

CHICAGO STAR

MEDIA KIT



CONTACT CHICAGO STAR | ADVERTISING@CHICAGOSTARMEDIA.COM | (312) 690-3092

ABOUT US

Chicago Star Media

Chicago Star is a media company connecting people to resources and creating impactful content.

We shine a light on positive news and inspire our community to love where they live, work and play.



WHY PARTNER WITH US?

The Chicago Star Advantage



COMMUNITY

Our community-driven content anchors our position in markets our clients want to reach.

NETWORK

We leverage our extensive business and media connections to support our clients. We have a loyal and engaged following who support us and our advertising partners.

INFLUENCE

By forging an emotional connection with our audience, we've become a trusted voice they use to make decisions.

OUR AUDIENCE

Chicago Star has a loyal and growing following

Chicago Star has a diverse audience that includes many of the city's business, civic and philanthropic leaders.

45K+

Monthly Page Views

25K+

Unique Visitors Per Month

\$159K+

Median Household Income

60% male | 40% female

DISPLAY ADS

Digital Advertising

HIGH-IMPACT DISPLAY ADS

Chicago Star offers bundles for greater impact and visibility. These include: homepage takeovers, desktop skins, and mobile underlays.

Ad Type	Desktop	Mobile
Leaderboard Banner	1903 x 512 pixels	1903 x 132 pixels
Pop-up	900 x 900 Pixels	320 x 250 Pixels
Inline Banner	728 x 90 pixels	320 x 50 pixels
Cube	300 x 250 pixels	300 x 250 pixels
Skyscraper	120 x 600 pixels	—

SKYSCRAPER

LEADERBOARD BANNER

CHICAGO★STAR



MENU



Home News Arts & Entertainment Events Food & Drink People Opinion Real Estate Business Advertise Subscribe

INLINE BANNER

SKYSCRAPER

POP-UP

News



Kennedy Expressway commuters brace for major delays

It's a sad week for 275,000 regular commuters who use the Kennedy Expressway. Drivers ahead...



Lollapalooza 2023 lineup rocks with over 150 musical acts

Lollapalooza will be BACK in Grant Park August 3-6 with an amazing lineup for 2023! Lolla, a...



Businesses of the West Loop, Then and Now

Living in a dynamic city like Chicago, in a social media age where information is interprete...

Newsletters



Catch the Buzz!
A weekly news bulletin delivered free.

Subscribe now.

Arts & Entertainment



CUBE

DISPLAY ADS

City Buzz Newsletter

City Buzz is our free weekly newsletter featuring all the places to go and things to know from around the city.

Ad Type	Desktop	Mobile
Inline Banner	728 x 90 pixels	320 x 50 pixels
Cube	300 x 250 pixels	300 x 250 pixels

38.8%
AVG OPEN RATE



2,250+
SUBSCRIBERS

Branded Content

Tap into Chicago Star Media's talent network to produce best-in-class marketing and communication assets for both internal and external distribution.

- Integrated digital campaigns
- Copywriting
- Layout and graphic design
- Video production and editing
- Photography
- Printed materials
- Social media content
- SEO strategy

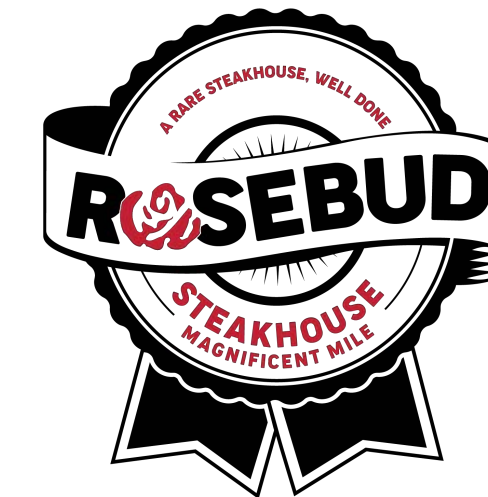


Past Partners

Our clients include local and national organizations who harness our creativity and highly engaged audience to increase their brand recognition and drive revenue.

"Mariano's appreciates working with Chicago Star Media. From sharing some of our favorite recipes to hosting events for the readers at our Lakeshore East store, Chicago Star media gets the Chicago community and our customers!"

– Amanda Puck, Director of Strategic Brand Development at Mariano's



Our advertising partners include Navy Pier, Mariano's, Village of Rosemont and The Joffrey Ballet, Darwin Furniture, Brink's, Eli's Cheesecake, and more.

As seen on: FOX-32, WGN-TV, Daytime Chicago, WGN Radio 720, WBBM Newsradio, NBC 5 Chicago, 93.5 LITE FM and Robert Feder

Proud event media sponsors for The Christkindlmarket Chicago, Eversight, PAWS Chicago, Service Club of Chicago, Chicago International Film Festival, Ingalls Development Foundation, Chicago Lighthouse, A Silver Lining Foundation, Bear Necessities Pediatric Cancer Foundation and more.

THANK YOU

CHICAGO★STAR

CONTACT CHICAGO STAR | ADVERTISING@CHICAGOSTARMEDIA.COM | (312) 690-3092