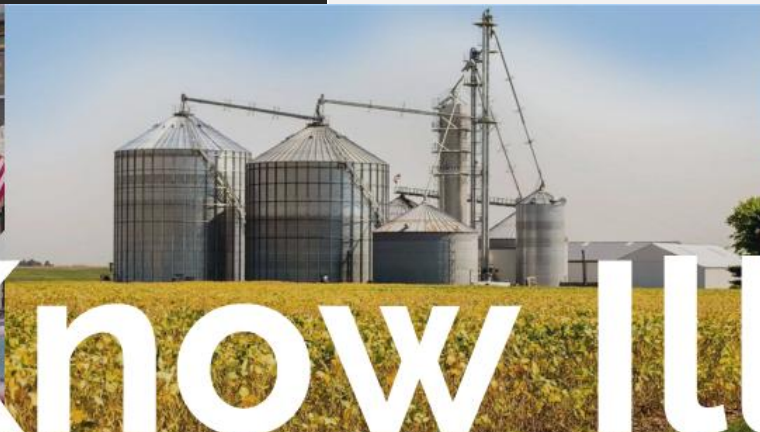


We Know Illinois



2501 Chatham Road, Suite 200,
Springfield, IL, 62704. Ph: 217-241-1300
Illinoispress.org

Call or email: adservices@illinoispress.org

Reach nearly half of adults in Illinois

- **340+ Newspapers and their websites**
- **Reach 4,418,000 Illinois adults**
- **1 order**
- **1 contact**
- **1 price**
- **We make it easy to reach your customers**



We can target your campaign to cities, counties, zips, regions, statewide or select groups of newspapers including:

**Metro Daily
Newspapers**

**Rural &
Suburban
Newspapers**

**Illinois
Business
Newspapers**

**Alternative
Weekly
Newspapers**

**African
American
Newspapers**

**Hispanic
Newspapers**

**College
Newspapers**

**Agricultural
Publications**

Let us know who you want to reach, and we can tell you how!



SERVICES WE OFFER

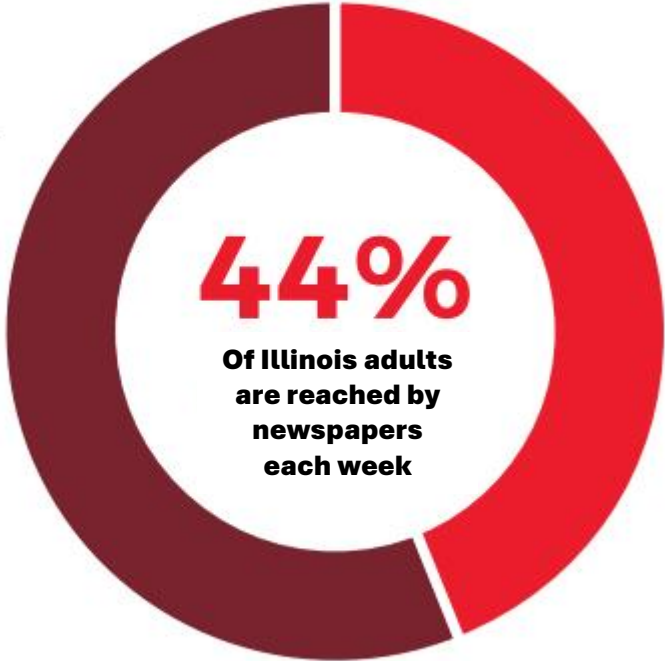


We offer newspaper display, classified, legal, political, preprints and digital advertising.

We will place your advertising in any number of newspapers or websites across Illinois. Illinois Press Advertising Service can even place your ad in most newspapers across the country.

