

# CHICAGOJAZZ.COM & CHICAGOJAZZMAGAZINE.COM

*Jazz coverage for the 21st century.*



Photo by Alan Frohlichstein



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## Our Story

In late 2000, founder Mike Jeffers, who was at the time a professional drummer in Chicago, launched the first version of [ChicagoJazz.com](http://ChicagoJazz.com) with a focus on promoting the musicians and venues that create the Chicago jazz scene. Two years later he published the first print issue of **Chicago Jazz Magazine (CJM)** and debuted it at the 24<sup>th</sup> annual Chicago Jazz Festival on August 29, 2002.

Following the launch, CJM published bi-monthly and was distributed for free throughout the Chicagoland area. It featured interviews with local and national artists, record reviews, regular columns, and musician profiles.

In 2003 CJM became the official publisher of the Chicago Jazz Festival Program and in 2004 CJM became the official publisher of the Chicago Blues Festival program.

From 2002 -2017 there were 92 issues of Chicago Jazz Magazine printed. In 2018 Chicago Jazz Magazine switched to a monthly online publication featuring video interviews, podcast, reviews and columns. After pausing CJM during the pandemic Jeffers reconceptualized the platform and expanded content development which has increased traffic and engagement making ChicagoJazz.com a leading resources for jazz in Chicago.

[READ THE FULL STORY HISTORY HERE](#)

CONTACT US: [ADS@CHICAGOJAZZ.COM](mailto:ADS@CHICAGOJAZZ.COM) | 773-927-0396



Mike Jeffers (left) interviewing the founders of Southport Records





Photo by Alan Frohlichstein

# CONTENT = AUDIENCE

## AROUND TOWN with CHICAGO JAZZ

Video and Podcast Interviews  
previewing performances and  
new releases

CHICAGOJAZZ.COM  
OVER 10,000+  
VISITORS  
PER MONTH

## JAZZ NEWS & PHOTO RECAPS

Coverage of upcoming and  
past performances

FACEBOOK = 25,750+  
INSTAGRAM = 2800+

## EVENT CALENDAR & PAST INTERVIEWS

An updated calendar and  
daily features keep the  
audience engaged and  
growing

EBLAST - 10,000+  
SUBSCRIBERS

GOLD JAZZ  
MEMBERSHIP -  
450+ MEMBERS

# COVERAGE THAT WORKS

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Photo by Harvey Tillis



## Are Audience Is Very Interested In:

- Learning about performances throughout the Chicagoland area that are related to Jazz, Latin, Blues and Gospel music.
- Understanding which legendary Chicago jazz clubs, venues and festivals they should visit.
- The best spots to have a dining experience ahead of attending a performance or festival.
- Chicago Hotels that are within walking distance of music venues, tourist attractions, the theater district and festivals.
- Theatrical productions and immersive experiences with a musical connection.
- Festivals outside of Chicago where they can experience the music and a new city and scene!

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Since 1999 ChicagoJazz.com has engaged with the Jazz audience with our exclusive content that tells the stories and connects the readers, listeners and viewers with venues, businesses and experiences that they are interested in learning about.

Advertising with ChicagoJazz.com will connect your business with a trusted name in jazz and put your message directly in front of thousands of very interested music fans with these great options:

- Official Chicago Blues Festival Program Book (CJM publisher)
- Official Chicago Jazz Festival Program Book (CJM publisher)
- Dedicated E-blasts and Social Media Posts
- Banner placements on ChicagoJazz.com
- Weekly E-Guide Advertising
- Premium Listings on ChicagoJazz.com
- Sponsorship of "Around Town" Podcast/Video Show

Ask your sales rep about our custom discounted packages.

# RATES – Banner Ads, Eblasts, Social Posts

## Ad Placements on ChicagoJazz.com

Homepage (right side, 4 weeks)

1<sup>st</sup> \$525 | 2<sup>nd</sup> \$350 | 3<sup>rd</sup> \$175

(Size: 300 px x 300 px)

Jazz Calendar (right side, 4 week per)

1<sup>st</sup> \$450 | 2<sup>nd</sup> \$300 | 3<sup>rd</sup> \$125

(Size: 300 px x 300 px)

Blog Pages (Jazz Photography & News)

Banner below editorial (1 position) \$175



## Dedicated Eblasts & Weekly Newsletters

10,000+ opt-in Subscribers

Dedicated Eblast - \$350 per Specs

750px x 1000px (72 dpi)

Chicago Jazz This Week - \$75 per Weekly Eblast & Social Newsletter

500px x 500px (72 dpi)

Gold Jazz Members

350+ members (70% open rate)

(FREE additional Eblast to our members for a ticket giveaway or discount offer with purchase of any advertising package)



## SOCIAL MEDIA

Sponsored Social Post - \$200 per

Clients copy and images posted to Chicago Jazz Magazine's Facebook & Instagram Platform

(Any additional funds added to the balance will be used to boost the post)

SPONSOR TOP 4 PICKS OF THE WEEK - \$75 per

Exclusive sponsor of weekly feature highlighting 4 shows CJM suggests for the week.



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