



THE GOLDEN PAGES

MICHIGAN AVENUE magazine is Chicago's premier luxury lifestyle publication chronicling the renowned people, culture, politics, and parties that celebrate Chicago as a world-class city, in a glossy, oversize format. From the glistening shores of Lake Michigan to the expansive six-county region that composes its coverage area, *MICHIGAN AVENUE* magazine delivers sophisticated content from an insider's perspective.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 FEBRUARY	December 8, 2011	December 22, 2011	January 16, 2012
2 MARCH (SPRING FASHION)	January 19, 2012	February 2, 2012	February 27, 2012
3 APRIL/MAY	February 23, 2012	March 8, 2012	April 2, 2012
4 SUMMER	April 23, 2012	May 10, 2012	June 1, 2012
5 SEPTEMBER (FALL FASHION)	July 6, 2012	July 23, 2012	August 20, 2012
6 OCTOBER (MENS)	August 27, 2012	September 6, 2012	October 1, 2012
7 NOVEMBER	September 27, 2012	October 4, 2012	November 1, 2012
8 DECEMBER/JANUARY	October 18, 2012	November 1, 2012	December 3, 2012

RATES

PRINTED AND DISTRIBUTED: 65,000

AD SIZE	1X	3X	6X	8X
FULL	\$20,800	\$18,725	\$16,850	\$15,165
SPREAD	\$39,600	\$35,640	\$32,075	\$28,868
HALF PAGE	\$12,500	\$11,250	\$10,125	\$9,120
QUARTER PAGE	\$8,300	\$7,470	\$6,725	\$6,050
COVER 2/PAGE 1	\$47,900			
COVER 3	\$25,000			
COVER 4	\$28,600			

- All rates are net
- Premium positions +15%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

WHERE YOU CAN FIND US...

- A. Marek Fine Jewelry
- Agent Provocateur
- Amazing Cosmetics
- Aqua Lakeshore East
- Athan's Motors
- Bang and Olufsen
- Barney's New York
- Benny's Chop House
- Betsey Johnson
- Bin 36
- Block 37
- Bloomingtondale's
- Bukes Salon Spa
- Caffe RoM
- Carey Limousine
- Cellular Intelligence
- Chalk Boutique
- Charles Ifergan Salon
- Charlie Trotter's
- Chicago Board of Trade
- Chicago Cubs Skyboxes
- CUSP
- David Barton Gym
- Ditka's
- East Bank Club
- Elizabeth Arden Spa
- Enaz
- Entertaining Company
- Equinox Fitness Clubs
- Eskell
- Feast
- Flirty Girl Fitness
- Fox and Obel
- Gene and Georgetti
- Gibsons Bar & Steakhouse
- Gold Coast Car Wash
- Golden Triangle
- Goorin Brothers Hat Shops
- Haberdash
- Halo for Men
- Hilligoss Galleries
- Hugo Boss
- Ikram
- Intermix
- Isabella Fine Lingerie
- Jewels of Lake Forest
- Joe's Jeans
- John Allen's
- Junior League of Chicago
- Kemper Lakes Golf Club
- Labriola Bakery Café
- Lake Forest Sports Cars
- Lakeshore Athletic Clubs
- Ligne Roset
- LuLu's at the Belle Kay
- Luxbar
- Lynfred Winery
- Macy's
- Mario Tricoci
- Marshall Pierce & Co.
- Maxine
- Maze Home
- McGrath Imports
- Mercedes-Benz of Chicago
- Metropolitan Club
- Michael & Michael Salon
- Michael Anthony Salon
- Mon Ami Gabi
- Neiman Marcus
- Nordstrom Concierge
- Northmoor Country Club
- Olivia's Market
- One Superior Place
- P45
- Palmolive Building Landmark
- Paul Rehder Salon
- Perillo BMW
- Pops for Champagne
- Psychobaby
- Razny Jewelers
- Residences at 900 N Michigan
- Rokit Bar and Grill
- Roslyn Boutique
- Ruby Room
- Sabbia
- Saks Fifth Avenue
- Salon 1800
- Salon Buzz
- Sam Kori George Atelier
- Shops at Northbridge
- Signature Flight Support-Private Jet Terminal
- Signature Room at the 95th
- Simon's Shine Shop
- Spex
- Sunda
- Table Fifty-Two
- Tavern on Rush
- The 900 Shops
- The Carlton Club
- The Domain
- The Montgomery
- The Peninsula Spa by ESPA
- The Standard Club
- The Tides
- Trump Residences
- Trunk Club
- Ulta
- Union League Club of Chicago
- University Club of Chicago
- Westfield Shoppingtown-Old Orchard
- Windy City Limousine
- X Sport Fitness