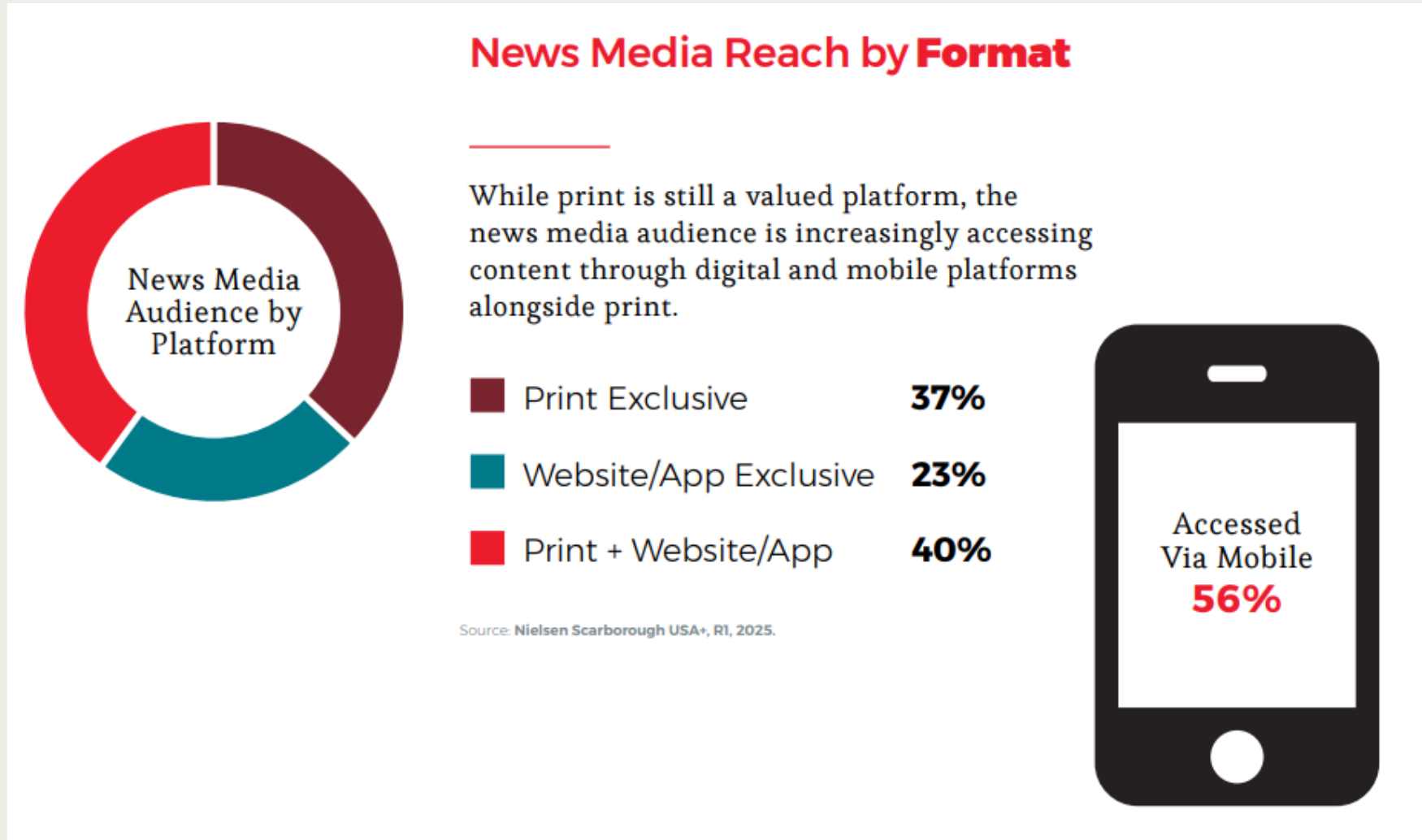
Newspapers impressive reach in Illinois

Of the more than **266 million** U.S. adults over age 18, print and digital newspapers reach nearly **118 million** each week. That's nearly half of all U.S. adults. In Illinois that equates to more than 4 million adults.

