

**AGENDA**  
**VILLAGE OF HINSDALE**  
**Meeting of the**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**TUESDAY, JUNE 28, 2011, 7:00 P.M.**

**MEMORIAL HALL – MEMORIAL BUILDING**

*Tentative and Subject to Change*

- 1) Call to order
- 2) Approval of minutes for the meeting of May 24, 2011
- 3) Review of sales and food-and-beverage tax revenue
- 4) Discussion and consideration of potential initiatives and draft budget
- 5) Discussion and consideration of new advertising campaign(s)
- 6) Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for Board of Trustee approval at this meeting are then referred to the Administration and Community Affairs Committee for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's Web Site at [www.villageofhinsdale.org](http://www.villageofhinsdale.org)

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**Minutes of the Meeting on**  
**Tuesday, May 24, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Jan Grisemer, Molly Hughes, John Karstrand, Steve Potter, and Brad Summers

**Members Absent:** Jeanie Janes and Alan Schneider

**Staff Present:** Timothy Scott, AICP, CNU-A  
Director of Economic Development

**Others Present:** Dan Grisko, Direct Advantage; Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce; and, Doug Geoga, Village Trustee

**Call to Order**

At 7:00 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, May 24, 2011. (Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on March 29, 2011. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

**Tax Revenue Review: Sales and Food & Beverage**

Staff stated that base sales tax and local use tax revenue increased 6.2% and 30.2, respectively, for the month of April, reflecting sales from January. Staff commented that total sales tax revenue for the 2010-11 fiscal year increased by \$243,771 or 10.3%. Staff then informed members that food-and-beverage tax revenue for the 2010-2011 fiscal year exceeded the Village's budget projection by \$39,533 or 16.1%. (Agenda Item 3)

**Retail Sales Promotion**

Staff highlighted the success of the EDC's first-ever "Customer Appreciation Celebration," noting a participation level by local businesses that exceeded the norm by nearly 50% and referring to the generally positive feedback submitted through a follow-up e-mail survey (which achieved a respectable return rate of nearly 30%).

Based upon the positive reception of business owners and customers to the promotion, its theme, and specific store offers, members recommended that the event be tried again next spring. When adding a fall version of the event was raised, members recommended against the idea, suggesting that the event may have less impact given the typically busy fall calendar and an already fast-paced holiday season. Staff commented that the decision to opt for a single springtime promotion would be reflected in the group's draft work program and budget for the new fiscal year. (Agenda Item 4)

### **Budget Discussion**

Staff introduced the budget discussion by relaying the positive news of additional resources available to the EDC for the 2011-12 Fiscal Year as a result of an increased revenue projection in the Village's 1% food-and-beverage tax. Staff commented that the draft before members was meant solely to stimulate discussion and that it had been based on the work programs and budget of the recent past.

Members individually expressed their opinions and preferences. Comments and suggestions included but were not limited to: rebalancing the mix between print and online allocations; seeing quantitative information about individual outlets; opting for another springtime promotion rather than spring and fall events; potentially increasing the allocation to holiday lighting; and, accepting the physical items as listed minus the sign assembly for Burlington Park. While the concept of replacing the pole-and-banner system was supported, members believed that there were likely not enough resources to pursue the project. (Agenda Item 5)

### **New Advertising Campaigns**

Staff reminded members of the advertising strategy of the recent past, which had focused on two distinct shoppers/diners, namely, residents and visitors from the region. Mr. Grisko of Direct Advantage presented ideas for advertising campaigns that were built on the notion of reaching these distinct audiences. Members noted their preferences from the choices presented and also expressed opinions as to what elements they liked about each approach. As a result of the feedback provided, revised and new campaigns would be developed for review at the June 28<sup>th</sup> meeting of the EDC. (Agenda Item 6)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Chapello seconded, and the motion passed unanimously. The May 24, 2011 meeting of the EDC was declared adjourned at 8:26 p.m. (Agenda Item 7)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Economic Development



**Date:** June 23, 2011

**RE:** Sales Tax Review

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Following is a review of sales tax revenue for the second month of the 2011-12 Fiscal Year.

**Base Sales Tax – Distributed on a point-of-sale basis**

*(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)*

Base Sales Tax receipts for the month of June (March sales) amounted to \$200,806 as compared to the previous year's receipts of \$182,547. This represents an increase of \$18,259 (10.0%) for June.

Total base sales tax receipts through June (sales through March 31, 2011) totaled \$390,373 as compared to the previous year's receipts of \$359,809. This represents an increase of \$30,564 (8.5%).

**Local Use Sales Tax – Distributed on a per-capita basis**

*(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")*

Local Use Sales Tax receipts for the month of June (March sales) amounted to \$21,708 as compared to the previous year's receipts of \$23,727. This represents a decrease of \$2,019 (-8.5%) for June.

Total local use tax receipts for the month (sales through March 31, 2011) totaled \$42,628 as compared to the previous year's receipts of \$35,616. This represents an increase of \$7,012 (19.7%).

**Total Sales Tax: Base Sales Tax plus Local Use Sales Tax**

Total Sales Tax receipts for the month of June (March sales) amounted to \$222,514 as compared to the previous year's receipts of \$206,274. This represents an increase of \$16,240 (7.9%) for June.

Total Sales Tax receipts through June, (sales through March 31st) totaled \$433,001 as compared to the previous year's receipts of \$395,425. This represents an increase of \$37,576 (9.5%) for the 2011-12 Fiscal Year.

### **First Quarter Report**

Also attached is a breakdown of sales tax revenue by reporting category and the relationship to prior results.

If you have any questions, please feel free to contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

# Village of Hinsdale

## Sales Tax Report

### Base Sales Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	177,262	189,567	12,305	6.9%	177,262	189,567	12,305	6.9%
June	March	182,547	200,806	18,259	10.0%	359,809	390,373	30,564	8.5%
July	April	178,858				538,667			
August	May	197,508				736,175			
September	June	213,939				950,114			
October	July	208,307				1,158,421			
November	August	193,764				1,352,185			
December	September	211,158				1,563,343			
January	October	192,575				1,755,918			
February	November	207,846				1,963,764			
March	December	240,997				2,204,761			
April	January	168,722				2,373,483			
Total		2,373,483							

### Local Use Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	11,889	20,920	9,031	76.0%	11,889	20,920	9,031	76.0%
June	March	23,727	21,708	(2,019)	-8.5%	35,616	42,628	7,012	19.7%
July	April	18,057				53,673			
August	May	17,116				70,789			
September	June	22,084				92,873			
October	July	18,358				111,231			
November	August	17,788				129,019			
December	September	20,667				149,686			
January	October	26,001				175,687			
February	November	20,212				195,899			
March	December	31,819				227,718			
April	January	19,460				247,178			
Total		247,178							

### Total Sales Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	189,151	210,487	21,336	11.3%	189,151	210,487	21,336	11.3%
June	March	206,274	222,514	16,240	7.9%	395,425	433,001	37,576	9.5%
July	April	196,915				592,340			
August	May	214,624				806,964			
September	June	236,023				1,042,987			
October	July	226,665				1,269,652			
November	August	211,552				1,481,204			
December	September	231,825				1,713,029			
January	October	218,576				1,931,605			
February	November	228,058				2,159,663			
March	December	272,816				2,432,479			
April	January	188,182				2,620,661			
Total		2,620,661							

# Village of Hinsdale

## Base Sales Tax Report

### First Quarter 2011

Category	January - March, 2011				January - March, 2010				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
General Merchandise	-	-	-	0.0%	-	-	-	0.0%	-	-	-	0.0%
Food	62,417	49,811	112,228	20.1%	49,420	44,974	94,394	18.2%	12,997	4,837	17,834	18.9%
Drinking & Eating Places	7,519	39,939	47,458	8.5%	7,318	38,525	45,843	8.8%	201	1,414	1,615	3.5%
Apparel	-	19,827	19,827	3.5%	-	18,524	18,524	3.6%	-	1,303	1,303	7.0%
Furniture, Household & Radio	-	14,062	14,062	2.5%	97	18,037	18,134	3.5%	(97)	(3,975)	(4,072)	-22.5%
Lumber, Building & Hardware	1,801	1,153	2,954	0.5%	1,691	1,372	3,063	0.6%	110	(219)	(109)	-3.6%
Automotive & Filling Stations	-	158,321	158,321	28.3%	-	132,201	132,201	25.5%	-	26,120	26,120	19.8%
Drugs & Misc. Retail	3,621	102,405	106,026	19.0%	1,569	95,205	96,774	18.7%	2,052	7,200	9,252	9.6%
Agriculture & All Other	1,735	49,190	50,925	9.1%	2,467	61,107	63,574	12.3%	(732)	(11,917)	(12,649)	-19.9%
Manufacturers	42,290	5,003	47,293	8.5%	42,131	3,986	46,117	8.9%	159	1,017	1,176	2.6%
Total	119,383	439,711	559,094	100.0%	104,693	413,931	518,624	100.0%	14,690	25,780	40,470	7.8%

Category	January - March, 2010				January - March, 2009				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
General Merchandise	-	-	-	0.0%	-	-	-	0.0%	-	-	-	0.0%
Food	49,420	44,974	94,394	18.2%	33,761	48,790	82,551	17.4%	15,659	(3,816)	11,843	14.3%
Drinking & Eating Places	7,318	38,525	45,843	8.8%	7,456	36,386	43,842	9.2%	(138)	2,139	2,001	4.6%
Apparel	-	18,524	18,524	3.6%	-	22,892	22,892	4.8%	-	(4,368)	(4,368)	-19.1%
Furniture, Household & Radio	97	18,037	18,134	3.5%	86	23,079	23,165	4.9%	11	(5,042)	(5,031)	-21.7%
Lumber, Building & Hardware	1,691	1,372	3,063	0.6%	1,791	1,930	3,721	0.8%	(100)	(558)	(658)	-17.7%
Automotive & Filling Stations	-	132,201	132,201	25.5%	-	128,513	128,513	27.0%	-	3,688	3,688	2.9%
Drugs & Misc. Retail	1,569	95,205	96,774	18.7%	1,806	76,190	77,996	16.4%	(237)	19,015	18,778	24.1%
Agriculture & All Other	2,467	61,107	63,574	12.3%	3,506	49,759	53,265	11.2%	(1,039)	11,348	10,309	19.4%
Manufacturers	42,131	3,986	46,117	8.9%	35,240	4,050	39,290	8.3%	6,891	(64)	6,827	17.4%
Total	104,693	413,931	518,624	100.0%	83,646	391,589	475,235	100.0%	21,047	22,342	43,389	9.1%



## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Economic Development



**Date:** June 23, 2011

**RE:** Food and Beverage Tax Revenue

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The annual budget of the Economic Development Commission (EDC) is based upon 50% of the estimated revenue from the Village's 1% food-and-beverage tax. For the 2011-2012 Fiscal Year, the EDC has been assigned \$143,350 in budget resources.

