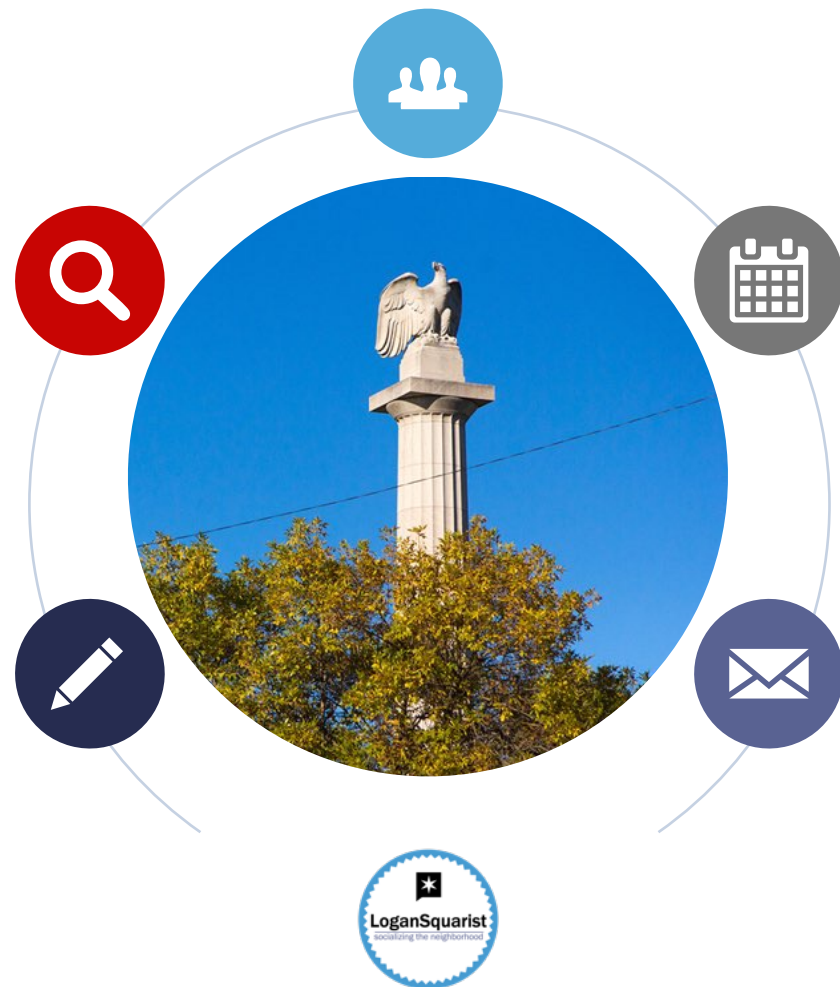
◀ **ALEXANDRA  
CHWALIK**






Events  
Director

◀ **ROSE  
HALEY**

Neighbor  
Outreach  
Manager





-  **ARTICLES** Unique, local-interest content with a unique & relevant perspective.
-  **DIRECTORY** A dedicated list of Logan Square businesses, organizations & more.
-  **EVENTS** Hosted opportunities, including monthly Meetups, that gather neighbors.
-  **CALENDAR** Searchable compilation of neighborhood events.
-  **EMAIL** Regular distributions—daily, weekly and events—arriving in inboxes.



# WE COVER + REACH THE NEIGHBORHOOD.

Our website covers the Logan Square neighborhood from the Metra/Milwaukee District North Line railroad on the west, the North Branch of the Chicago River on the east, Diversey Avenue, on the north, and Bloomingdale Avenue on the south.



# WE HAVE GROWN WITH LOGAN SQUARE.



Credit: Elisa Fritz

**IN 2011**, founder and publisher Kate Hamilton created LoganSquarist to address the lacking coverage of the quickly growing area.

Starting out as a Twitter account, the brand grew to encompass daily online articles, engaged social communities and hosted events aimed to share information and bring neighbors together.

Since then, LoganSquarist has grown into a community resource that has received a variety of press mentions.

