



Media Kit

September 2023

What's Inside

- Get to Know **Third Coast Review**
- Our Content and Coverage
- Our Team
- Our Audience
- Partnership Details
- Let's Connect!

We're Third Coast Review. ***It's nice to meet you.***

- Founded in 2016, ***Third Coast Review*** exists as an arts and culture online **magazine** centered on Chicago's vibrant creative landscape.
- We were founded by **the team behind Gapers Block**, a long-running and popular city news site that ceased publishing in 2016.
- Our editors and writers (more on them soon) come from **diverse editorial backgrounds**, from traditional newspapers and broadcasting to academia, publishing and more.
- Our mission is to **cover the robust arts and culture scene** in the Chicago metro area through original articles, interviews, reviews and more.
- **We are a small business** that succeeds thanks to the dedication of our writers and editors, the engagement of our community of artists and creators and the investments from our readers and partners (that's you!).

Discover Chicago Through *Third Coast Review*

- Our talented writers contribute articles, reviews, interviews and more in **a number of different sections**, including:
 - Art & Museums
 - Food
 - Games & Tech
 - Lit
 - Film & TV
 - Music
 - Stages
 - *And Beyond (literally, that's a section too! We can't be reined in!)*
- A highly sought-after Weekly Events Calendar, known as **Your Chicago Curated Weekend**
 - Consistently one of the highest-viewed posts on the site (and social, too!)
 - Curated to include a variety of events to fit a variety of schedules, tastes and budgets.

The People of *Third Coast Review*

- **Eight dedicated editors** oversee the content and cadence in their respective sections, and most also contribute their own work, too.
 - Each editor **contributes their time on a volunteer basis**, many juggling full time jobs, family obligations, volunteer roles and more outside of their work with *Third Coast Review*
 - Our editors **meet bi-monthly** to review the site's performance, goals, and priorities.
- Each editor **manages the content and submissions for their section**. This includes:
 - **Copy-editing, proofreading and optimizing** writer submissions to ready for posting
 - **Fielding writer submissions** and pitches for publication
- Our roster includes approximately 25 additional writers at any given moment.
 - Each brings their own unique perspective and voice to their work.

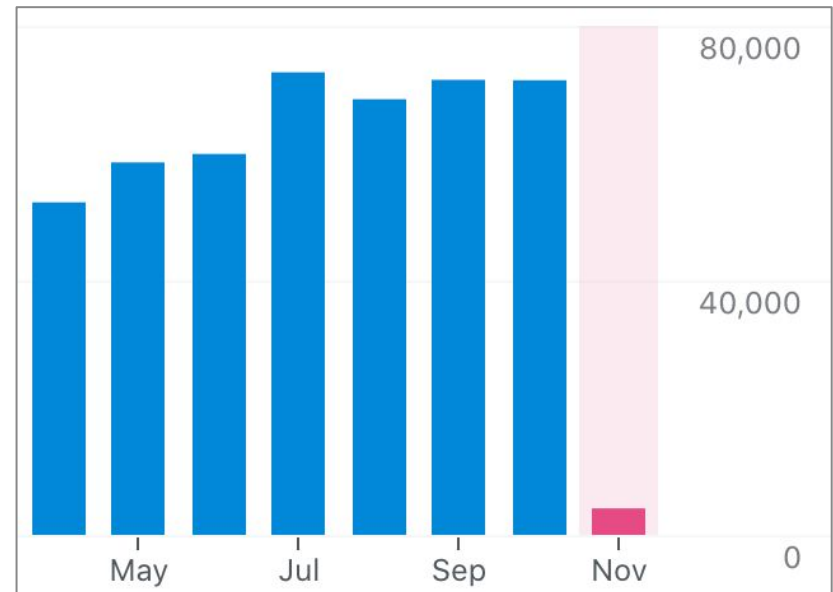
Who reads *Third Coast Review*?

- We pride ourselves on **bringing a unique voice** to our arts and culture coverage (remember all those writers who contribute?)
- While we cover **all the major releases**, productions, openings and events, **we often cover smaller, less well-known happenings**. That means we shine a light on their valuable work, too.
- This dedication to **diversity in coverage and perspectives** serves our readers and audiences well!
- The *Third Coast Review* reader is **engaged, invested and active** in the Chicago arts and culture scene. They are ticket purchasers, restaurant diners, event attendees and election voters.
- Readership often **originates from outside Chicago, too**, as the world is ever more connected via search engines and streamed content.
- Our audience is also **fairly equally split down gender lines** (51% women, 49% men), with the majority between ages 25 and 44*.

*Based on Facebook audience data, November 2021

Third Coast Review Readers **By the Numbers**

- Over our six years creating interesting, engaging content, **our audience has grown year over year and month over month.**
- On an average month in 2023, *Third Coast Review* enjoys **more than 55,000 unique users** and nearly 80,000 views — and growing! (*Look at that fancy bar graph!*)
- In order to stay directly connected to our audience, *Third Coast Review* sends a weekly email newsletter to **nearly 800 engaged subscribers.**
- Social media efforts are dedicated to the platforms where our audiences engage most: Facebook (nearly 4,000 fans) and Twitter (nearly 2,000 followers).



Work with us!

Third Coast Review Ad Sizes and Rates

PLACEMENT	Weekly Rate	Monthly Rate (4 wks)	Ad Specs (WxH; in pixels)
Top Banner	\$500	\$1,750	1000 x 100
Skyscraper	\$200	\$750	300 x 600
Sidekick	\$150	\$500	300 x 200
Site Takeover	\$850	\$3,000	All four ads noted above
Newsletter Inclusion	\$250	\$750	750 x 500
Sponsored Email	\$600	\$2,000 (pkg/4)	Contact Us

- **Custom Partnerships Available!** (Rates Vary)
 - Have something else exciting in mind? Let us know. We'd love to put together a custom package just for you.

Ad Placements (Example Only)

Top Banner - Home Page

3CR
Third Coast Review
CHICAGO ARTS AND CULTURE CRITIC

ART & MUSEUMS BEYOND FILM & TV FOOD GAMES & TECH LIT MUSIC STAGES

Film

Review: Kenneth Branagh Returns To Agatha Christie, In Front of and Behind the Camera, for A Haunting in Venice

by Steve Prokopy

Read more

Top Banner

Sidekick - Home Page

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ART & MUSEUMS BEYOND FILM & TV FOOD GAMES & TECH LIT MUSIC STAGES

Film, Film & TV, Review

Review: Horror Anthology Satanic Hispanics Brings Five Talented Genre Filmmakers Together For a Unique Take on the Format

Built upon a fantastic premise with mixed results, the horror anthology Satanic Hispanics offers up five short films from five...

Film, Film & TV, Review

Review: Kenneth Branagh Returns To Agatha Christie, In Front of and Behind the Camera, for A Haunting in Venice

Based loosely on the Agatha Christie novel Halloween Party and once again adapted by Michael Green, A Haunting in Venice...

Sidekick

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Support Third Coast Review and our coverage of Chicago arts and culture by making a small monthly pledge on Patreon or by making a donation on PayPal.

Sidekick - Internal Page

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Let's Connect!

- See where the magic happens: www.ThirdCoastReview.com
- Drop us a line:
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- Like & Follow (and say hello!)
 - Twitter: [@ThirdCoastRvw](https://twitter.com/ThirdCoastRvw)
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