For May, the first completed month of the 2011-12 Fiscal Year, the Village collected \$25,021 in food-and-beverage tax revenue, which is \$1,129 more than the budgeted amount of \$23,892, or an increase of 4.7%.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Economic Development



**Date:** June 23, 2011

**RE:** Draft Budget & Potential Initiatives

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Attached you will find a listing of potential initiatives and their respective costs for the Economic Development Commission (EDC) during Fiscal Year 2011-12.

For the year that began May 1, 2011 and that ends April 30, 2012, the EDC has been assigned \$143,350. This total is again based upon 50% of the revenue projected from the Village's 1% food-and-beverage tax.

The tentative work program as shown was shaped by the discussion that took place at the EDC's meeting of May 24<sup>th</sup>.

A summary by percentage of budget resources: Advertising (20.2%); Website Enhancements (2.25%); Retail Sales Promotion and Events (25.8%); Other Downtown Support/Holiday Lighting (15%); Managerial/Professional (18.9%); Miscellaneous Production (0.45%); and, Physical/Urban Design (17.4%).

If you have any questions, comments, or ideas in advance of the EDC's meeting on the 28<sup>th</sup>, please do not hesitate to contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

**VILLAGE OF HINSDALE  
ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**SAMPLE WORK PROGRAM / DRAFT BUDGET ITEMS FY 2011-12**

*With sales and food-and-beverage tax revenue generated by both residents and visitors, the EDC has utilized a dual-track approach for reaching these two audiences. Print has been the predominant media form, although the EDC added online to the media mix for its springtime "Customer Appreciation Celebration."*

Print Advertising: \$15,000

Mix of regional and local

Used *West Suburban Living* and *The Hinsdalean* for these respective audiences

Online Advertising: \$12,000

Mix of regional and local

Used *Style Chicago* and *Savvy Hinsdale* for these respective audiences

*The EDC's website can serve residents, visitors, existing retailers, prospective retailers, and even site selectors. Development of new content and revisions to existing features would help increase the utility of the site.*

Website Updates/Enhancements; Optimization of Distinctly Hinsdale.com: \$3,000

Interactive retail directory, misc. edits, social media, and hosting

*The EDC's recently-held and first-ever Customer Appreciation Celebration promotion was well-received by the Village's retailers, with 64 officially signing up through a dedicated micro-website. Based in Burlington Park, the holiday festivities and the summer concert series are community events that have become established traditions.*

Retail Sales Promotion & Events: \$34,500

Distinctly Hinsdale for the Holidays: \$12,000

Customer Appreciation Celebration: \$15,000

Uniquely Thursdays (Support to Chamber of Commerce): \$7,500

*Last year, the EDC swapped responsibilities with Public Services, acquiring holiday lighting and eschewing shoveling of downtown sidewalks after a 2" or greater snowstorm. With EDC and the Chamber handling holiday events and Public Services removing snow from streets, this exchange of responsibilities seemed logical. Although difficult to predict since winter's snowfall can vary quite a bit, lighting may well prove to be more costly on average.*

**“Other” Downtown Support: \$20,000**

Holiday lighting and decorations of downtown, Burlington Park, and Memorial Building tree/grounds

*Several years ago, the EDC selected a marketing agency partner through a competitive process. Chicago-based Direct Advantage provides creative development, event development and support, media consultation and buying, graphic design, and other services as-needed. Staff is a member of various professional associations and attends their programs as warranted.*

**Managerial/Professional: \$25,250**

Agency retainer: \$24,000

Professional organizations: \$1,250

*On occasion, production is outsourced to save time and/or money (e.g., printed binders with samples of creative campaigns).*

**Miscellaneous Production: \$600**

*The charming character of Hinsdale is a differential competitive advantage, serving as a source of pride for residents and positioning the Village as a shopping and dining destination. The EDC has undertaken projects to improve and celebrate the built environment (e.g., historic downtown signs, way-finding signs, business signs for Village Place, and the Washington St. shopper parking plaza and directory).*

*Note: The “physical” category no longer reveals the cost of one Burlington Park sign assembly (\$30,000). This design would replace the pole-and-vinyl banner system, with one eventually at each corner of Chicago Av. (Garfield and Washington). Fabrication and installation of one of these four-panel units is estimated at \$25,000, with \$5,000 allocated for the installation of concrete foundations and the cost of four poles.*

**Physical/Urban Design: \$23,225**

First Street Elevated Walkway and Wall: \$15,000

Electrical improvement for Burlington Park: \$3,500

Banners (local ad campaign and sales promotion): \$3,500

Replacement landscaping for shopper plaza: \$700

Reprints of inserts for shopper kiosk: \$525

***Program Summary***

Total Estimated Expenses: **\$133,575**

Total Budget Resources: **\$143,350**

Variance/Contingency: **\$9,775**

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Economic Development



**Date:** June 23, 2011

**RE:** Advertising Campaigns & Outlets

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With sales and food-and-beverage tax revenue generated by residents and visitors, the Economic Development Commission (EDC) has executed advertising campaigns to reach local and regional audiences.

With the new fiscal year underway, it is time again time to consider new creative approaches tailored to these audiences and outlets/channels that target them.

Attached you will find samples of ads for unique campaign ideas specific to our two audiences. For your review, you will also find information about various outlets.

Please keep in mind that the creative approaches are merely ideas and that ad copy may have to be refined. While print has been the predominant form of advertising to date, the EDC did have an online presence for its Customer Appreciation Celebration.

When reviewing, please consider: the campaigns you prefer for reaching the resident and visitor audiences; the print publications and online sites you feel best target these audiences (feel free to raise any others not included); and the percentage of budget allocated to print and online.

If you have any questions, comments, or new ideas in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

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# VILLAGE OF HINSDALE

Economic Development Commission  
Meeting, 6/28/2011



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# SPREE-CYCLING CAMPAIGN

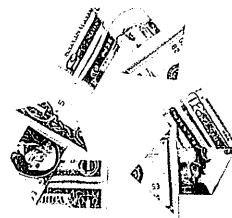
LAYOUT A

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**WHEN YOU SPEND IN TOWN, IT COMES BACK AROUND**

A significant portion of every retail dollar spent in Hinsdale stays right here to support streets and services that keep us safe. So, take great comfort when you make a local purchase for your house, because you're also helping the Village you call home.



**REVISIT  
REINVEST  
REDISCOVER**

**Char Crews, Inc**  
8 Grant Square

**M Home**  
48 S. Washington St

**Bedside Manor Ltd.**  
38 S. Garfield

distinctly  
*Hinsdale*  
Since 1873

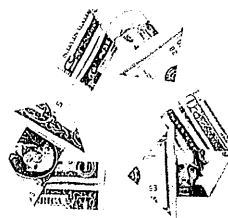
[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)





**WHEN YOU SPEND IN TOWN, IT COMES BACK AROUND**

Local spending provides financial support for the streets and services that benefit us all. That's why patronizing the wonderful restaurants here in Hinsdale is a key ingredient for a robust local economy.



**REVISIT  
REINVEST  
REDISCOVER**

**Nabuki**  
18 E 1st St.

**Zak's Place**  
112 S. Washington St.

**Il Poggiolo**  
8 E. First St.

  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)

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# SPREE-CYCLING CAMPAIGN

LAYOUT B

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WHEN YOU SHOP IN TOWN  
IT COMES BACK AROUND



When you purchase things locally, a large portion of your purchase price stays right here in the Village. It helps fund our local fire and police departments, supports our schools, repairs our streets, and more. Whether you're out for gas & groceries, a night on the town or a new wardrobe, when you shop locally first, it's a significant investment in Hinsdale's future.

distinctly   
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)



WHEN YOU SHOP IN TOWN  
IT COMES BACK AROUND

REVISIT • REINVEST • REDISCOVER

A significant portion of every retail dollar spent in Hinsdale stays right here to support streets and services that keep us safe. So, take great comfort when you make a local purchase for your house, because you're also helping the Village you call home.

**Alixandra Collections**  
40 S. Washington St.

**The Green Goddess Boutique**  
52 S. Washington St.

**Formally Hers**  
33 E. 1st St # 2

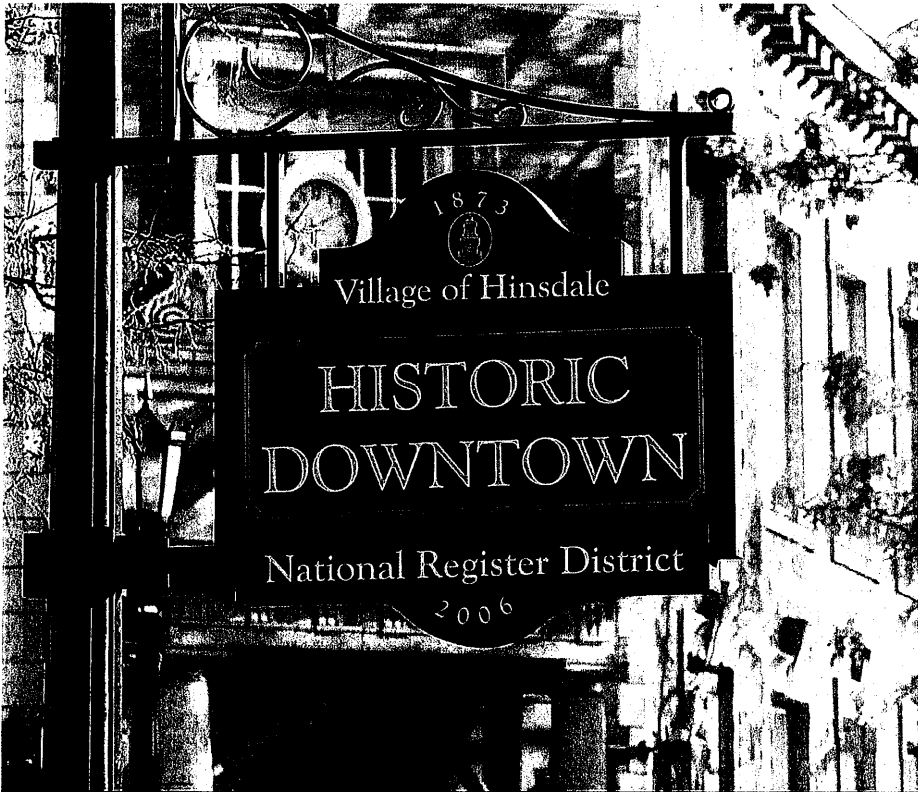
distinctly *Hinsdale*  
Since 1873

WWW.DISTINCTLYHINSDALE.COM

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# HISTORIC CAMPAIGN

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## CHARMING

Hinsdale boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places. A vibrant village with three distinct shopping and dining districts, stop by and see what makes Hinsdale worthy of such an honor.