2011

2012

2013

2014

2015

**TWITTER HANDLE LAUNCHES** to share local info + connecting with active community members. First neighbor meetup hosted.

**WEBSITE LAUNCHES** featuring an events calendar + directory. Call for volunteers launches staff. Second neighbor meetup occurs.

**LOGANSQUARIST INCORPORATES** thanks to neighbors + businesses. Neighbor meetups occur each month. Sessions surpass 10k monthly.

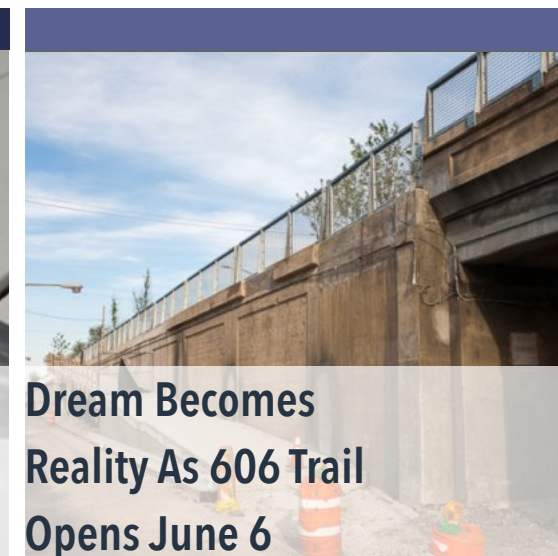
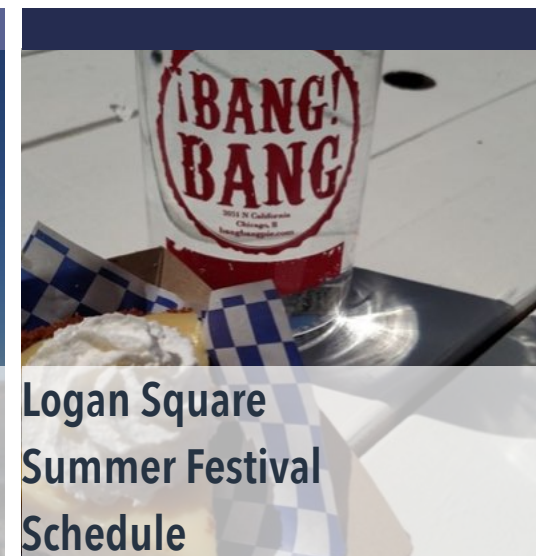
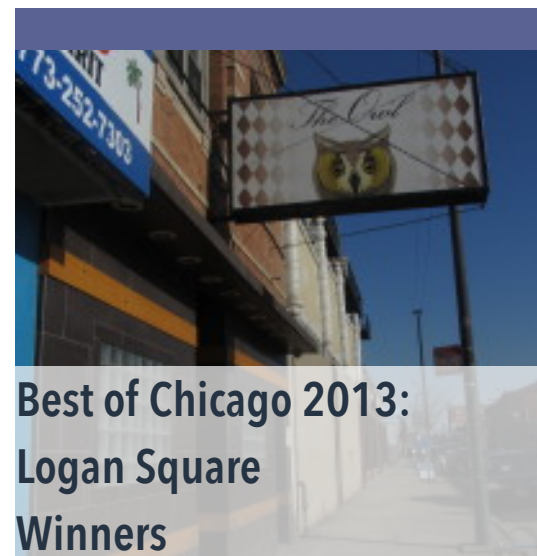
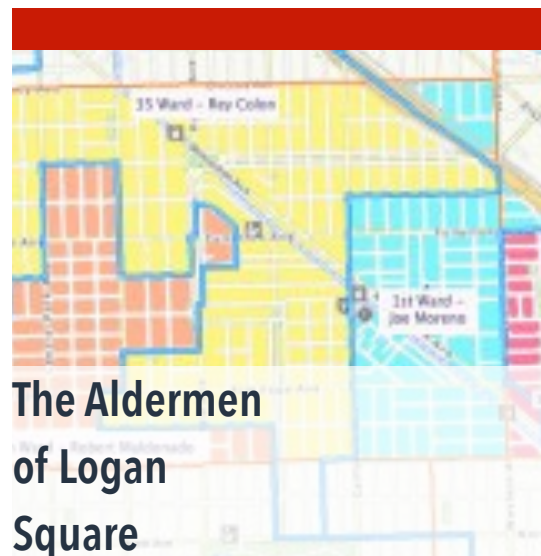
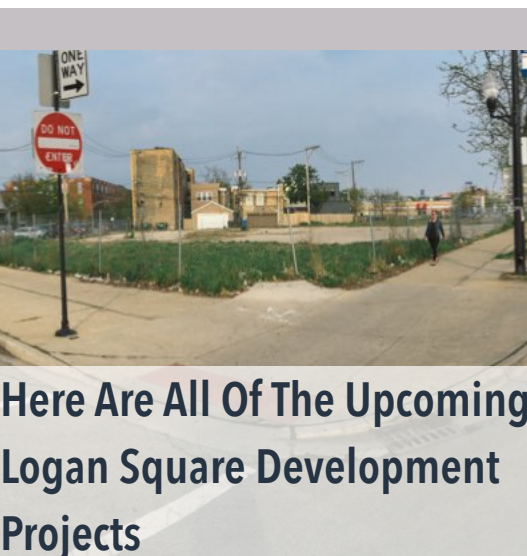
**LOGANSQUARIST.COM LAUNCHES REDESIGN** to meet growing needs, including comprehensive neighborhood directory + store.

