



**Go *Chicago* is a weekly entertainment city guide for young professionals looking for more, better and focused information on affordable things to do, see and hear in Chicago.**

***All there is to do, we print***

## **Mission Statement**

*Go Chicago* is for little Jimmy and Jane who used to cross the street without looking, explored the woods all summer, and picked at scabs to see what would happen. Because somewhere down the road, after Jimmy and Jane became not so little and went through that unfortunate “James and Jan” period, they ended up in Chicago. In the big city they felt small again and wanted to bust out, to explore like they did before -- to just Go.

This is where we come in. You want to go out. You want to eat at a funky restaurant, hear an upcoming band and drink until your ugly date gets cute. You want to spend the afternoon looking at art and know what film to catch afterwards. But it can't be the same old places, and it shouldn't break the bank. You want *Go Chicago*.

Easily tossed into your bag, *Go Chicago* is the right size and has the right attitude to be your guide to your city. We've got lots of advice on just about everything: music, clubs, restaurants, bars, films, sports, art, stage -- we could go on, but we've got a whole magazine for that. Instead of just listing places, dates and times, *Go Chicago* gives you an idea of what you're getting into.

Maybe you've never heard of a band -- *Go Chicago* nails it down with an energetic, tight description. We'll hunt down the info on that little dance festival on the other side of town or the pick-up games at the rec center. Everybody gives you the basics. We give you the city and one instruction: Go.

## **Reason for Being**

*Go Chicago* is a weekly city guide for the young Chicagoan looking for reasonably priced entertainment, restaurants and culture. Along with listings and reviews, the magazine informs readers on fascinating trends and people in the city through features, profiles and interviews with people active in the Chicago scene.

Our readers are young professionals, people who are active socially, culturally and athletically. With few responsibilities, nothing stops them from having fun. They live in a great city, and they want to enjoy it.

We give them stylish, snappy advice about where to go for food, drink, music, sports, shopping, theater and more -- all on a limited budget. We're also full of tips on dating, jobs and other issues applicable to the young Chicagoan. Where, when, how, why and how much? Those are questions we answer with our complete and precise descriptions on everything we list. We keep our readers informed, active and involved. In a city of neighborhoods, we get readers out of their own and into someone else's.

## The Competition and Why We Differ

There are several entertainment guides in Chicago, but our readers are looking for something different. *Chicago* magazine is geared to an older, more affluent crowd. Also it's a monthly, limiting its event listings and ability to address timely topics. The *Chicago Reader* and *New City*, both weeklies, reach younger readers and print larger event guides, but they don't quite get it either: the listings are poorly organized and fail to shed much light on the specifics. Neither publication is portable or sleekly designed.

*Go Chicago* slides directly into this gap. Glossier and more compact than the *Reader* or *New City*, younger and hipper than *Chicago* magazine and more broadly informative than all three, *Go Chicago* will resonate with young professionals who are active and want a stylish guide with real service. They need more than a list of what's going on. They want everything described, evaluated and laid out in an intuitive, quick-reference format. All of this is packaged in a slim portable design that makes it easy to stuff in your bag as you walk out the door.

### Analysis

#### *The Reader*

This free, alternative weekly heavily focuses on events, taking topical rather than chronological angles on their coverage. Event listings appear in a calendar spread in the first section and continue by topic through the second and third sections. Events break down by type; for example, the list of musical happenings is broken down by type of music. *The Reader* uses short, several-sentence reviews with some of its events sections but not with others.

*What we don't like:* not enough reviews, not usefully organized

#### *Chicago Tribune's "Friday"*

This section arrives in every Friday edition of the *Tribune* and concentrates primarily on weekend happenings. The section puts an emphasis on the biggest events around town, especially movies. By focusing on a few big-ticket events, the *Tribune* ignores smaller happenings throughout the city.

*What we don't like:* not enough listings, too many mainstream or pricey events

#### *Metromix*

This *Chicago Tribune* Web site offers users the option of searching for activities by event date or event genre, but it has no print companion. Instead, the site has its own staff of writers in addition to using content from *Chicago Tribune* writers. Its Web pages are updated daily, but the staff also sends a weekly e-mail newsletter of events to subscribers.

