

The First and Best Local Magazine

Growing communities. Robust main streets. Friendly neighbors. Abundant recreation and agriculture. A county driven by our future and respectful of our past. This is the good life — and it's all in our backyard.

McHenry County Living is the first and best local magazine celebrating the good life here in McHenry County. Now in our third year (and twice the size of our launch), *McHenry County Living* remains dedicated to telling the countless stories of this beautiful and sophisticated region in a high-quality format for those who spend their time and dollars here — our residents.

That continues to be our goal: To share stories of our people, places and events in a thought-provoking and professional way through the colorful pages of our “coffee table” magazine. From the winter holidays to summertime, we have something for everyone, all year long. And it is uniquely McHenry County in its targeted editorial and local distribution.

Connecting With a Growing Community

Our readers are McHenry County residents — and every year, this group is growing. Between 2000 and 2008, our population grew from 260,077 to 318,641, continuing to make McHenry County one of the fastest-growing counties in the state — and nation. What's more, McHenry County continues to rank among the wealthiest counties in the nation. With continued major growth projected, the opportunity to engage our residents has never been greater.

Adding Value for Readers and Advertisers:

McHenry County Living magazine represents what we do best — share local, relevant information with the community. With a circulation of 25,000, *McHenry County Living* can be found everywhere from the coffee tables of thousands of local homes. Each issue is also available for free in every county library, as well as many main street storefronts, coffee shops, waiting rooms and restaurants. But that's only the beginning. The following value-added services mean we remain front-and-center between issues:

- 1 McHenry County Weekender** — Every Thursday, we send out an e-newsletter to thousands of residents highlighting the best events for the following weekend. *Subscribers tell us time and again that they build their weekends around our guide. We gladly promote events and news of our advertisers in the Weekender.*
Send events to erica@mchenrycountyliving.com.
- 2 Online directory** — The business and service directory at www.mchenrycountyliving.com guides visitors to all of the local retailers and businesses in McHenry County at no charge to the businesses or users. This way, our valued advertisers are at the forefront of readers' searches.
- 3 Web site: www.mchenrycountyliving.com** — Our site is updated when the issue goes to print — so readers have access to stories every day online.
- 4 Twitter: www.twitter.com/mchenrycoliving** — We've joined the Twitter Revolution! Follow us and we'll direct you to the area's best bets for fun, dining, shopping, giving and living 24/7.



Our Demographic

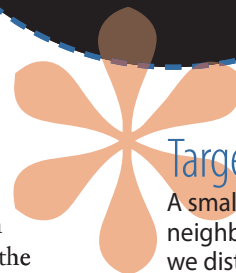
McHenry County Living targets the ...

- ❖ **47.8%** of households in McHenry County that make \$75,000 or more annually;
- ❖ **28.3%** of homes in McHenry County that are valued at \$300,000 to \$499,999; and
- ❖ **8.2%** of homes that are valued at \$500,000 and above.

The Readership

Here's who's reading *McHenry County Living*:

- ❖ **13,000 households** — Each issue is distributed to 13,000 homes in targeted neighborhoods, so those with the most buying power in the county are seeing your advertisement.
- ❖ **Local residents** — The remainder are distributed to high-traffic locations, such as coffee shops, downtown boutiques, libraries and popular events; and to ...
- ❖ **Advertisers and their customers** — Every advertiser receives free issues for their customers.



Targeted Distribution

A small sampling of neighborhoods we distribute to:

- Bull Valley
- Lakewood
- Turnberry
- Wedgewood
- Saddle Oaks
- Covered Bridge
- Colonel Holcomb Estates
- Barrington Hills