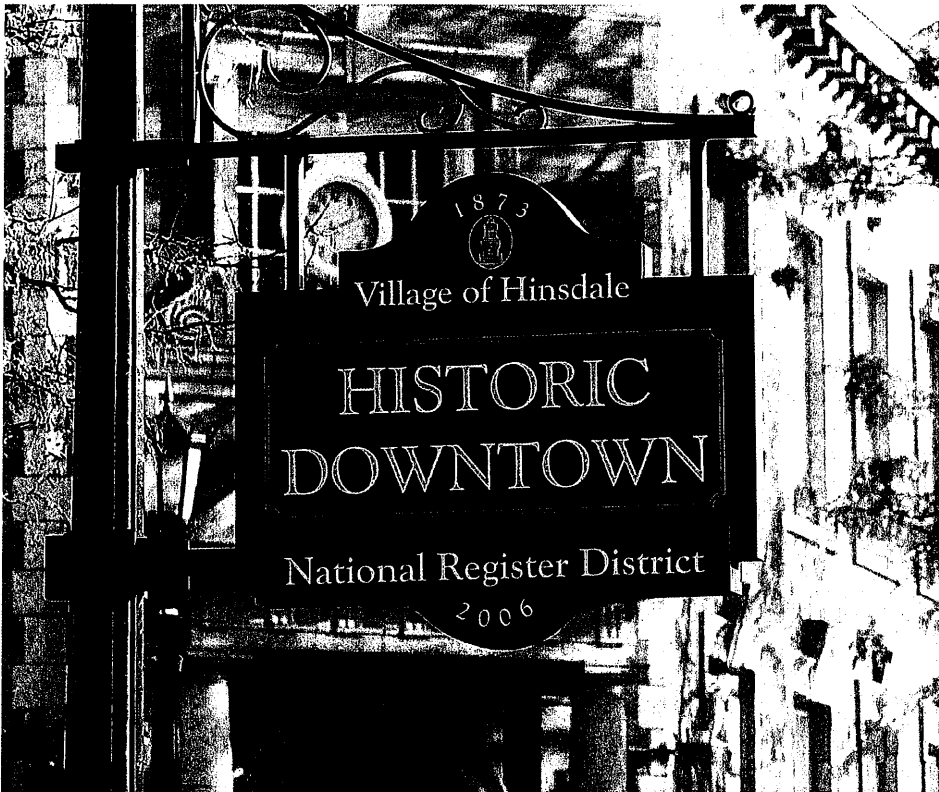
## DISARMING

Often described as the "jewel" of the western suburbs, Hinsdale is home to a host of fine jewelers. Caffray, Browning & Sons, Alixandra Collections, and Razny Jewelers all make our village a precious place to shop for designer jewelry and fine timepieces.



distinctly *Hinsdale*  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)



## UNIQUE

In a great state like Illinois, it's pretty special – and rare – for a community to garner an honor not bestowed upon any other.

Hinsdale is such a place. Come explore our three distinct shopping districts. Enjoy an evening of fine dining.

## BOUTIQUE

The Village of Hinsdale offers unique boutique shopping and hard to find brand names. When you shop in Hinsdale instead of the city, you can usually pull right up to the door, always pay considerably less in sales tax and you won't have to dodge a single speeding taxi.

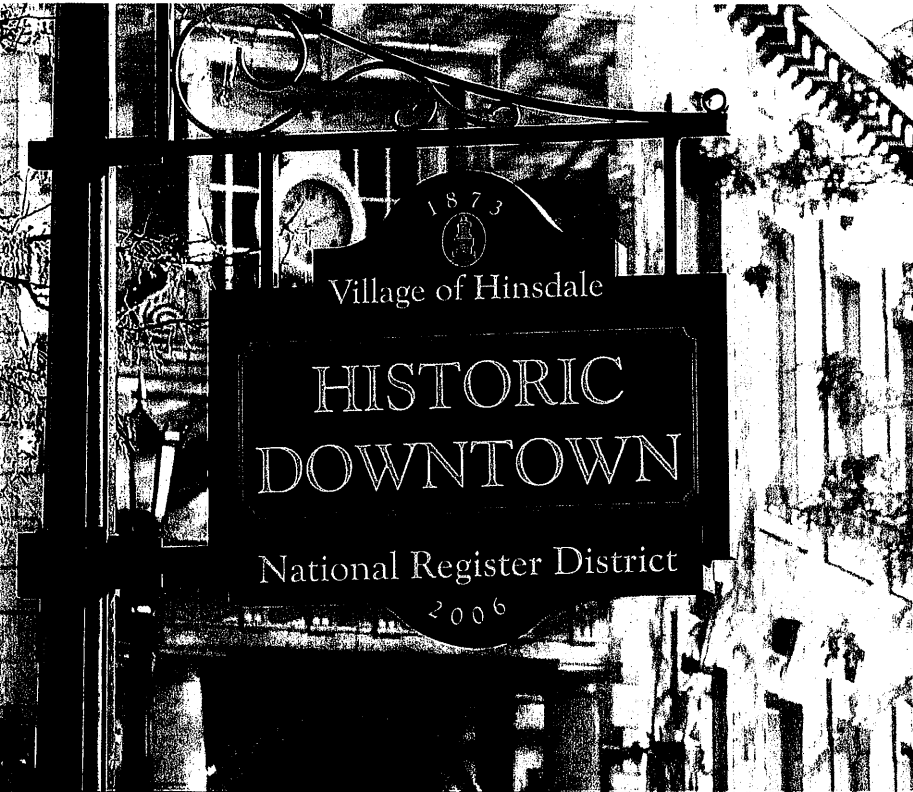
That's power shopping.



distinctly *Hinsdale*  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)





## QUAINT

Established in 1873, The Village of Hinsdale continues to flourish nearly 140 years later. A welcome respite from modern malls and staged lifestyle centers, Hinsdale offers three distinct shopping districts. Truly a one-of-a-kind destination, Hinsdale also boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places.

## PAINT

Whether its the soothing effects of a spa treatment you seek, or the stirring sensation of retail therapy, the Village of Hinsdale is home to enough boutiques, spas and specialty shops to scintillate even the most seasoned of shoppers.



### Zazú Salon

18 E. Hinsdale Ave.

### Your Natural Element

49 1/2 S. Washington

### James Joseph Salon & Spa

26 E. Hinsdale Ave.

distinctly  
*Hinsdale*  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)



---

# HAVE YOU HEARD ABOUT HINSDALE CAMPAIGN

---

"an out-of-the-ordinary and spectacular octopus carpaccio, a paper-thin sheet of fork-tender poached octopus accented with salt and coriander, topped with pieces of tomato, olive and oregano."

*-Phil Vettel, Chicago Tribune Food Critic*



# HAVE YOU HEARD ABOUT HINSDALE?

COME AND SEE WHAT EVERYONE IS TALKING ABOUT. HAVE A NIGHT OUT IN HINSDALE.

**Nabuki**  
18 E 1st St.

**Zak's Place**  
112 S. Washington St.

**Il Poggiolo**  
8 E. First St.

distinctly  *Hinsdale*

Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)

"I have been to salon\spas all over the country and could not be more please with the service I received there. Everyone was so welcoming and my hair has never looked so good!! I will definitely be returning to check out all the services Zazu has to offer."

- Katie, Reviewer on Yahoo Local

# HAVE YOU HEARD ABOUT HINSDALE?

COME AND SEE WHAT EVERYONE IS TALKING ABOUT. HAVE A NIGHT OUT IN HINSDALE.

**Zazú Salon**  
18 E. Hinsdale Ave.

**Your Natural Element**  
49 1/2 S. Washington

**James Joseph Salon & Spa**  
26 E. Hinsdale Ave.

distinctly  
*Hinsdale*

Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)

"Since the store is large- everything is clearly displayed. Gotta love it when shopping is simple!! I have bought several bags and accessories here and am always asked where I got them. The owner of these boutiques brings in the the most unique products and there is always something new!"

- Carol K., Chicago Review on YELP!



# HAVE YOU HEARD ABOUT HINSDALE?

COME AND SEE WHAT EVERYONE IS TALKING ABOUT. HAVE A NIGHT OUT IN HINSDALE.

**Alixandra Collections**  
40 S. Washington St.

**The Green Goddess Boutique**  
52 S. Washington St.

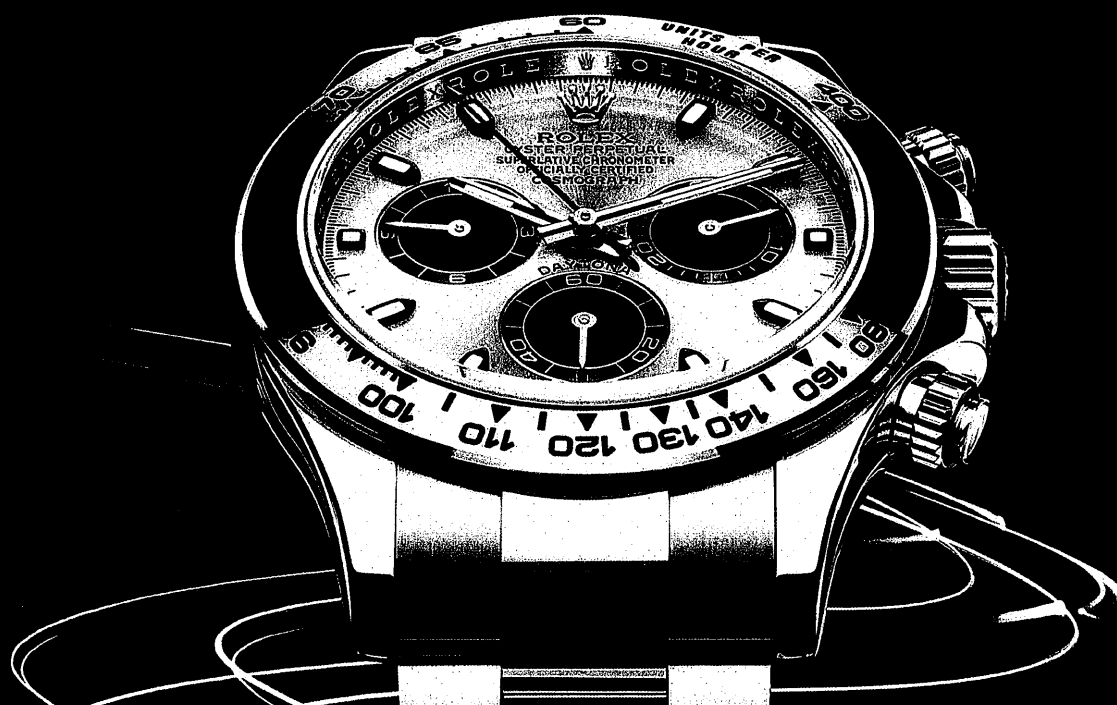
**Formally Hers**  
33 E. 1st St #2

distinctly  
*Hinsdale*  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)

"Razny Jewelers has more Rolex watches than any other store. They are able to deliver the hard-to-find watches that no one else has. Their service was great. I felt like family and not just a customer."

