

Chicago Botanic Garden Members Magazine & Program Guide



What is the Members Magazine & Program Guide?

The newly expanded exclusive and aesthetically stunning magazine of the Chicago Botanic Garden mailed to the homes of all Garden members, sponsors and donors...one of the most coveted mailing lists of affluent households in the country!

When is the CBG Members Magazine & Program Guide Published?

Three big issues per year: Spring, March 1st
Summer, June 1st Fall/Winter, September 1st

Where is the magazine available?

The Chicago Botanic Garden Members Magazine and Program Guide are mailed directly to the homes of the Garden's members with additional copies on-site at the Visitor Center.

How many readers are there?

The Chicago Botanic Garden Members Magazine & Program Guide will be read by 577,500. Each member receives the magazine three times per year—March, June and September—with 165,000 copies total distribution.

What's inside?

Each issue has stunning photography that assures the issues are proudly displayed on coffee tables in the finest homes. There are also thought provoking in-depth feature articles, a seasonal calendar of events, programs, classes, dining options, lectures, symposia and coverage of the Garden's international role in preserving planet earth.

How long does each issue stay in members homes?

As the exclusive method of communication between the Garden and its members the Members Magazine and Program Guide is a handy "go to" resource of garden events and activities. Copies are kept in the members homes for months and referred back to many times.



Why advertise in the Members Magazine & Program Guide?

Each issue is highly anticipated and welcomed into member's homes. When reading the magazine while relaxing at home the reader is in their most receptive frame of mind. Your ad will benefit from members who want to do business with companies that offer their support to the Garden. The cost of your ad pays to produce the magazine and thus helps support the Garden.

Who are the Garden's members?

They are:

Affluent: 75% live in Chicago's northern suburbs including Glencoe, Winnetka, Highland Park, Kenilworth, Wilmette, Deerfield, Lake Forest, Northbrook, Glenview, Barrington and Evanston.

Engaged: 72% donate to charities, 76% are active in their communities, they attend cultural and social events support the arts, are environmentally conscious and lead active lifestyles.

Sophisticated: members travel frequently, dine out several times each week, entertain at home and in restaurants, purchase luxury goods and services, high end automobiles, fine wine and liquor.

Educated: with college or post graduate degrees the Garden's members list is made up of top business executives and political leaders. With above average incomes as consumers they purchase the latest in computers and wireless technology, belong to health/fitness clubs, golf/country clubs, make investments, and shop in boutiques and up scale retailers.

They spend on private school education for their children, as well as tutors, camps, dance classes, horseback riding and other activities.