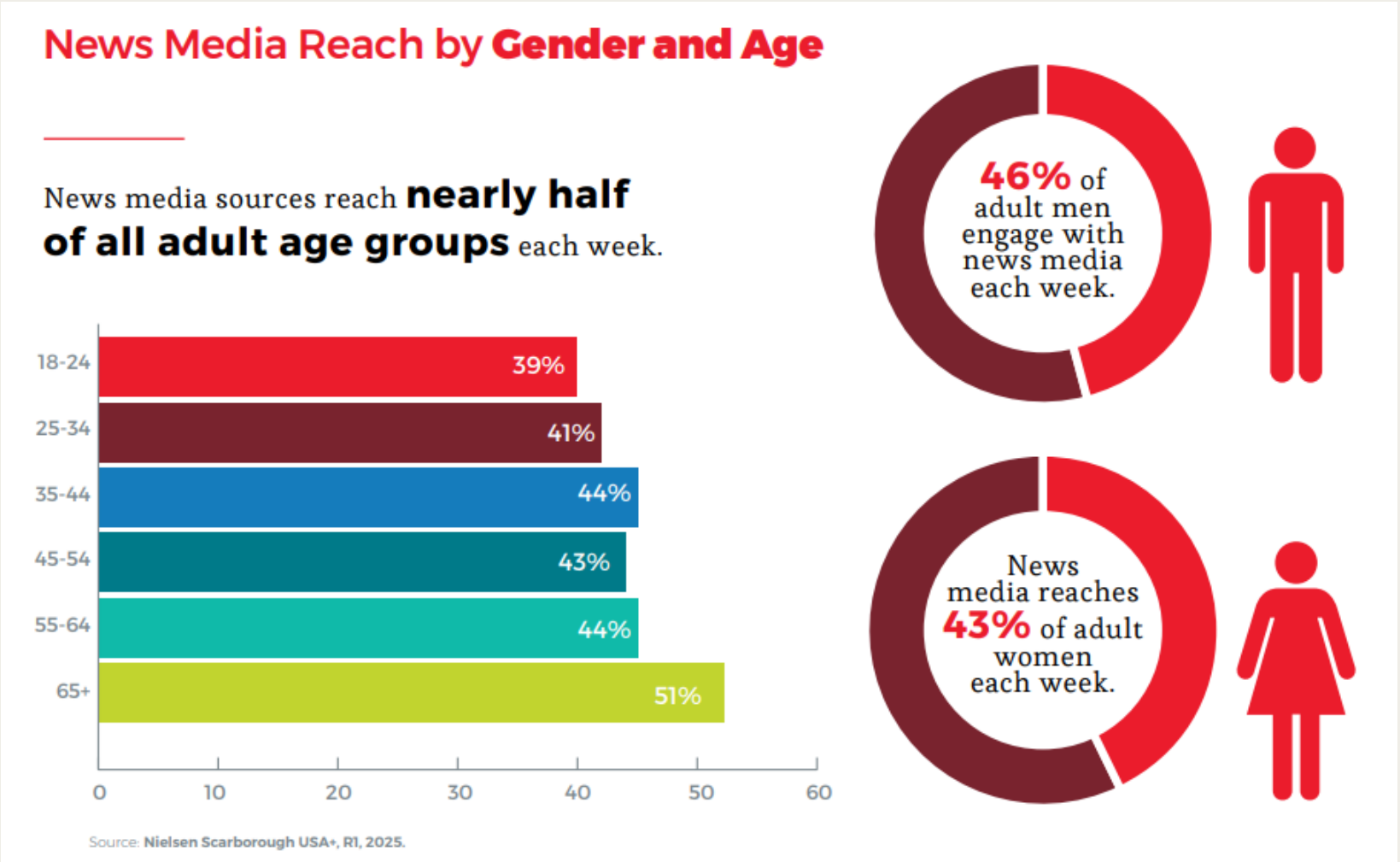


Source: Nielsen Scarborough USA+, R1, 2025.