- Kim R., Reviewer on *JudysBook*.



# HAVE YOU HEARD ABOUT HINSDALE?

COME AND SEE WHAT EVERYONE IS TALKING ABOUT. HAVE A NIGHT OUT IN HINSDALE.

**Razny Jewelers**  
37 S. Washington St.

**Browning & Sons Jewelers**  
46 S. Washington St.

**Caffray Jewellers**  
14 Grant Square

distinctly  
*Hinsdale*  
Since 1873

[WWW.DISTINCTLYHINSDALE.COM](http://WWW.DISTINCTLYHINSDALE.COM)

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WEST  
SUBURBAN LIVING  
PUBLICATION

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**O**VER THE PAST 15 YEARS, *West Suburban Living* Magazine has grown to become the premier advertising medium in Chicago's affluent western suburbs. The magazine reaches a discriminating, well-educated audience with bright, lively editorial topics ranging from local trends and events to personalities, fashion and fine dining. This stimulating content, combined with the magazine's quality, 4-color, glossy format, makes *West Suburban Living* the ultimate resource guide for the region.

## DEMOGRAPHIC OVERVIEW

*West Suburban Living Magazine* is designed to serve as an indispensable reference guide to the best of Chicago's western suburbs. The magazine highlights great things to do and places to go in the area, including our extremely popular Out & About section, the most extensive calendar of events and activities in DuPage, Kane, suburban Cook, and northern Will and Kendall counties. We also offer in-depth features focusing on the people, places and issues that are distinctive to the region.

## FORMAT

Four-color, 8 1/2" by 10 1/2" magazine

## FREQUENCY

Bimonthly: January, March, May, July, September, November

## DISTRIBUTION

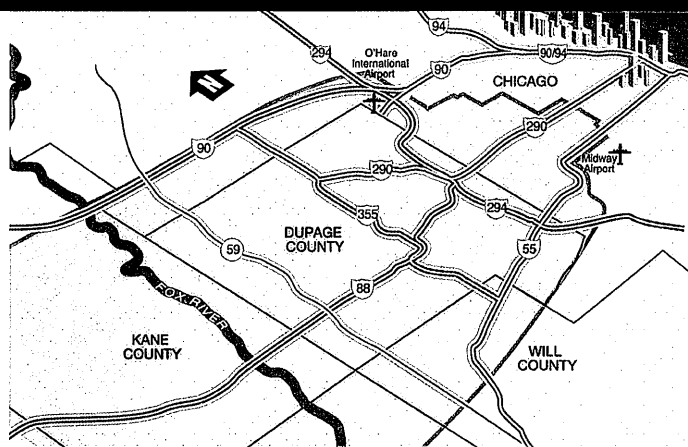
By mail, direct into the home, and through more than 70 newsstands and retail outlets including all area Borders, Barnes & Noble, Barbara's and Anderson's book stores.

## CIRCULATION

Total circulation is more than 25,000, of which more than half are subscribers/requesters. Non-subscribing recipients are chosen on the basis of various demographic considerations utilizing a variety of mailing lists, e.g.: new movers, patrons of the arts, subscribers to other publications, etc. Non-subscribers typically receive a complimentary issue, at which point they must subscribe if they are to continue to receive the magazine. If they do not, they are replaced on the mailing list by another prospective household. This circulation approach offers advertisers an ideal combination: a core audience of active readers and a constant influx of new prospects.

## FOR MORE INFORMATION

We would be happy to answer any questions you might have and/or work with you to customize an advertising program suited to your marketing goals and budget. Call Chuck Cozette at 630 834-4994, fax us at 630 834-4996, write to *West Suburban Living*, 5101 Darmstadt Rd., Hillside, IL 60162 or send us an e-mail at [wsl@westsuburbanliving.net](mailto:wsl@westsuburbanliving.net). You can also check us out online at [www.westsuburbanliving.net](http://www.westsuburbanliving.net).



## ■ READER PROFILE

Female .....	74%
Male .....	26%
Average Age.....	49.7 years
25-35 .....	9%
36-39 .....	14%
40-44 .....	12%
45-49 .....	15%
50-54 .....	13%
55-59 .....	13%
60-64 .....	12%
65 or Over.....	11%
Married.....	81%
Have Children .....	71%
(Note: In many cases, the children are grown.)	

## ■ EDUCATION

Attended College .....	87%
Graduated College .....	63%
Postgraduate Degree.....	32%

## ■ OCCUPATION

Professional/Managerial.....	44%
Sales Marketing.....	18%
Own a Business .....	15%

## ■ FINANCES

Household Income	
Average .....	\$189,000
Median .....	\$125,000
Earn over \$300,000 .....	22%
Household Net Worth	
Average .....	\$1,539,000
Median .....	\$1,250,000
Have an IRA/401K .....	77%
Own Stock .....	75%
Own Mutual Funds .....	75%
Own Art, Antiques, Collectibles.....	29%
Have Real Estate Investments (other than home) .....	23%
Have a Major Credit Card .....	100%
(American Express, Visa, MasterCard, Discover, Diner's Club)	
Have Three or More Major Credit Cards .....	46%

## ■ HOME

Own Their Own Home .....	97%
Avg Market Value of Primary Residence .....	\$397,000
Median Market Value of Primary Residence .....	\$344,000

## ■ TRAVEL

Took a vacation or business trip in the last year .....	95%
Took three or more trips last year .....	77%
(Personal/vacation, business or combined)	
Traveled Internationally in the last year .....	26%

## ■ DINING

Dine out an average of at least 3 times a month .....	97%
Dine out 6 times or more a month .....	57%
Dine out 10 times or more a month .....	27%

## ■ READERSHIP

Read 3 out of the last 4 issues.....	97%
Read every issue.....	76%
Refer to each issue 2 or 3 times or more .....	84%
Hold on to each issue for at least 2 months.....	95%
Hold on to each issue for a year or more.....	47%
Called or visited a store that was advertised .....	68%
Readers who agree or strongly agree with the statement, "I trust what I read in West Suburban Living." .....	90%
(Note: The remaining 10% say they "somewhat agree.")	

Source: 2003 Readership Study

## West Suburban Living Magazine: Circulation Profile

SORT BY CITY		SORT BY PERCENTAGE	
CITY	% OF TOTAL	CITY	% OF TOTAL
Addison	0.8	Naperville	9.0
Aurora	5.0	Downers Grove	7.5
Bartlett	1.2	Wheaton	6.0
Batavia	1.8	Elmhurst	5.6
Bensenville	0.4	Aurora	5.0
Bloomingtondale	1.4	Glen Ellyn	5.0
Bolingbrook	1.1	Saint Charles	3.5
Brookfield	0.4	Hinsdale	3.5
Burr Ridge	1.4	Lombard	3.3
Carol Stream	1.8	Geneva	3.2
Clarendon Hills	1.2	La Grange	2.9
Darien	2.3	Oak Brook	2.9
Downers Grove	7.5	Lisle	2.5
Elgin	1.8	Darien	2.3
Elmhurst	5.6	Woodridge	1.9
Geneva	3.2	Carol Stream	1.8
Glen Ellyn	5.0	Elgin	1.8
Glendale Heights	0.6	Batavia	1.8
Hinsdale	3.5	Westmont	1.8
Itasca	0.5	Oak Park	1.7
La Grange	2.9	West Chicago	1.6
Lemont	1.0	OakBrook Terr/Villa Pk	1.6
Lisle	2.5	Plainfield	1.5
Lockport	0.4	Bloomingtondale	1.4
Lombard	3.3	Burr Ridge	1.4
Montgomery	0.3	Western Springs	1.3
Naperville	9.0	Oswego	1.3
North Riverside	0.3	Clarendon Hills	1.2
Oak Brook	2.9	Warrenville	1.2
Oak Park	1.7	Bartlett	1.2
OakBrook Terr/Villa Pk	1.6	Winfield	1.2
Oswego	1.3	Westchester	1.2
Plainfield	1.5	Willowbrook	1.2
River Forest	0.6	Bolingbrook	1.1
Riverside	0.8	Lemont	1.0
Saint Charles	3.5	Schaumburg	0.8
Schaumburg	0.8	Riverside	0.8
Sugar Grove	0.4	Addison	0.8
Warrenville	1.2	Yorkville	0.6
Wayne	0.2	Glendale Heights	0.6
West Chicago	1.6	River Forest	0.6
Westchester	1.2	Wood Dale	0.6
Western Springs	1.3	Itasca	0.5
Westmont	1.8	Bensenville	0.4
Wheaton	6.0	Sugar Grove	0.4
Willowbrook	1.2	Lockport	0.4
Winfield	1.2	Brookfield	0.4
Wood Dale	0.6	Montgomery	0.3
Woodridge	1.9	North Riverside	0.3
Yorkville	0.6	Wayne	0.2



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# SUBURBAN LIFE

## PUBLICATION

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# Suburban Life Publications

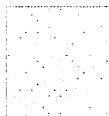
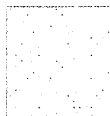
**We offer audited circulation the major dailies can't touch!**

In our coverage area, our circulation is...