*What we don't like:* not useful unless you *already know* what you're doing, not portable for most

#### *Chicago*

*Chicago* targets an older, wealthier audience, and includes limited event listings that do not adequately cover our reader's interests. The monthly magazine also has a popular restaurant section, but the scope of the list is again limited. On the magazine's Web site, events are not listed on the front page but instead appear inside the site.

*What we don't like:* not enough unusual listings, average price point generally too high

***New City***

This free weekly categorizes events by day, but its listing are far shorter than those offered by *The Reader*, *New City's* chief competitor. *New City's* Web site is very event-focused, listing top events on the site's front page. Site staff also sends a weekly e-mail newsletter to subscribers.

*What we don't like:* not enough information or reviews

## Reader Demographics

The U.S. metropolitan population reached 275 million in 2000 and will grow to 350 million by 2030. The nation's urban renaissance did not overlook Chicago. Developed land in the metropolitan area surged by 25 percent in the last 30 years. Condominiums sprouted in the West Loop, River West and other neighborhoods to accommodate newcomers. The late '90s boom economy attracted young professionals and Chicago's overall urban population grew for the first time in years. Residents between the ages of 25 and 35 -- *Go Chicago's* sweet spot -- represent 18.4 percent of the city's population, larger than any other age group in Chicago. The total number of Chicagoans between ages 20 and 35 is almost 800,000.

*Go Chicago* takes advantage of these trends.

### **Who are our readers?**

*Go Chicago* targets city professionals, ages 21 to 35. They are college-educated, while as many as one-third have graduate degrees. Almost all earn yearly incomes of at least \$35,000 or more, with the median income probably around \$75,000 (higher than *Metromix*, lower than *Chicago*). Most are on a managerial track.

Our readers are active men and women, mostly single. They go out three times a week on average and take several out-of-town trips a year. They spend money on entertainment, books, CDs, clothing, electronics, housewares and travel.

Our target audience also reads fashion, health, news and general interest titles. They use the Internet as a major source for news, information and communication.

*Go Chicago* readers consider themselves stylish and slightly alternative, but without pretension. They would rather find a one-off event, than face the spotlights of the mainstream. Our readers like participating in the city's cultural life and meeting new people. Fitness and health are priorities. They are socially conscious and politically aware.

## Editorial Overview

*Go Chicago* is a young professional's guide to stylish city living, from arts to sports to dating. Look for tactics to stretch your entertainment dollar, profiles on new artists and restaurants, but also help on dealing with inevitable urban hassles like moving or the holidays.

*Go Chicago* distinguishes itself by producing useful, brief descriptions for every event listing, formatted into a thoughtfully designed layout for easy, quick paging. Not too flip, but with equal doses of wit and fun, *Go Chicago* will deliver tight, punchy writing and intelligent analysis.

### Departments

1. Shout out:  
Rotating staff members will address readers in a "letter from the editor" type page -- a personal urban essay.
2. Call & response:  
Selected reader letters with editor replies.
3. Go there  
Staff picks for the week's best activities around town.
4. Features:  
Cover package centered on a weekly theme. Carried through the entertainment listings when possible.
5. Entertainment listings by tab:  
You're free tonight, what's going on? Organized in a fashion that understands how you plan your time. Each section is tabbed on the page margin with a different color to ensure easy flipping through the book.
  1. Music - arranged by day, then by genre
  2. Clubs - arranged by day, then by genre
  3. Gay/Lesbian - arranged by day, then by genre
  4. Bars - arranged by neighborhood
  5. Food - arranged by neighborhood
  6. Film - arranged alphabetically
  7. Stage (Theatre, Dance, Comedy) - arranged by day, then by genre
  8. Art; Books; Shopping - arranged by day
  9. Sports - arranged by genre, then by day
6. The dating grind:  
Column addressing sex and relationships.
7. While you were on the couch...:  
Photo spread of recent fun event.
8. These are the people in your neighborhood:  
Short profile of an interesting or unique person that a reader has suggested.

### Editorial Staff

*Go Chicago*'s staff will reflect the demographics of its readership in terms of age, education and interests. Shared experiences and viewpoints will keep *Go Chicago* relevant to its audience.

## Design Philosophy

The design of *Go Chicago* is event driven. Sleek and portable, the magazine is easy to carry and browse. The fonts and colors combine to produce a “young” and open look, enabling readers to instantly find the information they need. Our logo, with its pared-down, sans-serif type, simulates rapid motion, excitement and adventure. The font for the logo, like our readers and our magazine, is going somewhere.

