Oaklee’s Family Guide™ is a trusted resource that has been serving Chicagoland families for 16 years. We do the legwork to find family-focused events, products, places and services, putting them all in one place so busy families can save time searching and have more time for fun. As an Oaklee’s Family Guide advertiser, your message will reach a valuable local audience.

Oaklee’s Family Guide™ can help you reach the Chicagoland family market. Please call us at 847-427-4656 or email us at sales@oakleesguide.com to discuss your advertising needs.

**Editorial Calendar**

**January/February**

**March/April**

**May/June**

**July/August**
- Features: Outdoor Fun, Water Parks and Pools, Summer Festivals, State and County Fairs, Art Fairs, Back to School. Events: Fourth of July.

**September/October**
- Features: Apple Orchards, Pumpkin Patches, Fall Festivals, Halloween, Resale and Consignment. Events: Columbus Day.

**November/December**

**Website Advertising**

Viewers quickly find events, coupons, products and services, along with relevant editorial stories on our searchable website.

**Mobile-friendly guide** that includes seasonal fun across the Chicagoland area.

**Coupons**

Cost conscious families are always looking for moneysaving opportunities.

**Eblast Marketing**

Reach the loyal and local users who register on our opt-in email list.

**Social Media**

Join the interactive conversation through our social media touchpoints.

**Loyal and Active Audience**

Be part of a trusted resource that has served Chicago’s suburban families for over 16 years. Our loyal and active audience is growing, your business can too.

- 57% of readers access website via their phone or tablet
- 96% of readers agree that Oaklee’s Family Guide™ is an “extremely credible decision-making resource.”
- 84% use our ads to find activities
- 66% make purchasing decisions based on our ads
- 92% are female and “make the majority of purchasing decisions for the family”
- 67% of readers plan an online purchase in the next month
- 92%/8% Female / Male
- 93% Children in Household
- $95,906 Median Household Income
- 87% Own Their Own Home
- 66% Attended College
- 25% Have a Post-Graduate Degree

To reserve ad space call (847) 427-4656 today!

sales@oakleesguide.com • www.OakleesGuide.com