- Greater than the Chicago Tribune\*\*;
- More than four times The Chicago Sun-Times\*;
- Nearly five times The Daily Herald\*

<b>Circulation Comparision Suburban Life Publications Coverage Area</b>			
	<b>HHLDS</b>	<b>Circ</b>	<b>Covg</b>
<i><b>Suburban Life Publications</b></i>	<b>489,900</b>	<b>133,344</b>	<b>27.2%</b>
<b>Chicago Tribune</b>	<b>489,900</b>	<b>96,370</b>	<b>19.7%</b>
<b>Chicago Sun-Times</b>	<b>489,900</b>	<b>41,445</b>	<b>8.5%</b>
<b>Daily Herald</b>	<b>489,900</b>	<b>36,852</b>	<b>7.5%</b>
<b>Trib Local</b>	<b>489,900</b>	<b>110,473</b>	<b>22.6%</b>

\*March 2009 CAC/ABC Audits, Daily; \*\*Chicago Tribune 2009 ABC Audit, Daily



**Suburban Life Publications**

[illegible]

 **Suburban Life  
Publications**  
mysuburbanlife.com

3755 E. Main Street, Suite 170,  
St. Charles, IL 60174-2463  
(630) 513-5050 • fax (630) 513-6660

## Zip Codes/Towns Covered

<b>CENTRAL COOK SUBURBAN LIFE WED.</b>	<b>ZIP CODE</b>	<b>CIRCULATION</b>	<b>LEMONT REPORTER/ MET FRI.</b>	<b>ZIP CODE</b>	
<b>Suburban Life</b>			<b>Lemont Reporter/ Met</b>		
LaGrange, LaGrange Highlands,			Lemont	60439	
Countryside, Hodgkins,			TOTAL CIRCULATION		4,496
Indian Head Park, McCook,			<b>MCHENRY FARMSIDE THURS.</b>	<b>ZIP CODE</b>	
Pleasantdale, Burr Ridge	60525		<b>Farmside</b>		
Lyons	60534		Huntley	60142	
LaGrange Park	60526		Marengo	60152	
Berkeley	60163		TOTAL CIRCULATION		414
Broadview	60155		<b>NORTHEAST DUPAGE PRESS FRI.</b>	<b>ZIP CODE</b>	
Brookfield	60513		<b>Press</b>		
Hillside	60162		Addison	60101	
North Riverside, Riverside,			Bensenville	60106	
Riverside Lawn	60546		Wood Dale	60191	
Westchester	60154		TOTAL CIRCULATION		642
Western Springs	60558		<b>NORTHWEST DUPAGE PRESS FRI.</b>	<b>ZIP CODE</b>	
Willow Springs	60480		<b>Press</b>		
TOTAL CIRCULATION		18,111	Bloomingtondale	60108	
<b>CENTRAL DUPAGE NEWS &amp; LEADER THURS.</b>	<b>ZIP CODE</b>		Carol Stream	60188	
<b>Glen Ellyn News</b>			Glendale Heights	60139	
Glen Ellyn	60137		Itasca	60143	
<b>Wheaton Leader</b>			Roselle	60172	
Wheaton	60187		TOTAL CIRCULATION		3,385
TOTAL CIRCULATION		20,181	<b>BARTLETT PRESS FRI.</b>		
<b>DUPAGE SUBURBAN LIFE FRI.</b>	<b>ZIP CODE</b>		<b>Bartlett Press</b>		
<b>Suburban Life</b>			Bartlett	60103	
Clarendon Hills	60514		Hanover Park	60133	
Oak Brook	60523		Streamwood	60107	
Hinsdale	60521		TOTAL CIRCULATION		1,622
Darien	60561		<b>SOUTH DUPAGE REPORTER &amp; PROGRESS WED.</b>	<b>ZIP CODE</b>	
Willowbrook & Burr Ridge	60527		<b>Downers Grove Reporter</b>		
TOTAL CIRCULATION		4,058	Downers Grove	60515, 60516	
<b>EAST COOK LIFE WED.</b>	<b>ZIP CODE</b>		<b>Westmont Progress</b>		
<b>Life</b>			Westmont	60559	
Berwyn, Stickney, Forest View	60402		TOTAL CIRCULATION		19,513
Cicero, Chicago's Island Nbrhd	60804		<b>WEST DUPAGE POST &amp; PRESS THURS.</b>	<b>ZIP CODE</b>	
TOTAL CIRCULATION		3,512	<b>Press</b>		
<b>EAST DUPAGE PRESS, SPECTATOR &amp; ARGUS FRI.</b>	<b>ZIP CODE</b>		Warrenville	60555	
<b>Elmhurst Press</b>			West Chicago	60185	
Elmhurst	60126		Winfield	60190	
<b>Lombard Spectator</b>			TOTAL CIRCULATION		1,000
Lombard	60148		<b>WILL SOUTH DUPAGE REPORTER WED.</b>	<b>ZIP CODE</b>	
<b>Villa Park Argus</b>			<b>Reporter</b>		
Villa Park & Oakbrook Terrace	60181		Lisle	60532	
TOTAL CIRCULATION		21,347	Woodridge	60517	
<b>KANE REPUBLICAN THURS.</b>	<b>ZIP CODE</b>		Naperville	60540	
<b>Batavia Republican</b>			Romeoville	60446	
Batavia	60510		TOTAL CIRCULATION		1,000
<b>Geneva Republican</b>			<b>BOLINGBROOK REPORTER WED.</b>	<b>ZIP CODE</b>	
Geneva	60134		<b>Reporter</b>		
<b>St. Charles Republican</b>			Bolingbrook	60440	
St. Charles	60174, 60175		TOTAL CIRCULATION		5,000
TOTAL CIRCULATION		25,017			

**Total Circulation for all publications: 133,344**

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# DIGITAL ADVERTISING CONSIDERATIONS

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# Adwords Paid Search Options By Key Words

**Beauty Spa**  
Relaxing and soothing spa.  
Call (630)-708-2658 now!  
[www.simplybeautifuldayspa.net](http://www.simplybeautifuldayspa.net)



- Everything
- Images
- Videos
- News
- Shopping
- Places
- More

Chicago, IL  
Change location

All results  
Visited pages  
Not yet visited  
More search tools

## Hinsdale Spas

About 9,470,000 results (0.15 seconds)

► **Your Natural Element Day Spa and Salon - Your Natural Element Day ...**  
YNE Day Spa & Salon is a like a gem in the rough. We are hidden away in downtown Hinsdale. We are a full service spa and salon offering ...  
[www.yournaturalelement.com/](http://www.yournaturalelement.com/) - Cached - Similar  
49 1/2 S Washington St # 3, Hinsdale  
(630) 321-1772  
yelp.com (2) - citysearch.com (2)

**Chicago Hair Salon Day Spa | Nail Beauty Salons | Zazu Salon and ...** - Jun 17  
Salon with Hinsdale, Naperville and Wheaton locations offers hair, massage, nail and spa services.  
Locations - Contact Us - Hair - Nails  
[www.zazu.net/](http://www.zazu.net/) - Cached - Similar  
18 East Hinsdale Avenue, Hinsdale  
(630) 325-8126  
yelp.com (6) - citysearch.com (4) - insiderpages.com (2)

**Bluemercury**  
Welcome to bluemercury, your haven for the very best of beauty products. We founded bluemercury in 1999 as a place to find all of your beauty favorites ...  
[www.bluemercury.com/](http://www.bluemercury.com/)  
21 East 1st Street, Hinsdale  
(630) 455-1400

**One Salon & Spa**  
ONE Salon & Spa is an oasis for relaxation in today's demanding world. Choose to enjoy services ranging from an hour to a complete Salon & Spa day of ...  
[www.onesalonspa.com/](http://www.onesalonspa.com/)  
2000 Spring Rd # 100, Oak Brook  
(630) 954-1900  
yelp.com (4) - yahoo.com (1) - mojompages.com (1) - citysearch.com (1)

**Body Medspa**  
Oak Brook spa, Illinois botox, laser hair removal oak brook  
[www.bodymedspa.net/](http://www.bodymedspa.net/)  
3021 Butterfield Rd # 204, Oak Brook - (630) 586-9999  
"Suzanne was the best, I got the best eyebrow lift and it lasted longer than ..."  
- citysearch.com (6)

**Fedora Kate Nails & Spa**  
Immerse your mind, body and soul in complete tranquility and relaxation while we devote our time and expertise to provide you with the most sumptuous and ...  
[www.fedorakate.com/](http://www.fedorakate.com/)

## Search

Advanced search

ts - Jun 17

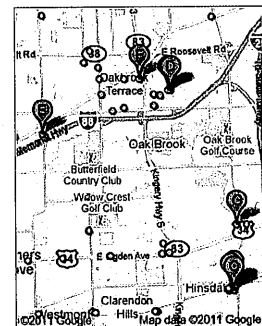
6 reviews  
Place page

★ reviews  
page

Place page

★★★★  
10 reviews  
Place page

★★★★  
11 reviews  
Place page

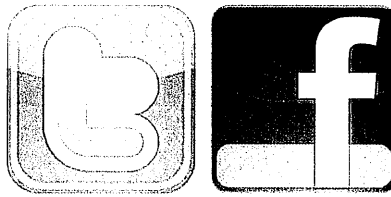


Ads  
**Oak Brook Skin Institute**  
Illinois Cosmetology & Esthetics  
School. Apply Online Now  
[www.oakbrookbeautyschool.com](http://www.oakbrookbeautyschool.com)  
200 Harger Road, Oak Brook, IL  
Directions

**Beauty Spa**  
Relaxing and soothing spa.  
Call (630)-708-2658 now!  
[www.simplybeautifuldayspa.net](http://www.simplybeautifuldayspa.net)

**Beauty Spas Chicago**  
1-Hr Massage \$70. Spa Packages.  
Renew Yourself Today. On Mag Mile.  
[www.renewspachicago.com](http://www.renewspachicago.com)

**Salon & Spa in Oakbrook**  
Call 630-278-0200 for Salon & Spa in Oakbrook Terrace, IL.  
[www.kaaysalonandspa.com/](http://www.kaaysalonandspa.com/)



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Search



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## The Doings

@hinsdaledoings Hinsdale, IL

The Doings Newspapers in Hinsdale and Clarendon Hills. Covering everything from village government to school features.

<http://thedoings-hinsdale.com>

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Text follow hinsdaledoings to 40404 in the United States

Tweets Favorites Following Followers Lists



**hinsdaledoings** The Doings

Subscribe to The Doings now and you will be helping to build the world's largest Ronald McDonald House <http://ow.ly/5mZ2B>

2 hours ago



**hinsdaledoings** The Doings

Campers have a swine time at Robert Crown <http://ow.ly/5kF8d>

17 Jun



**hinsdaledoings** The Doings

How to avoid the summer brain drain <http://ow.ly/5jmXg>

16 Jun



**hinsdaledoings** The Doings

What was the worst piece of advice your father ever gave you? <http://ow.ly/5jazu>

16 Jun



**hinsdaledoings** The Doings

Clarendon Hills dad completes 36th camp out with Indian Princesses <http://ow.ly/5JMO>

15 Jun



**hinsdaledoings** The Doings

Old elm tree may face the ax in Hinsdale <http://ow.ly/5ilUp>

15 Jun



**hinsdaledoings** The Doings

New principal hired for Monroe School <http://ow.ly/5hwPn>

14 Jun



**hinsdaledoings** The Doings

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Wall

Info

Friend Activity

Events

Photos

SWAN Catalog

Volunteer

IM a Librarian

More

About

Hinsdale Public Library: Your community destination!

