

SOCIALIFE CHICAGO

BRAND BRIEF 2020





When I, a social, educated, ambitious young professional, moved back to Chicago, I wanted access to a site that showed the best and brightest parts of the city. I struggled to see and read about people that looked like me at the time or what I hoped to be in the future. SociaLifeChicago is the website I was seeking but couldn't find as digital media began its ascent over lifestyle print. I wanted a site that educated, informed, and entertained while showcasing people of diverse backgrounds. An approachable site that inspires and serves as an aspirational gateway. I am excited to take you on this journey and hope that we can be a positive impact in this great city and to the many readers who read, share, subscribe, and follow.

~BOLAJI

bolaji@SociaLifeChicago.com

SOCIALIFE CHICAGO



Diverse. Fashionable. Discerning. Educated. Social.

Chicago's premier luxury lifestyle website bringing the world's best to Chicago and the best of Chicago, to the world. Like the friend you text to source the best recommendations, we're your insider guide for all things events, fashion, beauty, lifestyle, culture, news & entertainment.

SociaLifeChicago, updated daily, covers the established and emerging people, parties, and places, positively impacting the city and beyond.

Female 70% Male 30%

Age: 25-47

Education: College educated + above

Avg monthly uniques: 25,000

Avg. monthly page views: 90,000

SERVICES

Sponsored Content

Get your message and brand in front of our highly engaged audience in your voice. Sponsored content/advertorial client will submit 3-5 images including one main header, up to 400 word copy and link. *Price available upon request.*

Display Ads

Display ads are still an integral and valued part of online advertising and options include 'Run of Site' 'Above the fold,' 'Roadblock ads.' *Prices available upon request.*

Newsletter & Dedicated emails

Whether it's our morning news newsletter 'Hotness in the News,' weekly roundup newsletter or a dedicated email to our readers, we can get your message to our unique audience. *Price available upon request.*

Native content

Let our in-house content creators help you with an ad that will look/feel like an editorial piece meeting the need of our reader. Native content client will submit images and approved click-through link. *Price available upon request*

Social media

We have engaged followers across the major social media platforms who are waiting to hear about your product, giveaway, upcoming event and special announcement. *Prices per platform and packages available upon request.*

Gift Guides

Gift guides for key dates like Mother's Day, Father's Day, Easter, Holidays. Your brand/product will be mentioned in our editorially curated list. *Price available upon request.*

ads@SocialLifeChicago.com | 847- 920-7916

CONTENT

For editorial pitches: bolaji@SocialLifeChicago.com

To advertise: ads@SocialLifeChicago.com

A woman with dark hair, wearing a long, flowing red dress with a high slit and a black belt, posing against a dark background.

FASHION

A man and a woman posing together on a red carpet. The woman is wearing a white dress and the man is wearing a dark suit. They are both smiling.

PARTIES

A grid of 20 small portraits of women with various hairstyles and skin tones, arranged in a 5x4 grid.

BEAUTY

A woman with blonde hair, wearing a black and white patterned dress, sitting on a white armchair and smiling.

CAREER

A painting of a woman with dark skin, wearing a blue dress with a white bow and a pink flower in her hair, framed in a green frame.

LIFESTYLE