Within the magazine, information is sorted to fit readers’ needs. Headings are clearly defined by different typefaces and boxes, and artwork and other design elements break up event listings. Unlike the *Reader* and *New City*, we pay attention to spacing in our listings, using wider gutters and greater spacing between each listing to encourage reading. Every page of events offers tabs printed on the outside edge of the page, to help with quick reference.

## Sample Editorial Calendar

This is a sample editorial calendar. The actual calendar will be based on 52 weeks. Of the numerous article ideas listed, we will print three to four feature articles and five to six sidebars in each issue.

### January 2002—Bargains

#### FEATURE ARTICLES

- Different types of thrift stores and how to navigate them.
- Where to barter and how to do it.
- Generic products (beauty, food) vs. their brand-name counterparts.
- Guide to free food. Manage a day of meals by following this map of samples around Chicago.
- Profile Chicago's best used music stores and their personalities.
- Follow a Chicago designer around to the best-unknown bargains and learn to spot her picks in flea markets.

#### DEPARTMENTS

- **Stage:** Rush tickets, Hot Tix, student tickets — how to get them and how it works.
- **Music:** Venues with cheap covers or free performances.
- **Shopping:** Best sample sales, best discount stores.
- **Food:** How to eat like a gourmet all week on \$25 (show grocery list). Cheap ethnic restaurants you don't know.
- **Bars:** Drink specials. Where a drink buys you a flick or live music.

#### SIDEBARS

- Cheap parking near places you actually want to be.
- Where to get a cheap haircut in Chicago.
- 2-for-1 restaurants
- Makeup artists give their favorite drug store items under \$5.
- Best bargains: cookware, haircuts, manicures, massages, office supplies, furniture, tailoring.

## April 2002—Moving

### FEATURE ARTICLES

- Neighborhoods overview: rent, type of spaces, availability, resident demographics, parking, public transportation, safety, shops, hangouts and markets.
- Moving from a mover's perspective
- "How to" move
- Moving horror stories.
- How to move as cheaply as possible without borrowing anything from anybody.
- Where to take your visitors that come right after you've moved.
- Brokers and listings.
- House-hunting strategy for two big new lease dates: May 1 and Oct. 1.
- How to keep your friends after they carry your couch.
- Decorating on the cheap. Ways to make the most of the light and layout.
- Famous people's horror stories about apartments they had.
- Prominent Chicagoans' first apartments.

### DEPARTMENTS

- **Movies:** Movies about moving (The Money Pit, Funny Farm)
- **Profile:** Eccentric building or landlord.
- **Shopping:** Where to go for inexpensive rugs, wall hangings, plants.
- **Food:** What to stock in your new kitchen. Planning a housewarming party.

### SIDEBARS

- My experience with a broker.
- Gyms in the city.
- Check-off list of things to do—change of address, call phone company, etc.
- Comparison of moving companies.
- How to convince people to rent your place (Put a pie in the oven! Make it smell like home!)
- Cheap things to do with moving boxes after you move.
- Clubs/activities to join if you're new to the area.
- Moving tips: materials to have on hand; how to best pack dishes, etc.

## Other issues in the vault:

### July 2002—Summer Guide

Readers will carry the *Go Chicago* Summer Guide with them to the beach, to the outdoor café, and to Chicago's most popular and lesser-known summer festivals.

### POSSIBLE STORIES

- Music, theater, food festivals, both big and small
- Where to eat outdoors
  - Plan a picnic
  - Outdoor cafés and bars
- Best beaches and pools
- Shopping—where to get a cheap pedicure, wax
- Outdoor sports leagues, volleyball, softball

## October 2002—Classes

*Go Chicago*'s readers may be done with their formal education, but that doesn't mean it's too late to pick up a new skill. Chicago is full of adult-education classes that people may not know about.

### POSSIBLE STORIES

- Stuff you should've learned, but didn't
  - How to play pool
  - How to make a good martini
  - How to make small talk
- Complete listings of classes
  - Best cooking classes
  - Foreign language
  - Sports
  - Dancing
  - Bartending
  - Art: photography, pottery, drawing

## Advertising Sales

*Go Chicago*'s readers are 20-30-somethings who spend their money in Chicago's bars, clubs, restaurants and stores. Without mortgages, medical bills and children to support, Chicago's young professionals and graduate students spend a majority of their income on entertainment, clothes and food. *Go Chicago* will attract advertisers looking to reach these up-and-coming Chicagoans.