42 check-ins

229 people like this

Likes

See All



Hinsdale

Chamber of

Commerce

The Big Read

Doings

Newspapers

I Love Libraries

Create a Page

Subscribe via RSS

## Hinsdale Public Library

Like

Library - Hinsdale, Illinois



Wall

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229 people like this

Likes

See All

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Chamber of

Commerce

The Big Read

Doings

Newspapers

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Create a Page

Subscribe via RSS

3 hours ago · Share

Doings Newspapers likes this.

Hinsdale Public Library

Drop-in to the storytime pajama party for 1-5 year olds tomorrow at 10:30am or 7:00pm. Yesterday at 11:46am

Hinsdale Public Library

Join us for "Dining Under the Radar: Western Suburbs and a Bit Beyond" next Wednesday at 7:00 p.m. Noted Chicago foodie and culinary historian Catherine Lambrecht will be on hand to point your forks in the right direction and answer your questions. Register today at <http://tinyurl.com/hpl-undertheradar>. Event Registration [host6.evanced.info](http://host6.evanced.info)

June 17 at 3:31pm · Share

Hinsdale Public Library

Many people are thinking twice about buying a notebook computer in favor of a tablet device like the iPad. The latest Tech Talk Issue can help you decide whether a tablet is right for you. <http://www.tinyurl.com/hpl-techtalk> June 17 at 11:44am

Hinsdale Public Library

Are you one of the ~1,000 Hinsdale Residents that have signed up for the Summer Reading Program? If not, what are you waiting for? Sign up today!

### Favorite Places

Which place do you like better?

Tiffin Inc

Restaurant

Flat Top Grill

Restaurant

Next · See Your Favorites

Sponsored

Create an Ad

Most Popular Game on FB

#1 Rated Hardcore

Game on Facebook -

Fearless Players

Wanted - Play Now

Chicago Bucket List

365 Things-to-do in

Chicago!

Best Tower Defense Game!

Build towers, breed an

army and conquer the

world. Play the best

tower defense game on

FB!

New FDA Warnings

The FDA released 9

new graphic warnings

for cigarette packages

today, the first new

labels in more than two

decades. See them all

here.

10 Chat (3)

# Banner ads, placed on targeted web sites.

## STYLE CHICAGO

Quick Search

Don't miss an event, sale or party!  
Join our vip invite list - FREE!  
Enter Email Address:

Pick a Category

### THE INSIDER

chicago's finest

- +Architectural Tours
- +Art of Fashion 2010: Millennium Park
- +Charity Events
- +Cosmetic Dentists
- +Culinary Events
- +Dating in Chicago - Social Networking
- +Designer Sample Sales
- +Fashion Focus Chicago: 2010
- +Favorite Online Merchants
- +Film & Cinema - Chicago
- +Furniture Sample Sales
- +Galleries & Art
- +Half-Price Tickets
- +Restaurants & Dining
- +Spa & Beauty Exclusives
- +StyleChicago.com Signature Events - Photos & Upcoming
- +Theatre & Plays
- +Trunk & Fashion Shows
- +Wine Tasting Events

**SPECIAL OFFER**

YOUR EXCLUSIVE INVITATION TO CHICAGO'S FINEST

50% Off Haircut, Color or Both  
[click here](#)

Fashion & Style | Home & Design | Spa & Beauty | Bridal & Weddings | Dining & Entertainment

### FEATURED events

June 2011

**Join StyleChicago.com today!**  
StyleChicago® is your exclusive invitation to enjoy Chicago's finest VIP events, private sales, fashion events, gallery openings, spa & salon specials, charity events, top restaurants & more. Best of all - it's free. [Join StyleChicago.com now!](#)

**Don't Miss:**  
\* 50% Off Tickets to OVO by Cirque du Soleil at United Center

**Pictured left:**  
Parlour Room at The Red Canary Chicago (Event photos from StyleChicago.com's The End of Prohibition coming soon)

**Follow Us:**  

 2K

#### FASHION & STYLE

##### Chicago Fashion Events

Get the inside scoop on Chicago's finest private sales, trunk shows, VIP fashion events, boutiques, shopping parties, charity events & more!

#### QUICK PICKS

- [Lara Miller Trunk Show & Limited-Edition Scarves](#)
- [Free Tank Top with Purchase: Kristin Hassan](#)
- [Crescendo Apparel: 20% Off Fall 2011 Collection](#)
- [Chicago Sidewalk Sale: Daley Plaza](#)
- [25-50% Off Select Items: Urban Style Emporium](#)

#### DINING & LEISURE

##### Top Dining & Cultural Attractions

Check out Chicago's finest restaurant specials, gallery openings, museum exhibits, theatre events, musical performances & more!

#### SPA & BEAUTY

##### Pamper Yourself

Plan ahead for some weekend downtime at the area's top salons, spas and more. And don't miss our StyleChicago beauty exclusives!

#### QUICK PICKS

- [50% Off All Online Orders: Sella All Natural Skincare](#)
- [\\$10/Unit Botox at Skin Wize Medical Spa](#)
- [\\$49 One-Hour Massage at Massage Envy - Chicago](#)
- [40% Off Women's Haircut: Parto Naderi - River North](#)
- [20% Off Any Service: Johnathan Breitung](#)
- [50% Off Luxury Hair Services: Delle Amiche](#)
- [50% Off Your First Salon or Spa Visit - Charles Ifergan](#)
- [1-Hour Re-Lashe Service only \\$79 at Salon Lashe](#)

### Massage Envy SPA

LINCOLN PARK SOUTH  
1845 N. Clybourn Ave  
Across from Trader Joe's  
(773) 904-1100

**\$49** Introductory 1-hour customized massage session

**\$59** Introductory 1-hour healthy skin facial session

**\$59** 1-hour Aromatherapy customized massage

**Most Popular Deals**

**Odyssey Cruises' Luxury Brunch and...**  
Odyssey - Navy Pier

HOME & DESIGN



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# STRATEGY

In recommending a strategy, the following must be considered for the purposes of the EDC:

- Budget – Village marketing funds are limited
  - Marketing Objectives should include:
    - Promote Shopping in Hinsdale and raise profile of our business partners
    - Promote industry specific businesses (restaurants, boutiques/fashion, spas, jewelry, home specialty)
-

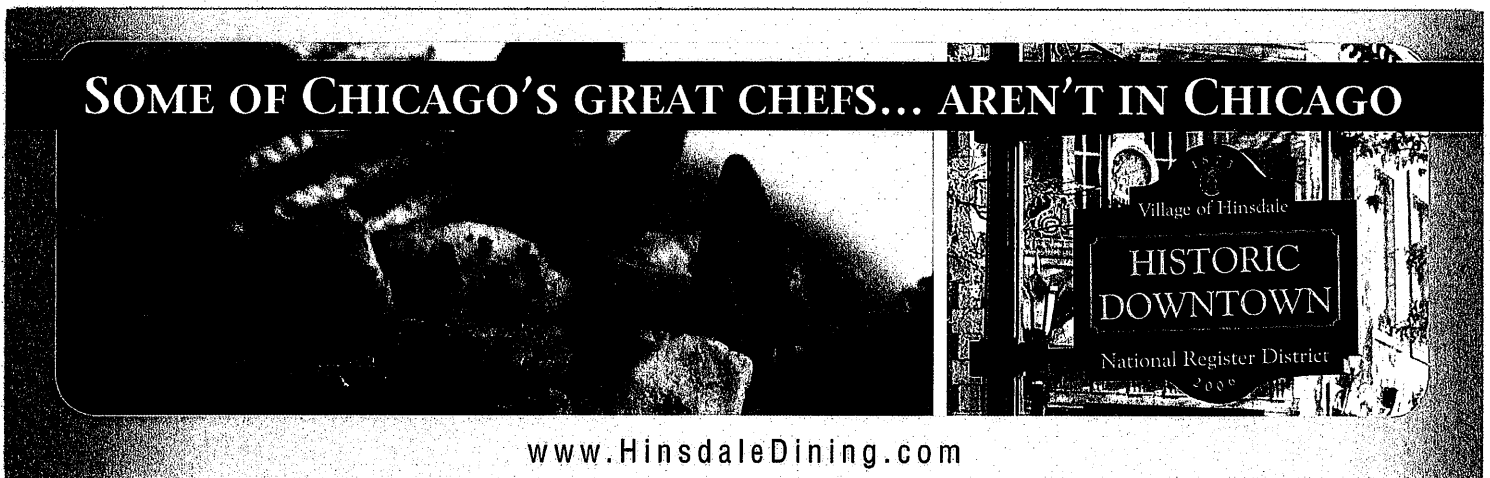
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# CHALLENGES

- 150+ retail partners, it's a challenge to promote all businesses
  - Lack of retailer participation in promotional efforts
  - Limited budget
  - Village residents vs. regional customer base
-

# SOLUTION

Banner ads on targeted web sites,  
with category micro sites.



A banner advertisement for Hinsdale Dining. The top half features a dark, high-contrast image of a chef's face in profile, looking down. Overlaid on the right side of this image is a historical marker for the Village of Hinsdale Historic Downtown, National Register District, established in 2006. The text "SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO" is written in white, bold, sans-serif capital letters across the top. The website address "www.HinsdaleDining.com" is centered at the bottom in white.

**SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO**

[www.HinsdaleDining.com](http://www.HinsdaleDining.com)



A banner advertisement for Hinsdale Fashion. The top half features the words "UNIQUE" and "BOUTIQUE" in white, bold, sans-serif capital letters. Below the text are two images: on the left, a historical marker for the Village of Hinsdale Historic Downtown, National Register District, established in 2006; on the right, a black and white photo of a smiling woman. The website address "www.HinsdaleFashion.com" is centered at the bottom in white.

**UNIQUE BOUTIQUE**

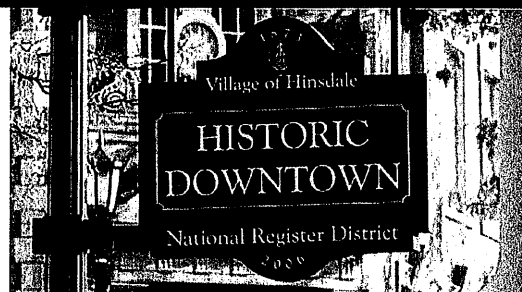
[www.HinsdaleFashion.com](http://www.HinsdaleFashion.com)

# HinsdaleDining.com



HinsdaleDining.com

## SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO



[VIEW DINING SPECIALS](#)

## Welcome to the Hinsdale Dining web site.

Some of Chicago's great chefs... aren't in Chicago.

