



# Media Kit

September 2024

# 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 40 additional writers at any given moment.
  - Each brings their own unique perspective and voice to their work.

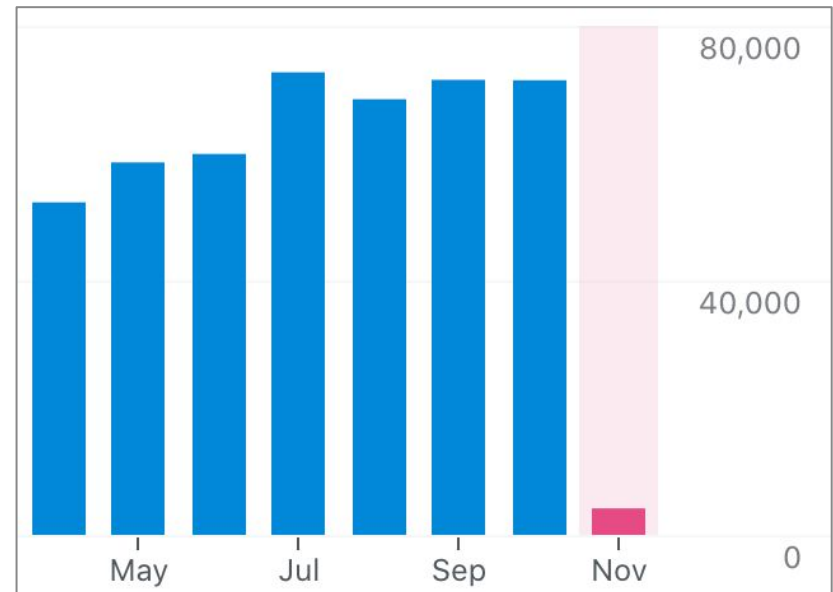
# Who reads *Third Coast Review*?

- 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 years creating interesting, engaging content, **our audience has grown year over year and month over month.**
- On an average month in 2024, *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**

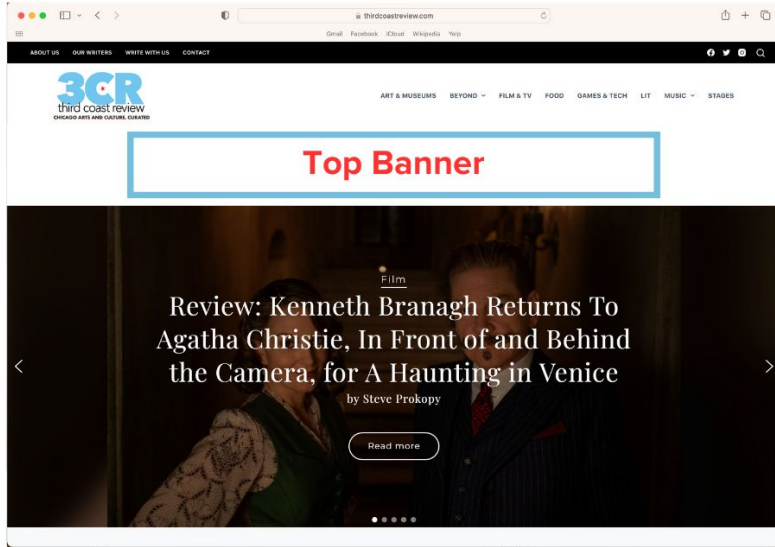
PLACEMENT	Weekly Rate	Monthly Rate (4 wks)	Ad Specs (WxH; in pixels)
Top Banner	\$500	\$1,750	1000 x 100
Skyscraper	\$200	\$750	300 x 600
Sidekick	\$150	\$500	300 x 200
Site Takeover	\$850	\$3,000	All four ads noted above
Newsletter Inclusion	\$250	\$750	750 x 500
Sponsored Email	\$600	\$2,000 (pkg/4)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