Our members engage readers through many formats



All age groups engage with our media members



Our members reach an affluent, educated group

Affluent, Educated Audiences *At a Glance*

News Media Audience

Employment:

45% work in white-collar occupations

Income:

Median household income exceeds **\$75k**

Education:

68% attended college

Web/App Audience

Age:

44% are **under age 45**

Income:

Median household income exceeds **\$85k**

Education:

43% hold a Bachelor's degree or higher

Mobile Audience

Age:

47% are **under age 45**

Income:

Median household income exceeds **\$85k**

Source: Nielsen Scarborough USA+, R1, 2025.

Our members' audience has purchasing power

The News Media Audience is Primed for Advertising

Audience Demographics

	U.S. Adults	News Media Audience
Men	49%	51%
Women	51%	49%
Median Household Income	\$68,026	\$75,780
Median Age	48	51
Bachelor's Degree or Higher	32%	39%
Professional/Managerial	32%	36%
White-Collar	42%	45%
Homeowner	61%	64%
Median Home Value	\$337,868	\$358,019

The news media audience has a median household income that is **\$8,000** higher than the national average.

Source: Nielsen Scarborough USA+, R1, 2025.

The online audience has an even higher income

Website/App News Audience Demographics

	U.S. Adults	Web/App News Audience
Men	49%	52%
Women	51%	48%
Median Household Income	\$68,026	\$85,838
Median Age	48	49
Bachelor's Degree or Higher	32%	43%
Professional/Managerial	32%	40%
White-Collar	42%	49%
Homeowner	61%	65%
Median Home Value	\$337,868	\$383,983

The **online** news media audience has a median household income that is nearly **\$18,000** higher than the national average.

The online audience has an even higher income

Mobile News Audience Demographics

	U.S. Adults	Mobile News Audience
Men	49%	51%
Women	51%	49%
Median Household Income	\$68,026	\$85,488
Median Age	48	47
Bachelor's Degree or Higher	32%	43%
Professional/Managerial	32%	39%
White-Collar	42%	49%
Homeowner	61%	63%
Median Home Value	\$337,868	\$409,083

The **mobile** news media audience has a median annual household income that is more than **\$17,000** higher than the national average.

The **mobile news** media audience is the youngest audience, with a median age of 47.

Source: Nielsen Scarborough USA+, R1, 2025.

Our members' audience is well-educated

News Media Audience Education Level

Over half (54%) of U.S. college-educated adults engage with news media. In terms of composition, 39% of readers hold a bachelor's degree or higher, compared with 32% of U.S. adults.

Source: Nielsen Scarborough USA+, R1, 2025.

News Media Reach by Education Level

Level of Education	Percent Who Engage with News Media
Some college or more	49%
Bachelor's degree or higher	54%
Some post-graduate or more	60%
Post-graduate degree	60%



More than 40% of the audience is under age 45

Digital News Media Audience by Gender & Age

Total Digital and Mobile Newspaper Composition by Demographic

Demographic	News Media Audience	Web/App News Audience	Mobile News Audience
Men	51%	52%	51%
Women	49%	48%	49%
Age 18-34	25%	25%	29%
Age 35-44	17%	19%	18%
Age 45-54	15%	17%	16%
Age 55 and older	43%	39%	37%

One in four news media readers are ages 18-34, and **over 40%** are under 45.

Source: Nielsen Scarborough USA+, R1, 2025.