They're right down the road in Hinsdale, crafting and creating culinary excellence every night of the week. So the next time you're in the mood for a lavish lunch or delicious dinner, avoid the aftertaste of the Ike and visit Hinsdale, a Village of exceptional taste.

## DINING REGISTRY

### Kramer Foods

16 Grant Square  
[www.kramerfoods.com](http://www.kramerfoods.com)

### Cosi

25 E. Hinsdale Ave.  
[www.getcosi.com](http://www.getcosi.com)

### Kramer Foods

16 Grant Square  
[www.kramerfoods.com](http://www.kramerfoods.com)

### Cosi

25 E. Hinsdale Ave.  
[www.getcosi.com](http://www.getcosi.com)

Grant Square Restaurant  
13 Grant Square Shopping Center

Page's Restaurant  
26 1/2 E. Hinsdale

Grant Square Restaurant  
13 Grant Square Shopping Center

Page's Restaurant  
26 1/2 E. Hinsdale

The Village Cellar  
24 W. Chicago Ave.  
[thevillagecellarhinsdale.com](http://thevillagecellarhinsdale.com)

Baldinelli's Pizza Place  
32 E. Hinsdale Ave.

The Village Cellar  
24 W. Chicago Ave.  
[thevillagecellarhinsdale.com](http://thevillagecellarhinsdale.com)

Baldinelli's Pizza Place  
32 E. Hinsdale Ave.

Fontano's Subs  
9 S. Lincoln St.

Corner Bakery  
42 E. Hinsdale Ave.  
[www.cornerbakerycafe.com](http://www.cornerbakerycafe.com)

Fontano's Subs  
9 S. Lincoln St.

Corner Bakery  
42 E. Hinsdale Ave.  
[www.cornerbakerycafe.com](http://www.cornerbakerycafe.com)

Egg Harbor Restaurant  
777 York Rd. Suite

Dips 'n Dogs  
50 S. Garfield St.

Egg Harbor Restaurant  
777 York Rd. Suite

Dips 'n Dogs  
50 S. Garfield St.

Hua Ting Restaurant  
777 N. York Rd.  
[www.hutingrestaurant.com](http://www.hutingrestaurant.com)

Giuliano's Carry Out  
42 Village Place  
[www.giulianospizza.com](http://www.giulianospizza.com)

Hua Ting Restaurant  
777 N. York Rd.  
[www.hutingrestaurant.com](http://www.hutingrestaurant.com)

Giuliano's Carry Out  
42 Village Place  
[www.giulianospizza.com](http://www.giulianospizza.com)

Starbucks  
33 S. Washington  
[www.starbucks.com](http://www.starbucks.com)

Giuliano's Pizza  
40 Village Place  
[www.giulianospizza.com](http://www.giulianospizza.com)

Starbucks  
33 S. Washington  
[www.starbucks.com](http://www.starbucks.com)

Giuliano's Pizza  
40 Village Place  
[www.giulianospizza.com](http://www.giulianospizza.com)

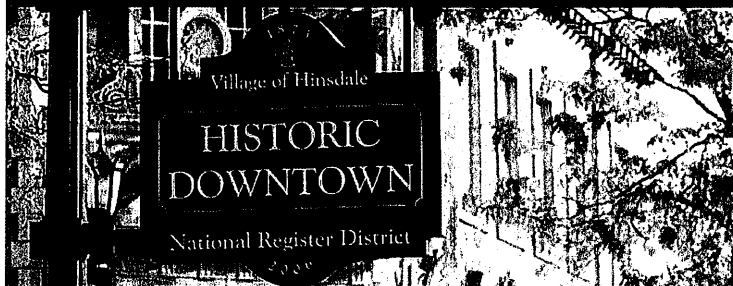
For more information about shopping and dining in Hinsdale, please visit: [www.DistinctlyHinsdale.com](http://www.DistinctlyHinsdale.com)

# HinsdaleFashion.com



HinsdaleFashion.com

## UNIQUE



## BOUTIQUE



VIEW FASHION SPECIALS

## Welcome to the Hinsdale Fashion web site.

### UNIQUE

In a great state like Illinois, it's pretty special – and rare – for a community to garner an honor not bestowed upon any other. Hinsdale is such a place. Come explore our three distinct shopping districts. Enjoy an evening of fine dining.

### BOUTIQUE

The Village of Hinsdale offers unique boutique shopping and hard to find brand names. When you shop in Hinsdale instead of the city, you can usually pull right up to the door, always pay considerably less in sales tax and you won't have to dodge a single speeding taxi. That's power shopping.

## FASHION REGISTRY

### Hinsdale Clothiers

777 N. York Rd. Suite 11  
[www.hinsdaleclothiers.com](http://www.hinsdaleclothiers.com)

### Campus Colors

777 N. York Road Suite 21  
[www.campuscolors.com](http://www.campuscolors.com)

### Shop 10

10 East First Street  
[www.thevillagecellarhinsdale.com](http://www.thevillagecellarhinsdale.com)

### Sweet William, Inc.

15 E. First St.  
[www.sweetwilliaminc.com](http://www.sweetwilliaminc.com)

### J-Bees of Hinsdale

11 E. 1st St

### Jolie Boutique

49 S. Washington  
[www.wlx.com](http://www.wlx.com)

### King Keyser

Sporting Goods  
41 S. Washington  
[www.kingkeyser.com](http://www.kingkeyser.com)

### SO Stockholm Objects

39 S. Washington St.  
[www.stockholmobjects.com](http://www.stockholmobjects.com)

### The Gap

101 S. Washington St.

### Tigers & Tulips

14 W. First St.

### Alixandra Blue

2 W 1st Street

### QT Apparel Gifts &

Accessories  
16 W. Hinsdale

### Hinsdale Clothiers

777 N. York Rd. Suite 11  
[www.hinsdaleclothiers.com](http://www.hinsdaleclothiers.com)

### Campus Colors

777 N. York Road Suite 21  
[www.campuscolors.com](http://www.campuscolors.com)

### Shop 10

10 East First Street  
[www.thevillagecellarhinsdale.com](http://www.thevillagecellarhinsdale.com)

### Sweet William, Inc.

15 E. First St.  
[www.sweetwilliaminc.com](http://www.sweetwilliaminc.com)

### J-Bees of Hinsdale

11 E. 1st St

### Jolie Boutique

49 S. Washington  
[www.wlx.com](http://www.wlx.com)

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101 S. Washington St.

### Tigers & Tulips

14 W. First St.

### Alixandra Blue

2 W 1st Street

### QT Apparel Gifts &

Accessories  
16 W. Hinsdale

For more information about shopping and dining in Hinsdale, please visit: [www.DistinctlyHinsdale.com](http://www.DistinctlyHinsdale.com)

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# PROPOSALS FOR TWO POPULAR SITES

STYLECHICAGO.COM  
METROMIX.COM

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STYLECHICAGO.COM

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StyleChicago.com

## StyleChicago.com Statistics

### Website Stats (2010)

Month	Distinct Visits	Page Views	Hits
January	169,116	560,333	3,433,133
February	159,711	641,226	3,505,748
March	190,054	627,555	3,857,060
April	202,227	638,053	3,553,668
May	189,806	750,543	3,802,820
June	167,915	602,059	3,394,795
July	177,867	656,196	3,718,224
August	178,872	685,980	3,556,765
September	195,089	665,269	3,718,224
October	201,773	675,548	3,646,200
November	196,653	720,073	3,383,954
December	192,197	794,004	3,521,387
Totals	2,221,330	8,016,839	43,091,978
Avg./mo.	185,106	668,069	3,590,998

### Audience Demographics

Our core audience is highly targeted:  
professional women who live/work in the  
Chicago area.

- \* 90% Chicago-based
- \* 89% female – median age 33-34 yrs.
- Live/work in Chicago's most affluent neighborhoods/zip codes
- Active attendees of Chicago's premier shopping, dining & cultural events

### Email Distribution

Category	Subscribers
VIP – Unduplicated	23,500 +
Fashion & Style	22,200 +
Dining & Entertainment	21,800 +
Spa & Beauty	20,600 +
Home & Design	19,200 +
GalleryBeat	19,700 +



# STYLE CHICAGO

YOUR EXCLUSIVE INVITATION TO CHICAGO'S FINEST

*delle amiche*

50% Off Haircut, Color or Both

[click here](#)



Quick Search

GO

Don't miss an event,  
sale or party!

Join our vip invite  
list - FREE!

Enter Email Address:

JOIN TODAY

Pick a Category

[Return to Main Page](#)

[Return to Main Page](#)

## THE INSIDER

chicago's finest

- [Architectural Tours](#)
- [Art of Fashion 2010](#)
- [Millennium Park](#)
- [Charity Events](#)
- [Cosmetic Dentists](#)
- [Culinary Events](#)
- [Dating in Chicago - Social Networking](#)
- [Designer Sample Sales](#)
- [Fashion Focus Chicago 2010](#)
- [Favorite Online Merchants](#)
- [Film & Cinema - Chicago](#)
- [Furniture Sample Sales](#)
- [Galleries & Art](#)
- [Half-Price Tickets](#)
- [Restaurants & Dining](#)
- [Spa & Beauty Exclusives](#)
- [StyleChicago.com](#)
- [Signature Events - Photos & Upcoming](#)
- [Theatre & Plays](#)
- [Trunk & Fashion Shows](#)
- [Wine Tasting Events](#)

## SPECIAL OFFER

*SpellBound  
Bodywork*

**\$49** 60 Minute  
Savory Massage  
Lunch and Refreshments

[View Invite](#)

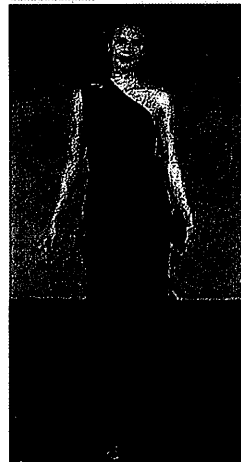
233 E. Erie Suite 412  
312.951.1930  
(By Appointment Only)



[Fashion & Style](#) [Home & Design](#) [Spa & Beauty](#) [Bridal & Weddings](#) [Dining & Entertainment](#)

## FEATURED events

March 2011



Join [StyleChicago.com](#) today!  
StyleChicago® is your exclusive invitation to enjoy Chicago's finest VIP events, private sales, fashion events, gallery openings, spa & salon specials, charity events, top restaurants & more. Best of all - it's free. Join [StyleChicago.com](#) now!

