



CHICAGO YACHT CLUB

2024 BLINKER MEDIA KIT

The Blinker provides advertisers with direct, exclusive access to nearly 2,000 members, club management, associates and guests of Chicago's premier boating community.

Chicago Yacht Club is ranked fifth overall on the 2023 list of Top 10 Yacht Clubs in the U.S. named by Platinum Clubs of America.

Chicago Yacht Club features world-class facilities that include two clubhouses, dining, lounges, function rooms, and one of the top sailing schools in the U.S.

Published triannually in high quality gloss stock and saddle stitched, the Blinker reflects the platinum quality of the Chicago Yacht Club and the marquee brands of our clients.



BLINKER
CHICAGO YACHT CLUB



CONTENT THAT TELLS THE STORIES OF THE CYC COMMUNITY



NEWS

Whether it's a story from the water or on land, the Blinker chronicles the CYC story throughout the year.

FEATURES

CYC is more than a Club. It's a lifestyle for Chicago's boating enthusiasts. Our staff writers illustrate that with special features in each issue.

CY-SCENE

Chicago Yacht Club is the premier social destination for Chicago boaters. The Blinker features photo pages dedicated to some of the best social events and regattas on the lake.

MEMBER NEWS

The Blinker welcomes new members and celebrates the milestones of those who have been devoted members for years.

DISTRIBUTED IN CHICAGO, MACKINAC ISLAND AND BEYOND



Three times a year, CYC members look forward to receiving the Blinker in their mailboxes. Distribution for the spring and fall issues is approximately 2,000, with 1,400 mailed to members and 600 available at Monroe and Belmont stations.

The summer issue, which is also the Race to Mackinac program, has a distribution of 4,000. Copies are given to the Mac sailors and are on display at both stations, Navy Pier for the Annual Parade of Boats, and on Mackinac Island, Michigan.

The winter issue is distributed at the Chicago Boat Show, which has an estimated attendance of 47,000.

All issues are available online, adding 1,400 downloads on average per year.

REACH AN AUDIENCE THAT'S LOYAL, ACTIVE AND AFFLUENT

The Blinker reflects the voice of our members. It's educated, insightful, creative and dedicated to the Chicago boating community. Our readers are:

LOYAL

From our juniors (the youngest is 7) to veterans who have been members for decades, members love being part of the CYC family. More than half of our members have been part of Chicago Yacht Club for over 10 years.

AFFLUENT

- ▶ 75 percent of members have an annual household income over \$150,000.
- ▶ For new members over 40 who joined in 2018, the average income was \$352,116.

ACTIVE

- ▶ Just about half of our members own a sailing yacht, while 18 percent own a power yacht.
- ▶ A third has season tickets to professional sports, and 41 percent have season tickets to theater.
- ▶ Over 80 percent dine out at least twice a week.
- ▶ 62 percent entertain in their homes at least twice a month.
- ▶ Two-thirds take an annual winter vacation and 42 percent take a spring vacation.

RATE CARD, AD SPECIFICATIONS & DEADLINES

EDITION	BOOKING	MATERIALS	MAIL DATE
SPRING	MARCH 8	MARCH 15	APRIL 15
SUMMER	JUNE 7	JUNE 14	JULY 8
WINTER	NOVEMBER 11	NOVEMBER 18	DECEMBER 18

Member and frequency discounts do not apply to back and inside covers.

SIZE	MEMBER RATE (SPRING & WINTER)	NON-MEMBER RATE (SPRING & WINTER)	MEMBER RATE (SUMMER)	NON-MEMBER RATE (SUMMER)
BACK COVER	\$2,027	\$2,702	\$2,770	\$3,880
INSIDE COVERS	\$1,680	\$2,240	\$2,400	\$3,360
FULL PAGE	\$1,220	\$1,607	\$1,900	\$2,490
HALF PAGE	\$725	\$935	\$993	\$1,313
THIRD PAGE	\$657	\$851	\$926	\$1,229
QUARTER PAGE	\$489	\$640	\$624	\$809

Ad placements come on first come, first serve basis. Please inquire for availability on inside and back covers. All rates include full color. Frequency discount available for ad pre-payment of multiple issues. Member and frequency discounts do not apply to back and inside covers. Payments can be made via member number, credit card or check made payable to Chicago Yacht Club.

MAGAZINE SPECS:

TRIM SIZE: 8.375 x 10.875 **SAFETY AREA:** 7.375 x 9.875 **BLEED SIZE:** 8.625 x 11.125

***PLEASE NOTE:** ALL FRACTIONAL ADS DO NOT NEED BLEED

The diagram illustrates the dimensions for various ad sizes. It features five main boxes representing different ad formats:

- FULL PAGE:** A large vertical rectangle with dimensions: TRIM: 8.375 x 10.875, BLEED: 8.625 x 11.125, SAFETY: 7.375 x 9.875.
- 1/2 PAGE:** A horizontal rectangle with dimensions: 7.375 x 4.5.
- 1/3 PAGE:** A vertical rectangle with dimensions: 2.375 x 9.875.
- 1/4 PAGE:** A horizontal rectangle with dimensions: 3.5 x 4.75.
- BACK COVER:** A vertical rectangle with dimensions: TRIM: 8.375 x 7.25, BLEED: 8.625 x 7.375, SAFETY: 7.375 x 7.

AD DESIGN SERVICES: Ad design is available through Chicago Yacht Club's in-house graphic designer and will incur \$150 fee. Please specify when booking your ad if you require our in-house design services.

AD SUBMISSION: 300 dpi and converted to CMYK Color Mode. Images requiring color correction may be rejected. For accurate color reproduction, all material must be accompanied by a digital proof. No responsibility will be taken for print color reproduction when a proof is not supplied. Low resolution images will not be accepted.

ACCEPTED FORMATS: .125 in minimum bleed required on all submissions. All ads should be submitted in PDF format. Register and trim marks must appear on all materials.

TYPE: No type should be smaller than 8 point.

PRINTING: The Blinker is printed by offset process, 175 line screen, saddle-stitched on high quality glossy stock. Any prepress production is additional. All production charges will be quoted and billed separately (if applicable).

BLINKER INSERTION ORDER

ADVERTISER INFORMATION

Company Name:

Contact:

Address:

City:

State:

ZIP:

Phone:

Email:

RESERVE THE FOLLOWING SPACE IN THE BLINKER

(Spaces are reserved on first come, first serve basis):

<input type="checkbox"/> Back Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Full Page	
<input type="checkbox"/> Half Page	<input type="checkbox"/> Third	<input type="checkbox"/> Quarter		

SELECT ISSUE	PRICING PER ISSUE (To be filled out by Chicago Yacht Club)
<input type="checkbox"/> Spring	
<input type="checkbox"/> Summer	
<input type="checkbox"/> Winter	
Less Discount:	
Net Due:	

ARE DESIGN SERVICES REQUIRED?

Yes No

Complete and sign form and email to communications@chicagoyachtclub.org.

Signature:

Date:

CONTACT

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communications@chicagoyachtclub.org