More than 40% of our audience make \$100K+

Digital News Media Audience by Income

Total Digital and Mobile Newspaper Composition by Income Level

Household Income	News Media Audience	Web/App News Audience	Mobile News Audience
Less than \$50,000	35%	30%	31%
\$50,000-\$74,999	15%	14%	14%
\$75,000-\$99,999	12%	13%	12%
\$100,000-\$149,999	17%	18%	18%
\$150,000-\$249,999	14%	16%	16%
\$250,000 or more	7%	9%	9%

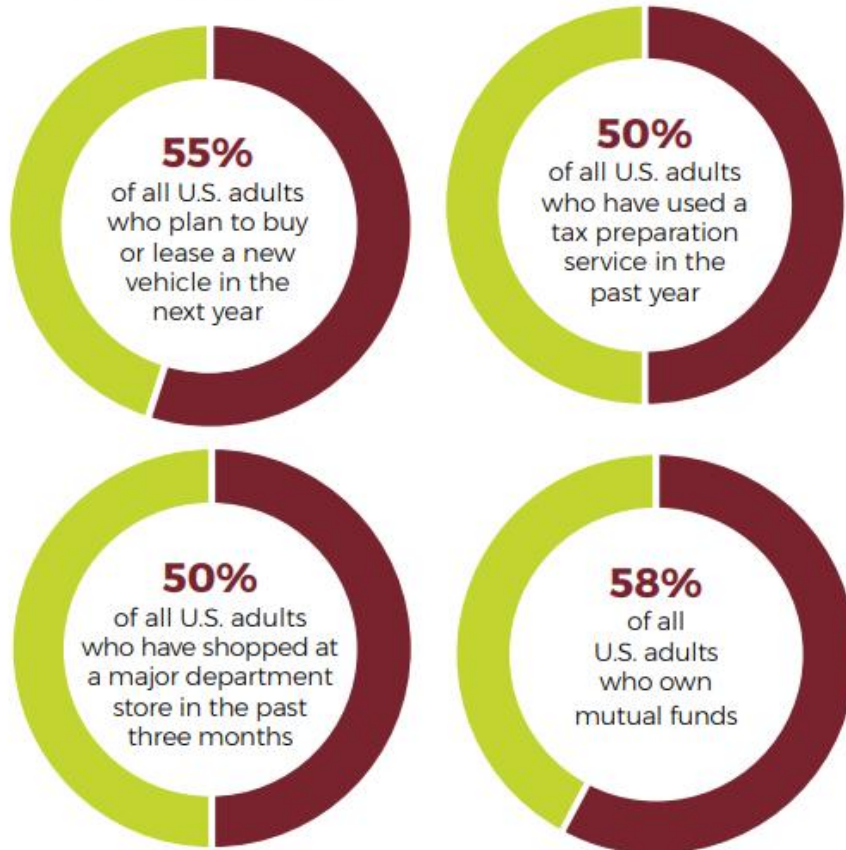
Source: Nielsen Scarborough USA+, R1, 2025.

Over 40%
of news media online
and mobile readers
are in \$100K+
households.

Our audiences are your customers!

Engaged Audiences

Each week, newspapers reach:

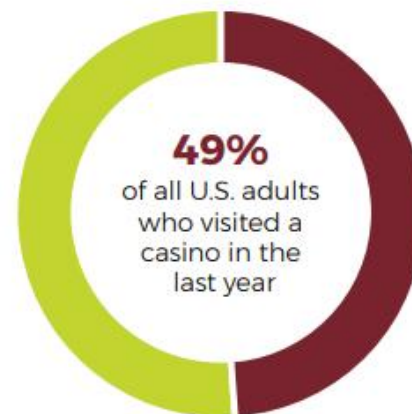
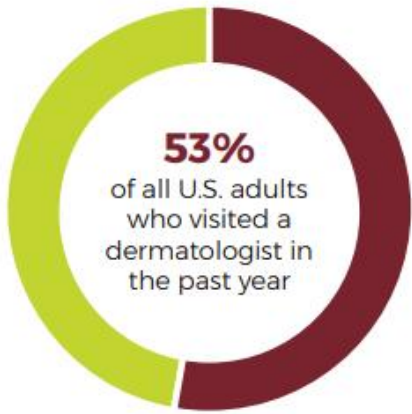
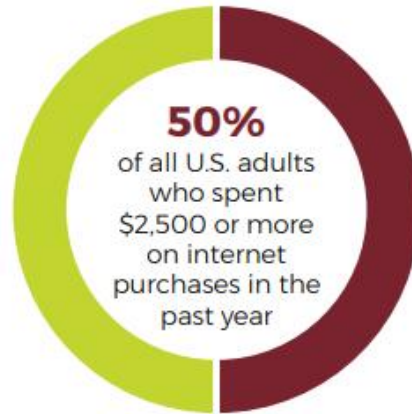