Don't Miss:

\* [Borris Powell: C me N Dior Fashion Show - Chicago](#)

\* [Chicago Flower & Garden Show at Navy Pier - 50% Off Tickets](#)

Left: [StyleChicago.com](#) congratulates [Borris Powell](#), winner of the [Oscars Designer Challenge](#) - photo courtesy of [Oscars.com](#)

Follow Us:

[Twitter](#) [Like](#)

[Share This](#)

## FASHION & STYLE

### Chicago Fashion Events

Get the inside scoop on Chicago's finest private sales, trunk shows, VIP fashion events, boutiques, shopping parties, charity events & more!

### QUICK PICKS

- [South Beach Style at Nacional 27: Latin-inspired Girls Night Out](#)
- [TZEN Spring Trunk Show: 20% Off Purchase](#)
- [Moving Sale: 40-90% Off at The Denim Lounge](#)
- [20% Off Any Spring '11 Shawl: Alice Berry Studio](#)
- [Borris Powell: C me N Dior Fashion Show](#)
- [Up to 55% Off Designer Shoes - Nordstrom](#)

## DINING & LEISURE

### Top Dining & Cultural Attractions

Check out Chicago's finest restaurant specials, gallery openings, museum exhibits, theatre events, musical performances & more!

### QUICK PICKS

- [StyleChicago.com's South Beach Style 2011: Cocktails, Tapas, Music, Dancing & Services](#)
- [Bon Jovi at the United Center: 50% Off](#)
- [Chicago Flower & Garden Show - 50% Off Tickets](#)
- [Rock Musical Million Dollar Quartet: 50% Off](#)
- [Half-Price Tickets for Chicago Theater, Comedy, Music & More](#)
- [Sex with Strangers at Steppenwolf: 50% Off](#)
- [5-Week Food & Wine Pairing Course: 50% Off](#)

## SPA & BEAUTY

### Pamper Yourself

Plan ahead for some weekend downtime at the area's top salons, spas and more. And don't miss our StyleChicago beauty exclusives!

### QUICK PICKS

- [One-Hour Massage, Only \\$49 at Massage Envy](#)
- [40% Off Women's Haircut at Parte Naderi - Chicago](#)
- [\\$10/Unit Botox at Skin Wise Medical Spa](#)
- [1-Hr. Couples Massage, Lincoln Park Massage Spa](#)
- [\\$80 Worth of Free Services & Products: Teddie Kossol](#)
- [50% Off Luxury Hair Services: Delle Amiche](#)
- [\\$60 Cut, Blow Dry, Brow Wax & Mani: Mirror Mirror](#)
- [20% Off Any Treatment at Spa Soak - Chicago](#)
- [50% Off Any Facial at Thomas West Salon](#)

## HOME & DESIGN

### Living in Style

Discover the best of Chicago's home & design industry, including private sales, design events, estate sales & auctions, antiques & more!

### QUICK PICKS

- [FREE Moving Estimate from Move-tastic - Home or Business](#)
- [Gifts for the Home - Free Delivery: Harry & David](#)
- [Save on Flat Screen TVs at Abt Electronics](#)
- [Discover Vintage Classics at Revision Home](#)
- [Chic City Living from Susan Fredman at Home](#)

## SOUTH BEACH STYLE

Thursday, March 10th 6-9pm

- Creative Cocktails
- Tapas & Ceviches
- Latin-inspired Fashion
- Zumba Lessons
- Salsa Dancing
- Mini-Spa Services

Ticket purchase required

Reserve Tickets



vilamin



This event will sell out!

**NACIONAL 27**  
325 W. Huron St. - Chicago

## Most Popular Deals



*Romeo & Juliet: A Stage  
Combat Drama...*  
**Raven Theatre West Stage**  
Full Price: \$20.00  
Our Price: [Members Only](#)



*Princess Little: World-  
Premiere Play*  
**The Storefront Theater**  
Full Price: \$25.00  
Our Price: [Members Only](#)



Medieval Times Dinner  
and Tournament  
Medieval Times...  
Full Price: \$37.75 - \$64.75  
Our Price: [Members Only](#)

**MORE HALF-PRICE DEALS**

**goldstar** [www.goldstar.com](#)

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# **Proposal combines member-requested email, custom invites, banners and a Dedicated Page for Hinsdale and its major merchants.**

- **Dedicated Page for Hinsdale**  
(e.g. Distinctly Hinsdale) with "Our Favorites" pages for your major event participants. Merchants can submit online at [www.stylechicago.com/merchants](http://www.stylechicago.com/merchants)
  - **Subcategories**  
Under Hinsdale Dedicated Page for major categories:  
1. Shopping 2. Spas 3. Dining 4. Services
  - **Anchor Email (4)**  
Anchor positions in StyleChicago.com email newsletters at least quarterly, or 4 times/year.
  - **Custom Invites for Major Events (4)**  
Custom "You're Invited" pages (event invites) for up to 4 major events to run in all relevant categories of the StyleChicago.com website.
  - **Quick Picks (8 weeks)**  
Text link "Quick Picks" on the StyleChicago.com Main Page no less than two (2) weeks/quarter, or 8 weeks per year; can be used for specific events or branding.
  - **Text Email (12)**  
Text links at bottom of email newsletters leading to Dedicated Page no less than 1 email/mo. or 12 annually
  - **Banners**  
Full-Color banners in two formats (160 x 600 pixels, 468 x 60 pixels) on the Hinsdale Dedicated Page and in remnant / ROS banner space on StyleChicago.com. - Minimum of 20,000 banner impressions per month, 60,000/qtr. or 240,000 for the year.
  - **Banners: \$3,000/qtr.**
-

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# METROMIX

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## By The Numbers

re~~de~~ye~~chicago~~.com



### Metromix.com & RedEyeChicago.com: Who We Are

Metromix.com is Chicago's interactive entertainment hub, a guide to the city's nightlife, dining, music and local events.

Unique Visitors- monthly 340,667

Page Views- monthly 12,356,909

Average minutes per visit 7.53

Average pages per visit 11.09

Age 21+: 91%

White: 76%

African Am: 18%

Hispanic: 19%

Gender

Male 42%

Female 58%

RedEyeChicago.com is the go-to destination for active consumers who need a daily dose of what Chicagoans are buzzing about. We target social, on-the-go Chicagoans with content on fresh Chicago experiences, to-the-point news, pop culture and nightlife/entertainment.

Unique Visitors - monthly 216,748

Page Views - monthly 3,978,652

Average minutes per visit 8.76

Age 21+: 97%

White: 57%

African Am: 35%

Hispanic: 20%

Gender

Male 49%

Female 51%

#### Metromix.com and RedEyeChicago.com Users

Single 60%

Live in City 68%

Homeowners 63%

Employed 71%

College Educated 73%

HHI \$75K+ 46%

HHI \$50K+ 64%

## Dining and Entertainment Data

redeyechicago.com



redeyechicago.com

Dined at any restaurant in the past 30 days.....	98%	97%
Dined at a sit-down restaurant in the past 30 days.....	92%	82%
Dined at a sit-down restaurant 2 or more times in the past 30 days.....	80%	67%
Went to an event or attraction (excluding sporting events) in the past 12 months.....	96%	87%
Stayed in a hotel/motel for personal/vacation in past 12 months.....	73%	61%
Made a purchase at a clothing store in the past 3 months.....	86%	79%

# Metromix Section Front Advertising Options **redeyechicago.com**



\*Available Section Fronts Include: Restaurants, Bars & Clubs, Events, Music, Movies & TV, and Theater

**Leaderboard – 728 x 90**

**Cube – 300 x 250**

**Banner- 468 x 60**

**Widget Strip – 300 x 50**



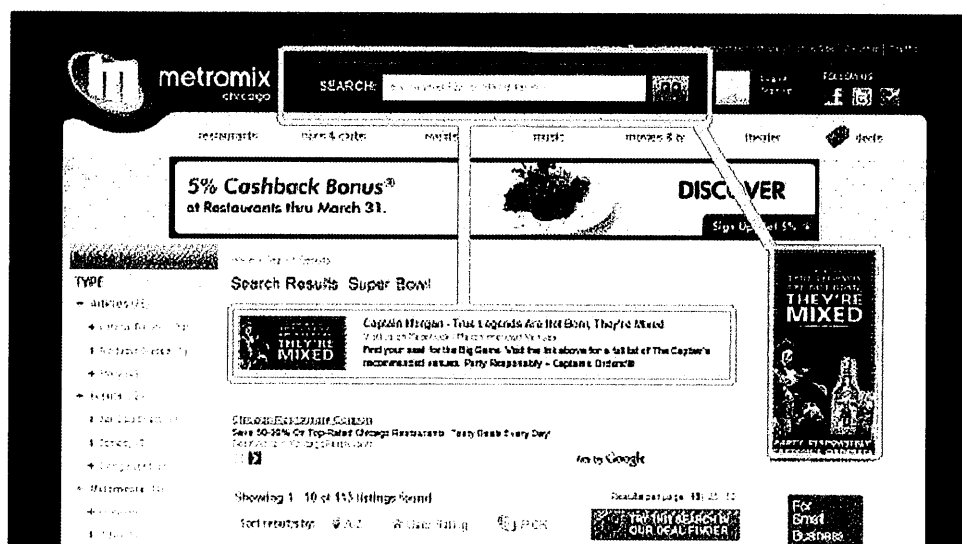
## Keyword Search

redeyechicago.com



With Metromix's enhanced search capabilities, searches are easier than ever!  
Reach active consumers, deliver quick & non-intrusive messages and drive sales with keyword searches.

Over 500,000 keyword searches are performed on the site each month.



### Keyword Searches Include:

- Logo: 120 x 60
- Tower Ad: 160 x 240
- Copy: 150 characters max

**Step 1: Advertiser chooses keyword(s)**

**Step 2: Advertiser ad (logo/ copy and tower ad) will appear after words are search**

## Advertising Proposal

re~~eye~~chicago.com



### Metromix.com - \$4,500 per flight

- 200,000 full ROS impressions at [www.metromix.com](http://www.metromix.com)

- Choose either 3 days fixed leaderboard or 3 days fixed cube at [www.chicago.metromix.com/restaurants](http://www.chicago.metromix.com/restaurants)

- Inclusion in Metromix's "Eat, Drink, Do" outgoing email - 77,000 subscribers

- Enhanced key word search

**Metromix.com - \$2,250 per flight**  
(Banner Ad Impressions ONLY. 200,000 per month.)

### RedEyeChicago.com - \$2,500 per flight

- Choose 3 days fixed leaderboard or 3 days fixed cube position on [www.RedEyeChicago.com](http://www.RedEyeChicago.com) "Eat and Drink" page

- 200,000 full ROS impressions on [www.RedEyeChicago.com](http://www.RedEyeChicago.com)