**UNIQUE EVENTS ARE INTRODUCED** drawing new audiences + revenue. Advertising sales support ongoing expenses.



# WE CREATE COMPELLING CONTENT.

» **ACROSS A VARIETY OF TOPICS, SUCH AS** FOOD + DRINK, **ARTS**, POLITICS, BUSINESS + **EVENTS**



« AND OTHER TOPICS THAT  
**MATTER** TO NEIGHBORS.

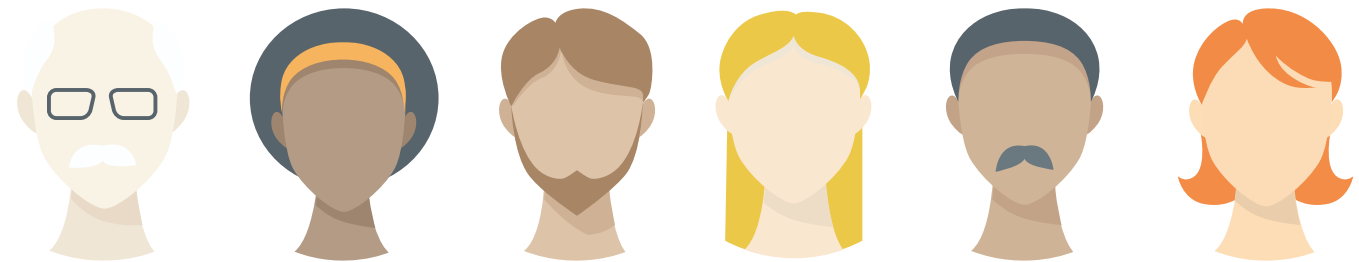


The LoganSquarist.com audience is a **passionate group of individuals** that love the neighborhood and supporting local businesses.

Visitors to LoganSquarist are **highly targeted**, and arrive mainly via social media interactions, browser bookmarks, targeted search engine queries and highly relevant inbound links.

In short, our website is **uniquely positioned** to offer an audience that is receptive to *your* advertising message.