Source: Nielsen Scarborough USA+, R1, 2025.

Our audiences are your customers!

Engaged Audiences

Each week, newspapers reach:



Source: Nielsen Scarborough USA+, R1, 2025.

Illinois 2x2 Display ad network reaches more than 1 million readers!

2X2

The Illinois 2x2 Display Ad Network

STATEWIDE RATE \$1,699

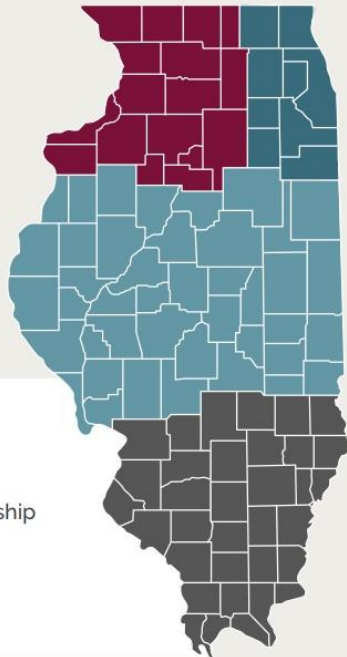
Chicagoland Zone \$529

Northern, Central or Southern Zones \$429

10% Off 2nd and 3rd Zones

2X4 STATEWIDE COST - \$3398

2 X 2 MAP



Statewide

174 Newspapers
1,083,145 Readership

Chicagoland

46 Newspapers • 364,665 Readership
Add the Chicago Tribune - \$200 - AD SIZE - 3.22" x 3.5"

Northern

37 Newspapers • 303,076 Readership

Central

42 Newspapers - 214,052 Readership
Add Champaign News Gazette - \$50 - AD SIZE - 3.13" x 2"

Southern

47 Newspapers • 210,140 Readership
Add the Belleville News-Democrat - \$50 - AD SIZE - 3.22" x 2"

AD and Order DEADLINE: Monday by 10am if ad needs to be designed for the following week. Camera ready PDF ads and Order due Tuesday by 5PM CST for the following week. Black and white ads only. Basic Sizes Needed - (3.792" x 2", 3.125" x 2") or if you place a 2x4 - (3.792" x 4", 3.125" x 4"). If ad placed in the Northwest, Chicagoland, and/or Central East Zones a 4.69" x 4.95" sized ad is required.

Prepayment Required. MasterCard, Visa & American Express accepted.
The network should not replace existing or ongoing advertising.
The 2x2 network yields the best results as a supplement to current advertising campaigns. No position guarantees. Ads may appear anywhere in newspaper. Ads may be altered slightly to fit each newspaper's specs. Daily newspapers choose the day of the week the ad runs. Newspapers may decline ads for any reason.



