

CHICAGO READER

BRANDED CONTENT OPPORTUNITIES



ads@chicagoreader.com

READER

*Branded content is
22x more engaging
than display ads.*

Pressboard Media, 2019



*90% of people like
custom content as a
way for brands to
engage with them.*

Financial Times Survey, 2019

What is branded content?

a sales initiative that engages users with content that
a client pays for, supplies, and/or participates in; an
opportunity to tell your story

READER

What is the opportunity?

SPONSORSHIP

Content created independently of a revenue partner
(content created by editorial team, assets dictated by editorial team)

NATIVE ADVERTISING

Content created by the Reader but “sponsored by”
revenue partner(s) *(content created by editorial team, assets dictated by client)*

ADVERTORIAL

Content created by the client *(content created by client, assets dictated by client)*

READER

Creating a branded content storytelling partnership with the *Reader* can include:

- creative direction
- project management
- briefs
- copywriting
- interviews
- photography
- listicles
- promotions

We work with your needs and capabilities, from light assist (using your direction and materials) to heavy assist (taking full control of the campaign based on your tone/ideas).

READER

drive traffic with a range of

PRODUCTS

DIGITAL

- email (standalone, Daily Reader ad slot)
- chicagoreader.com display ads
- embedded audio/video
- podcast advertising
- affiliated CIMA websites
- extended network (content targeting, native programmatic, display programmatic)

SOCIAL

- Instagram stories/posts
- Facebook stories/posts
- Twitter
- YouTube
- LinkedIn stories/posts



READER

PRODUCTS

PRINT

- bi-weekly edition
- special issues
- pull-out insert
- special section
- gift guides
- affiliated local media partners
- other vanity publications
- display advertisements

OTHER

- connections to local nonprofits for giving opportunities that tie into social impact



READER

RATES

PRINT:

based on size (see regular rate card)

DIGITAL:

500-600 words plus photos

\$350

ADVERTORIAL

\$550

NATIVE ADVERTISING

PRICED ON DEMAND

SPONSORSHIPS

topics, sections, projects

ex. *music, Savage Love, cannabis,*

Chicago Reader Book Club



Content will be marked
SPONSORED
ADVERTISEMENT.

The *Chicago Reader* has
the right to refuse any
content, as well as a
right to review and
approve any language.

No false medical or legal
claims are allowed.

ads@chicagoreader.com

READER