

SHERIDAN ROAD

Demographics

Average household income	\$425,000
Age of Readership	35 - 60
Female	60%
Male	40%
Education	80% college graduate 24% post graduate
Own home in North Shore	98%
Own more than one home	29%
Home valued over \$1 million	81%
Investments held	93%
Dining out	2+ times per week
Domestic flights	1-8 times per year
International flights	1-4 times per year

Circulation

Total average readership	220,000
Total circulation	55,000
Controlled Direct/Mailed	52,000
Newsstand/Events	3,000
Luxury Distribution	

JWC | Media

736 Western Avenue • Lake Forest, Illinois 60045
tel: 847.579.0748 • fax: 847.579.0749 • SheridanRd.com

SHERIDAN ROAD

Coverage Footprint



 Primary Market (90% Distribution)

 Secondary Market (10% Distribution)

SHERIDAN ROAD

MECHANICAL SPECIFICATIONS

Trim size of page = 7.875" w x 10.875" h
Bleed size of page = 8.125" x 11.125"
(Bleed = .125")

ARTWORK DUE DATES

Please reference
Sheridan Road Publication and
Closing Dates sheet.
Questions: 847.579.0718

AD SIZE **

WIDTH X HEIGHT (in.)

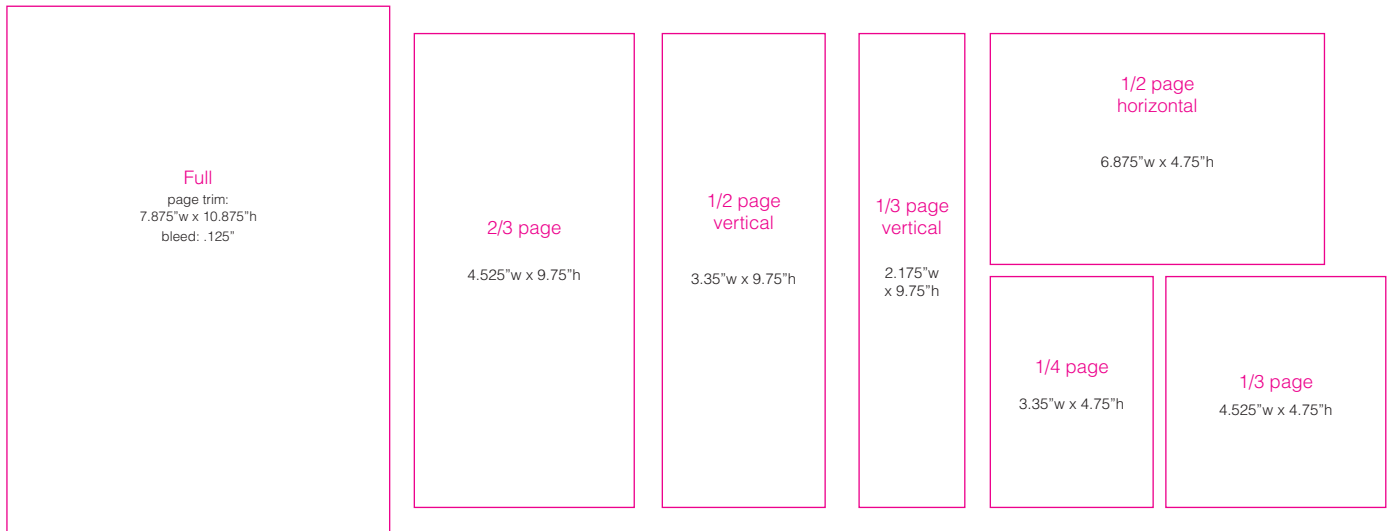
Spread**	15.75" x 10.875"
Full page**	7.875" x 10.875"
2/3 page (vert)	4.525" x 9.75"
1/2 page (horiz)	6.875" x 4.75"
1/2 page (vert)	3.35" x 9.75"
1/3 page	4.525" x 4.75"
1/3 page (vert)	2.175" x 9.75"
1/4 page	3.35" x 4.75"

**does not include bleed- please add .125" as a bleed

All advertising art work must be supplied as electronic files.

We cannot accept film, floppy or zip discs. The preferred formats are: TIF, JPG, or PDF at 300 dpi. A color proof is also recommended. We support up to Adobe Creative Suite 5. You may mail your art work files on CD, including a color proof to:

Sheridan Road Magazine: Art Department
736 Western Avenue
Lake Forest, IL 60045
or email attached files to Art Department:
melissa@jwcmedia.com



JWC | Media

736 Western Avenue • Lake Forest, Illinois 60045
tel: 847.579.0748 • fax: 847.579.0749 • www.sheridanroadmagazine.com

SHERIDAN ROAD

Publication & Closing Dates 2012*

February / March 2012

Ad Files Close: DECEMBER 21

Mail Date: JANUARY 23

April 2012

Ad Files Close: FEBRUARY 23

Mail Date: MARCH 23

May 2012

Ad Files Close: MARCH 20

Mail Date: APRIL 19

June / July 2012

Ad Files Close: APRIL 19

Mail Date: MAY 21

August / September 2012

Ad Files Close: JUNE 14

Mail Date: JULY 19

October 2012

Ad Files Close: AUGUST 16

Mail Date: SEPTEMBER 20

November 2012

Ad Files Close: SEPTEMBER 20

Mail Date: OCTOBER 22

December / January 2013

Ad Files Close: OCTOBER 19

Mail Date: NOVEMBER 19

JWC|Media

736 Western Avenue • Lake Forest, Illinois 60045
tel: 847.579.0748 • fax: 847.579.0749 • SheridanRd.com

* Dates subject to change at Publisher's discretion.

SHERIDAN ROAD



The *Sheridan Road* reader has a penchant for fashion and beauty, an affinity for luxury goods and travel, and a discerning palate. Our readers are not only interested in the exclusive, but they also influence the way the North Shore lives and looks. They want to be the first to know, and the first taste, buy, or experience.

Reaching 220,000 readers, *Sheridan Road* saturates the homes and businesses of the North Shore, targeting the most qualified and affluent residents and business owners.

2012 Net Advertising Rates

FREQUENCY/YR	1x	4x	8x
1/4 Page	\$1,875	\$1,475	\$1,275
1/3 Page	\$2,675	\$2,275	\$1,875
1/2 Page	\$3,000	\$2,600	\$2,200
2/3 Page	\$3,600	\$3,100	\$2,700
Full Page	\$4,200	\$3,800	\$3,500
Spread	\$6,700	\$6,300	\$5,900

Color Charge	10%
Premium/Guaranteed Position	15%
Inside Front Pages	25%
Back Cover	35%
Not-For-Profit	-15%

First advertisement due at time of order.

Two-color rates are same as four-color rates.

Color matching is neither implied nor guaranteed.

Prices are net and subject to change without notice, but do not affect current written contracts.

JWC | Media

736 Western Avenue • Lake Forest, Illinois 60045
tel: 847.579.0748 • fax: 847.579.0749 • www.sheridanroadmagazine.com