2501 Chatham Road, Suite 200, Springfield, IL 62704
p: 217.241.1700 • f: 217.241.1701

Participating 2x2 network newspapers by zone

Southern

47 Newspapers • 210,140 Readership

Altamont News Banner
Alton Telegraph
Anna Gazette Democrat
Belleville Metro East Chronicle
Belleville Scott Air Force Base Flier
Benton Franklin County Gazette
Breese Journal
Brighton Southwestern Journal
Bunker Hill Gazette-News
Carbondale Southern Illinoian
Carbondale Times
Carlinville Macoupin Co Enquirer-Democrat

Carlisle Union Banner
Carterville Courier
Centralia The Sentinel
East St. Louis Monitor
Edwardsville Intelligencer
Fairview Heights Tribune
Girard Gazette
Harrisburg Register
Herrin Independent
Hillsboro Journal-News
Hometown Register

Jerseyville River County News
Lawrenceville Daily Record
Louisville Clay County Republican
Marion Republican
Marion Star
Mascoutah Herald
Metropolis Planet
Mt. Olive Herald
Nashville Washington County News
Nokomis Free Press-Progress
Olney Gazette
Palmyra Northwestern News

Pinkneyville Weekly-Press
Ramsey News Journal
Raymond News
Robinson Daily News
Salem Times-Commoner
Shawneetown Gallatin Democrat
Staunton Star-Times
Troy Times-Tribune
Vienna Times
Virden Recorder
Waterloo Republic-Times
Worden Madison Co Chronicle

Central

42 Newspapers • 214,052 Readership

Assumption Golden Prairie News
Astoria South Fulton Argus
Atwood Record Herald News
Bartonville Limestone Independent News
Beardstown Cass Co. Star-Gazette
Blue Mound Leader
Carthage Hancock Co. Journal Pilot
Champaign News-Gazette
Cissna Park News
Clinton Journal
Decatur Tribune

East Peoria Tazewell Chronicle
Eureka Woodford Chronicle
Glasford Gazette
Havana Mason County Democrat
Jacksonville The Source
Jerseyville River County News
Kankakee Daily Journal
Lacon Home Journal
LaHarpe Hancock Co. Quill
Lewistown Fulton Democrat
Litchfield News-Herald

Macomb Community News Brief
Mattoon/Charleston JG-TC
Metamora Woodford Courier
Monticello Piatt Co Journal Republican
Morton Courier
Normal McLean Chronicle
Palmyra Northwestern News
Pana News-Palladium
Paris Prairie Press
Paxton Ford County Chronicle
Peoria County Chronicle

Philo Southern Champaign Co. Today
Quincy The Herald-Whig
Rankin Independent
Shelbyville Eagle
Sidell Reporter
Stronghurst Henderson Co. Quill
Sullivan Moultrie Co News Progress
Taylorville Breeze-Courier
Tuscola The County Chronicle
Washington Courier

Participating 2x2 network newspapers by zone

Chicagoland

46 Newspapers • 364,665 Readership

Arlington Heights Journal
Bolingbrook Bugle
Braidwood Journal
Buffalo Grove Journal
Chicago, Cook County Chronicle
Chicago InsidePublications
Chicago's Northwest Side Press
Chicago Reporter
Coal City Courant
Crystal Lake McHenry Chronicle
Crystal Lake Northwest Herald
Des Plaines Journal
Downers Grove Bugle
Earlville Post
Elk Grove Journal
Geneva Kane Country Chronicle
Geneva Suburban Chronicle
Glenview Journal
Grayslake Lake County Journal
Hinsdale Hinsdalean
Joliet Bugle
Joliet Herald-News
Lisle Bugle

Morris Herald News
Mt. Prospect Journal
Niles Bugle
Niles/Park Ridge Journal
Palatine Journal
Peotone/Manteno The Vedette
Plainfield Enterprise
Prospect Heights Journal
Rolling Meadows Journal
Romeoville Bugle
Rosemont Journal
Shorewood Sentinel
Summit Desplaines Valley News
Waukegan Lake County Chronicle
Westmont Bugle
Wheaton DuPage County Chronicle
Wheeling Journal
Wilmington Free Press Advocate
Winfield DuPage County Chronicle
Woodridge Bugle
Woodstock Independent
Yorkville Kendall Chronicle

