



Kohl Children's Museum

The Kohl Children's Museum Guide offers an **exceptional opportunity** for businesses & professionals to target the affluent North Shore, Northwest suburbs & surrounding suburban families with preschool & elementary school age children.

Designed to be taken home and referred to time and time again the KCM Guide will reach **200,000+** of the **most upscale, educated & sophisticated households available** in the metro Chicago area.

Due to an unprecedented **increase in annual attendance** by more than **450%** the nationally acclaimed KCM moved from its former home in Wilmette to its new 46,000 sq. ft. facility in The Glen. They opened their doors in Glenview on October 20th, 2005 to the general public.

In addition to the unique **experiential learning exhibits** that the Kohl Children's Museum is noted for, the new Museum has its own **educational store, private event (party) area, its own cafe & an indoor/outdoor nature center**, as well as a section for special **traveling exhibits**. The Museum features an **abundance of year-around, 7 days per week activities and events** that make it a **major destination** for entire families throughout the metro Chicago area.

The KCM Guide is provided to **adult museum guests** & includes information that allows visitors to utilize the museum to the optimum. The KCM Guide features: a map of exhibits, upcoming events, galas, fundraisers, Board & Advisory Committee information & so much more!

KCM is supported by major corporate sponsors & donors that are a "Who's Who" of Chicagoland business & has affiliations with Cook County, Lake County & Chicago Public School systems.

Reach 200,000+ upscale adult members & visitors*

Primary Geographical audience - 15 mile radius. Secondary market - 20 mile radius

Highly targeted demographics reach sophisticated suburban families with children that have:

- Substantially above average family income
- Homeowners with significantly higher property value than average
- Families that make substantially above average expenditures on Health, Education, Recreational, Home Goods & Entertaining Services

Designed as a complete guide to enhance your visit to the Museum

Long shelf-life (minimum of 6 months) when taken home as a handy reference to future events & activities

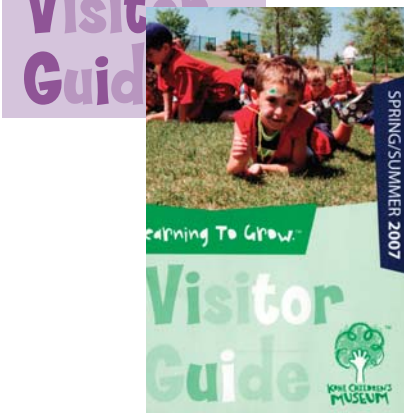
Multiple impressions per issue since most families share one copy of the Guide

Four-color, glossy, high quality publication designed with high impact, upscale appearance

Existing sponsors & donors include: Com Ed, Dominick's, Potbelly Sandwich Works, J.P. Morgan Chase/Bank One, Kraft Foods, Goldman Sachs, Brach's, Boeing, Baxter International, Marshall Fields, Bloomingdales, Baird & Warner, SBC, KPMG, Peapod, Prudential, Alberto-Culver, LaSalle Bank, Leo Burnett & Co & many more!

The Kohl Children's Museum Guide offers an, attractively priced opportunity for businesses & professionals wishing to reach affluent families with children.

* KCM visitation numbers based on Kohl Children's Museum audience estimates.



performance media

Gail McGrath & Associates, Inc.
3453 Commercial Ave.
Northbrook, IL 60062
Phone: 847-770-4621
Fax: 847-498-1540

Chicago Botanic Garden Map & Garden Guide
Chicago Botanic Garden Antique & Garden Fair Program
Chicago Symphony Orchestra Notebook Program
Symphony Center Presents Program
Chicago Symphony Orchestra KidsBook Program
Chicago Wedding Resource & Guide for Special Occasions
Harris Theater for Music & Dance, Millennium Park Program
Harris Theater for Music & Dance, Millennium Park Family Program
Kohl Children's Museum Guide
Lyric Opera of Chicago Program
Lyric Opera of Chicago Millennium Park Program
Lyric Opera News
Randolph Street Market Festival Guide
Ravinia Festival Program/Magazine
Ravinia Festival Family Fun Program