## » OUR READERS ARE:



### ■ YOUNG

10% 18-24, 50% 25-34 yrs, 23% 35-44 yrs, 10% 45-54 yrs

### ■ DIVERSE

53% female, 47% male

### ■ LOCAL

69% based in Chicago

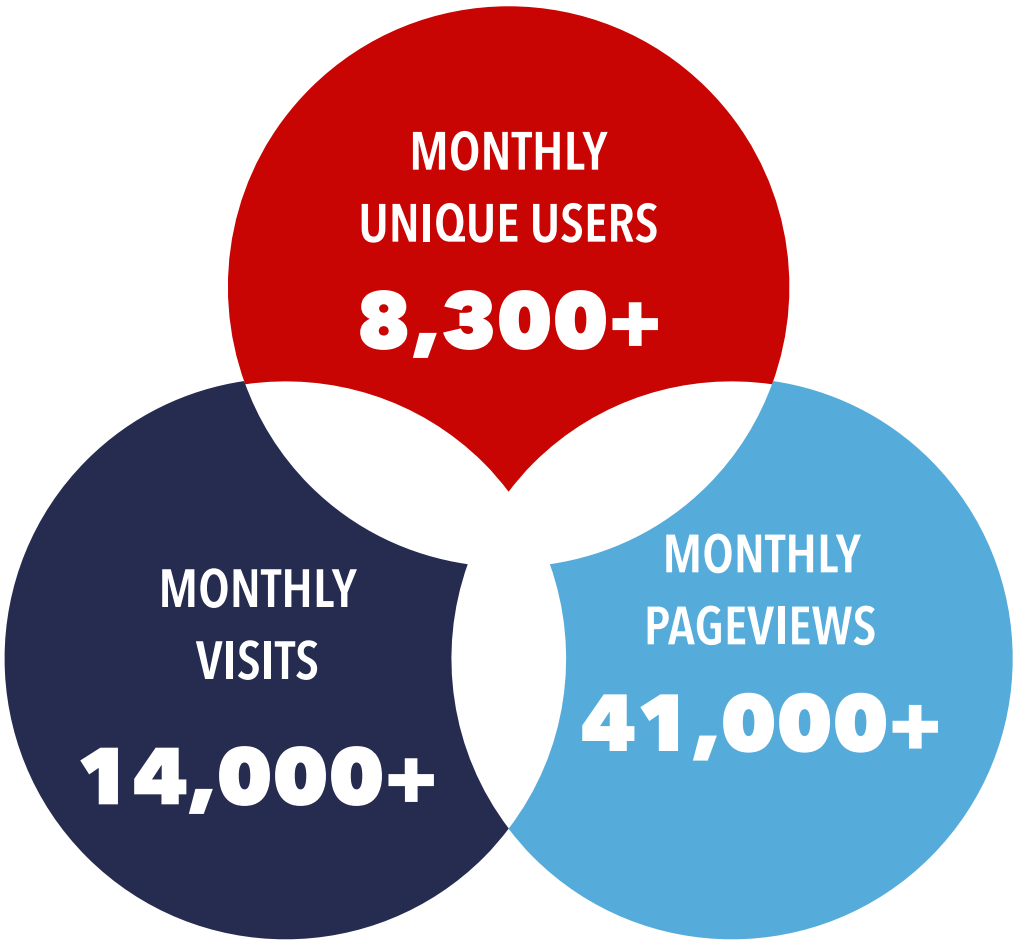
### ■ AFFLUENT

working professionals that make \$75k-\$90k a year

### ■ MOST INTERESTED IN

finding current events, restaurants and entertainment

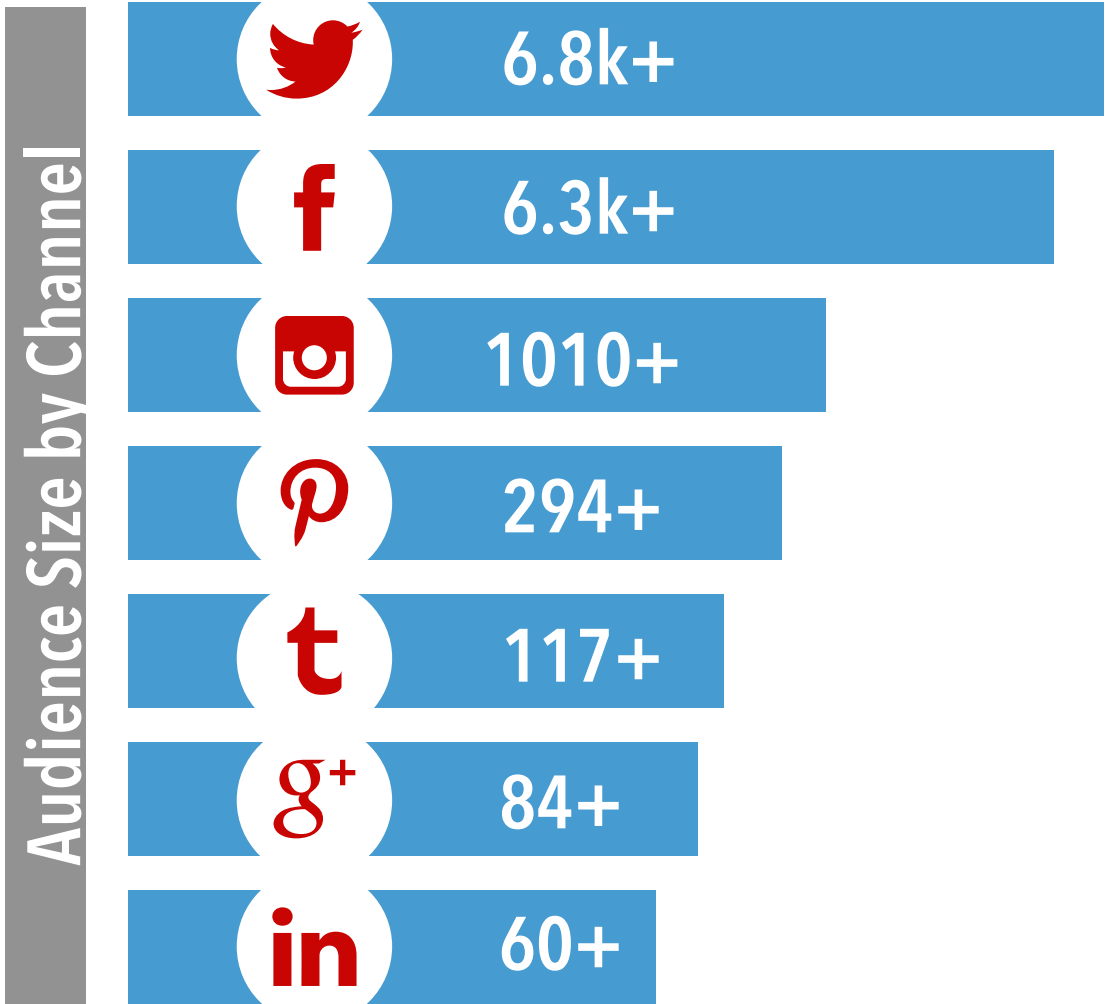




**3.3k** newsletter recipients  
receive daily updates, weekly editions and upcoming events notifications every month.



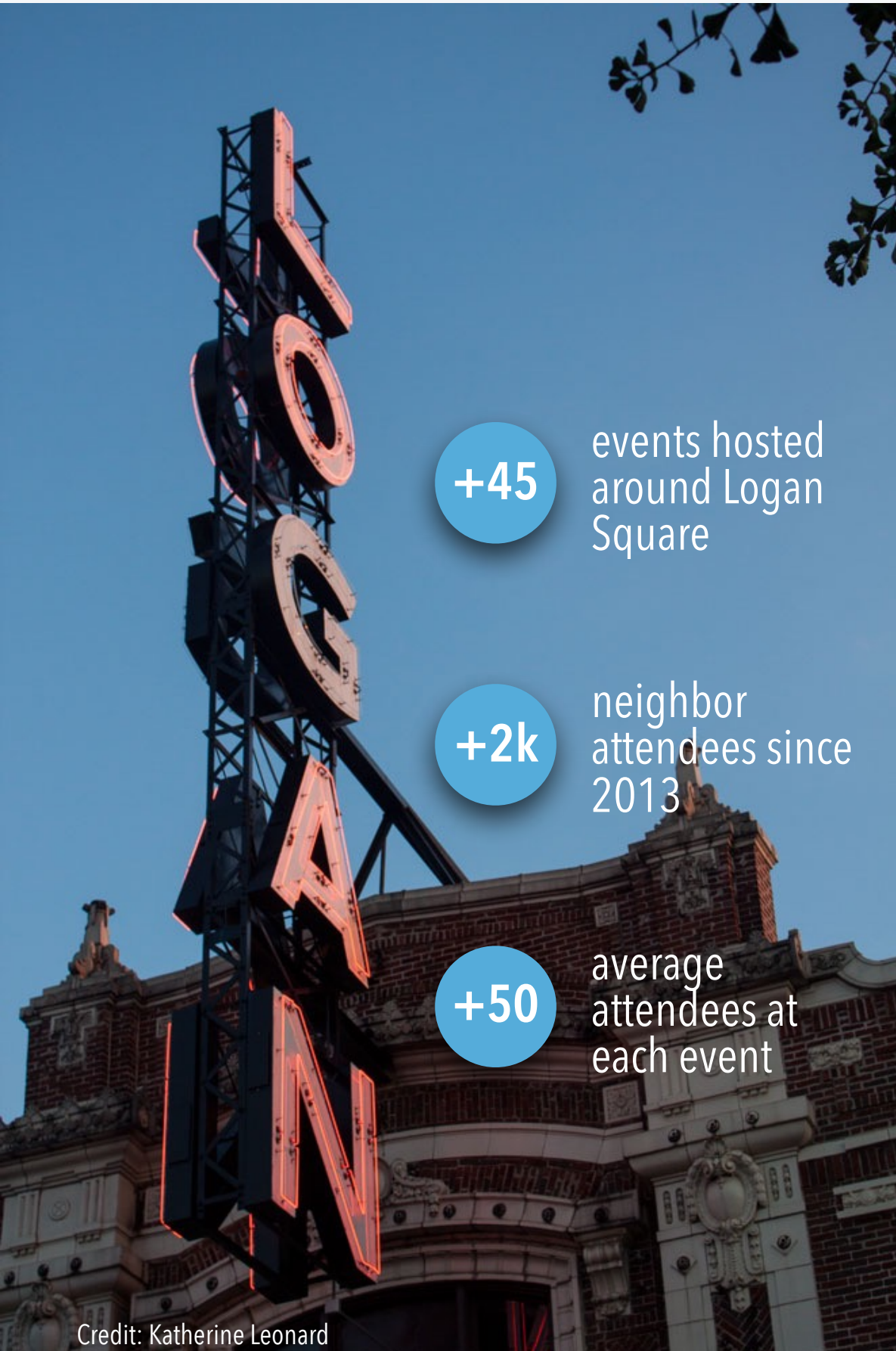
**17k** engaged social fans  
representing 19% of Logan Square's 89.5k population.



Source: Google Analytics of <http://www.logansquarist.com>, 1/1/15-12/31/15, one-month average



# WE HOST UNIQUE, ENGAGING EVENTS.



Credit: Katherine Leonard

**LOGANSQUARIST EVENTS** help neighbors come together and experience Logan Square.

- Our popular **Neighbor Meetups**, held the third Wednesday of the month, are ideal chances to reach a highly social audience.

## OPPORTUNITIES

- highlight menu items
- feature drink specials
- reach new customers
- offer return coupons

- With our **LoganSquarist Presents** series, we partner with unique local businesses to create one-of-a-kind, authentic events.

## CURRENT SERIES

- Community Dinners
- PBR Movie Nights

- We also create **special events** that create unique opportunities for sponsors and partners, as well as the community.

## PAST EVENTS

- Taco Crawl
- Winter Gala
- Fundraisers



# WE GARNER POSITIVE COMMENTARY.

Neighbors and businesses alike see LoganSquarist as a valuable resource.



The greatest group of talented people we know! We Love #LoganSquare We love @LoganSquarist.