Northern

37 Newspapers • 303,076 Readership

Addison Independent
Belvidere Boone County Journal
Belvidere Republican
Bensenville Independant
Byron Tempo
DeKalb Daily Chronicle
DeKalb Sycamore Midweek
Dixon Telegraph
Durand Volunteer
Elmhurst Independent
Fulton Journal
Galena Gazette
LaSalle News Tribune
Lena Shoppers Guide
Lena Village Voices
Loves Park Journal
Lombard Independent
Mendota Reporter
Moline Dispatch/Rock Island Argus

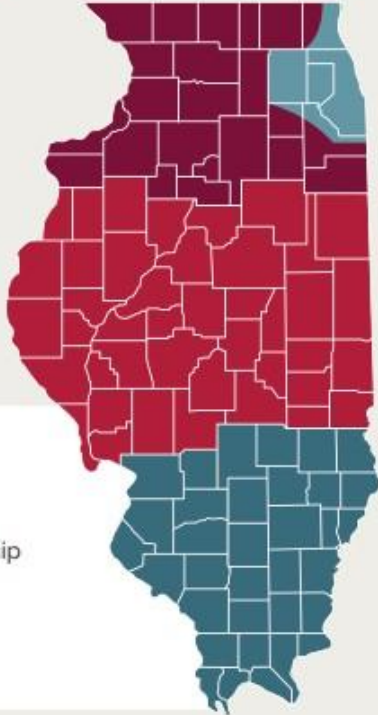
Morrison Whiteside Sentinel
Mt. Carroll Mirror Democrat
Oregon Ogle County Life
Ottawa Times
Pecatonica Gazette
Port Byron Erie Review
Princeton Bureau Co. Republican
Prophetstown Echo
Rochelle News-Leader
Rockford Rock River Times
Rocford Winnebago Chronicle
Rockton Herald
Savanna Times Journal
Sterling Daily Gazette
Sycamore DeKalb County Journal
Villa Park Review
Walnut Leader
Warren The Flash

ICAN

The Illinois Classified Advertising Network

Sell your services through our member classifieds in print and online

ICAN MAP



The Illinois Classified Advertising Network (ICAN) is a group of daily & weekly newspapers throughout Illinois that reach over a Million Potential Customers. For one extremely low rate, we'll place your classified ad in any Zone or the entire State of Illinois. For Nationwide placement, call us for quote.

Chicagoland

70 Newspapers • 500,968 Readership

Northern Zone

50 Newspapers • 423,747 Readership

Central Zone

52 Newspapers • 259,403 Readership

Southern Zone

36 Newspapers • 182,979 Readership

Buy 3 Consecutive Weeks and Get the 4th Week

Statewide

211 Newspapers
1,343,764 Readership

STATEWIDE RATE
Chicagoland + All THREE Zones **\$500**

ZONED RATES

(Northern, Central, Southern)

Any ONE Zone	\$250
Any TWO Zones	\$400
Any THREE Zones	\$450

CHICAGOLAND RATES

Chicagoland	\$300
Chicagoland + Any ONE Zone	\$400
Chicagoland + Any TWO Zones	\$475

AD DEADLINE: Tuesday 5 PM CST for the following week. All 4 weeks must be ordered up-front in order to receive the discount. Rates based on 25 words or less. Additional words \$11 each.



PRESS RELEASE ILLINOIS



Easily and conveniently share your news about your business or organization with the millions of readers of more than 400 large and small newspapers statewide.

MEDIA MONITORING

The Illinois Press Clipping Bureau can help you read over 650 issues of Illinois newspapers each week by clipping the articles on numerous topics specific to you and your business or interests. If you need information on industry news/trends, legislation, trade news/new products, political coverage, publicity, breaking issues, competitive intelligence and much more. Mention of any name/organization we offer you a simple and cost-effective means of getting all the news all the time to keep you informed.

CONTACT US

ILLINOIS PRESS ADVERTISING SERVICE



217.241.1300



adservices@illinoispress.org