Our major categories of advertisers will be:

- Clothes and shoes (Gap, Banana Republic, Lori's, Art Effect, etc.)
- Alcoholic beverages
- Chicago bars and restaurants
- Cars (Honda, Volkswagen, etc.)
- Music, Movies
- Gyms
- Beauty
- Electronics
- Cigarettes
- Travel

### Pricing

Price wise, *Go Chicago* is positioned between *Chicago* magazine and the alternative weeklies such as *The Reader*. As a glossier, more stylish publication, we will charge more for advertising than *The Reader* or *New City*.

### Advertising Rates

Comparison of one page ad prices

	<b>Black &amp; White</b>	<b>Color</b>
<b>The Reader</b>	\$2,641	\$3,891
<b>Time Out New York</b>	\$7,228	\$10,859
<b>Chicago</b>	\$14,560	\$19,365

## **Marketing & Circulation**

### **Co-sponsorship:**

Because *Go Chicago* tells people where to go, the magazine's marketing strategy targets places where people *already* go. *Go Chicago* will co-sponsor many events throughout the city, both big and small, such as First Fridays at the Museum of Contemporary Art, Saturday night events at the Adler Planetarium, amateur sports events for the Chicago Sport and Social Club, neighborhood summer festivals, club nights and live music performances.

Ultimately *Go Chicago* plans to anchor one or more signature events in the city, which may include races (5Ks or half marathons) or music festivals. These events will be completely planned and put on by *Go Chicago*.

At each co-sponsored event, *Go Chicago* will set up booths and offer free issues, the opportunity to subscribe to our magazine and the chance to sign up for the *Go Chicago* event mailing list, which will supplement the magazine database for direct mailings.

### **Directing marketing:**

Direct marketing is a part of *Go Chicago*'s initial marketing campaign, but the magazine will rely less heavily on this strategy once a larger readership is established. We will buy Chicago lists from magazines read by portions of our target demographic, specifically *Details*, *Chicago Magazine*, *Maxim*, *ESPN*, *Glamour*, *Cosmopolitan*, *Mademoiselle* and *Self*. We will also purchase lists from graduate schools, law schools and medical schools to introduce the magazine to Chicago's older students.

Besides marketing through snail mail, we will of course use e-mail. *Go Chicago* will buy lists from Web sites that the target audience frequents, such as bars with Web sites and e-mail lists, and restaurant review Web sites -- like *Chicago Magazine* and *Zagat*.

### **Distribution:**

*Go Chicago* will be available in newsstands, bookstores, supermarkets and by subscription in and around Chicago. Subscriptions will be available by mail, phone or through our Web site. *Go Chicago*'s cover price is \$2.95 and a year's subscription costs \$39.95 for 52 issues. Prices are roughly based on similar publications in other cities.

## **Brand Extensions**

*Go Chicago* is more than just a magazine. It's a brand that our readers associate with our specific style and attitude. More than that, it's a brand that they associate with detailed information that leads to getting out and being active.

Our brand begins with our logo and our publication, but it doesn't stop there. Like our readers, we're active and on the move. That's why we offer brand extensions including a user-friendly Web site, an e-mail newsletter and guides to the city.

Through our comprehensive Web site, our readers can see what's new and hot on the Chicago entertainment scene. Whether searching for details about that new sushi restaurant or wondering how to rent out a private room at a bar, our site has the answers. Just as detailed as our print product, the site will attract users who need quick information.

Cookies allow us to profile our users, and we also ask them to register, though we won't require it. Registered users have the option of receiving a weekly e-mail newsletter, detailing the editors' picks and offering headlines and links to feature stories. Our privacy policy discloses all of our intents and purposes for the information we collect, and contacting the Web and print staff is as easy as sending an e-mail.

*Go Chicago* publishes guides to Chicago, including a restaurant guide, a guide to single living and a student's guide to the city, available on our Web site and in bookstores.

Future branding plans call for the introduction of a *Go Chicago* television channel for Chicago hotels. The content for the station would be similar to the content on our Web site. *Go Chicago* programming would be available at reputable hotels throughout the city, with a special focus on downtown and loop locations that serve young professionals.