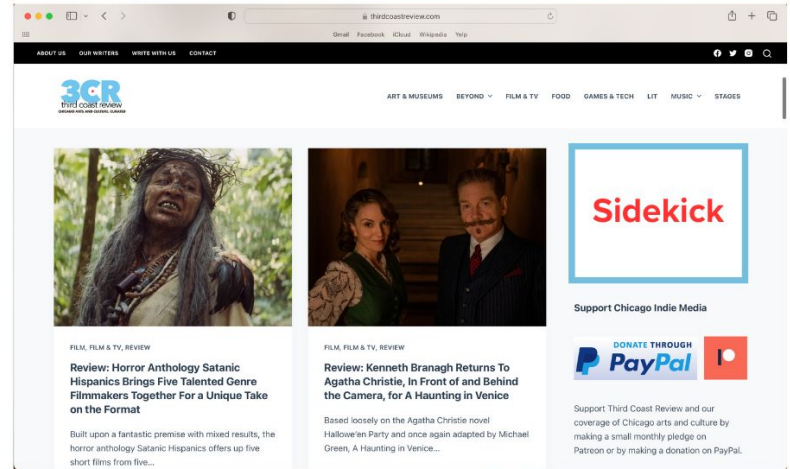


# Ad Placements (Example Only)

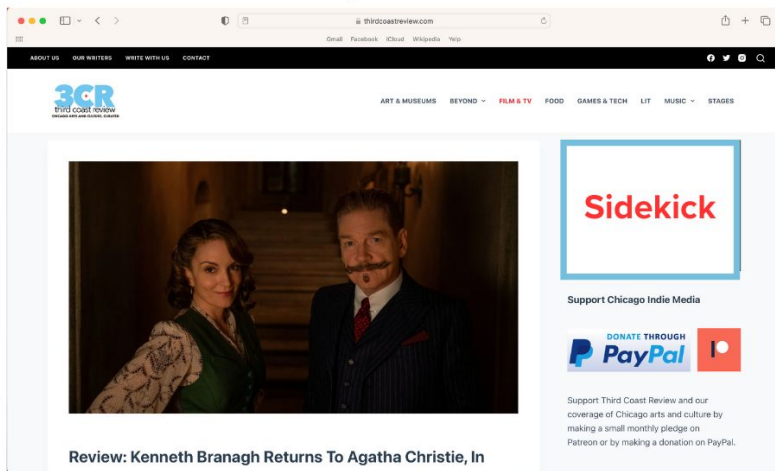
## Top Banner - Home Page



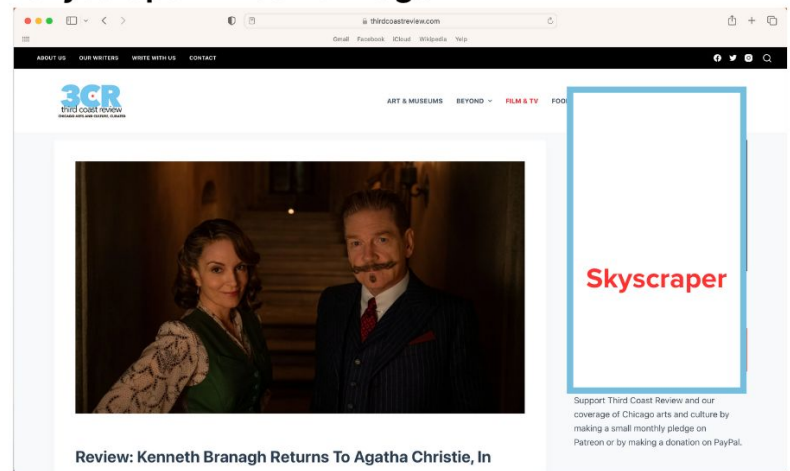
## Sidekick - Home Page



## Sidekick - Internal Page



## Skyscraper - Internal Page



# Let's Connect!

- See where the magic happens: [www.ThirdCoastReview.com](http://www.ThirdCoastReview.com)
- Drop us a line:
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