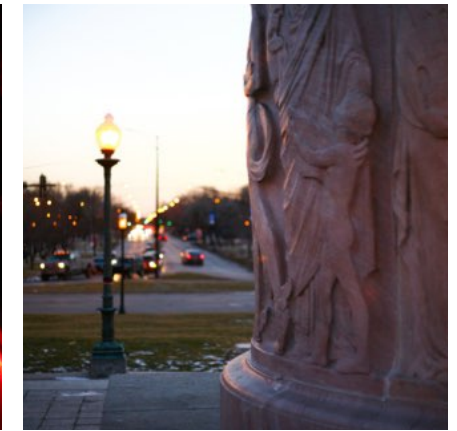
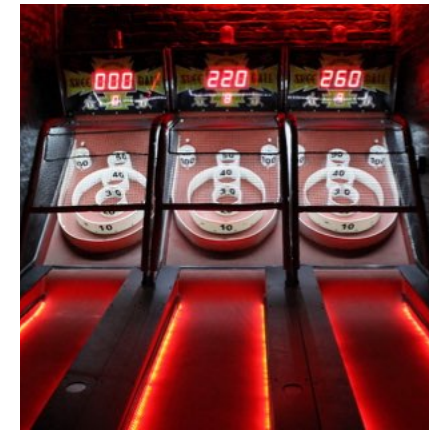
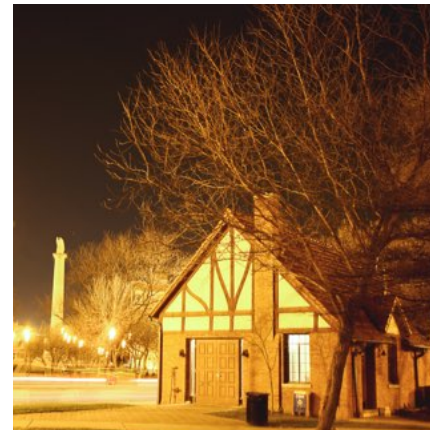
Peruse all that Logan Square has to offer from @LoganSquarist. #Chicago.



I like what you guys do, it seems like every spot should have a LoganSquarist.



# WE PROVIDE TARGETED SOLUTIONS.



## CHOOSE THE RIGHT OPTION »

### ADVERTISING

Pick from three ad sizes to promote your business in the righthand sidebar:

Small – 150 x 150 pixels – \$100/month

Medium – 300 x 100 pixels – \$200/month

Large – 300 x 250 pixels – \$300/month

### ADVERTISING ENGAGEMENT DISCOUNTS

Take advantage of pricing discounts when you purchase longer term engagements.

3-month engagement – 5% off

6-month engagement – 7% off

12-month engagement – 10% off

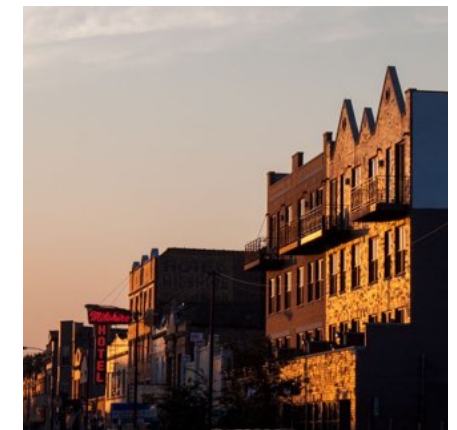


### FEATURED EVENTS

Highlight an opening, event or sale on our most-viewed page:

**\$25** for each 30-day event highlight

All Featured Events receive one social promotion across Facebook, Twitter and Instagram.



GET STARTED

LOGANSQUARIST.COM/  
ADVERTISE/ORDER

# WE CAN PARTNER WITH YOU.

**LoganSquarist**  
\* CHICAGO \*

Contact us today to  
take advantage of  
our opportunities.



**SOCIALIZING YOUR NEIGHBORHOOD**

logansquarist.com  
hello@logansquarist.com  
f t g+ i p t You Tube /logansquarist