Block Club Chicago

2022 Media Kit

Photo by Alex Garcia
As a nonprofit, journalist-run newsroom, we’re known for delivering 24/7 nonpartisan coverage of Chicago’s diverse neighborhoods — while building community.

We’re reader-supported — and sustainable. When we launched in 2018, our fiercely-loyal readers bootstrapped us with the largest news Kickstarter campaign in U.S. history.

What started as a scrappy startup is now a powerhouse daily news operation with dozens of journalists and millions of readers, a wealth of impact and a trophy case of awards, including Editor & Publisher’s No. 1 news site in the country.

And we’re reaching people, through our daily newsletter read by 110,000, our weekly TV show, our top-rated podcast and hundreds of thousands of social media followers.
We’ve got your block covered.

A dedicated TV show and podcast.

18,500 paid subscribers.

130,000 newsletter subscribers.

48.5% newsletter open rate, double the industry average.

1.5 million unique readers a month.

Curated, neighborhood-specific newsletters reaching targeted zip codes.
Neighborhood news when you need it.

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Who reads us?

With reporters filing stories from all over the city, Block Club attracts readers across Chicago and into the suburbs.

Demographics
58.5% are women.
Majority are 36–45 years old.
Typically married, with an average household income over $150,000.

Interests
Their top interests include the arts, food and wine, technology, travel, home decor and working out.
Our readers are loyal, informed and engaged.
Partner with us.

From newsletters to our podcast and even space on our home page, Block Club has many ways for you to reach our engaged readers.

1. Ad positions in our free morning newsletters reach more than 110,000 people across Chicago.

2. **Want to target a neighborhood?** We have ad positions in neighborhood-specific newsletters targeting dozens of neighborhoods on the South, West, North, Northwest and Southwest sides.

3. Advertise on our home page, which gets visited about 300,000 times every month.

4. Reach your audience on our weekly “It’s All Good” podcast, with your ad read by host Jon Hansen at the start and in the middle of the show.

5. **Sponsor an in-person or virtual event** and get your message straight to our audience.

Have a different idea? We’re open to working with you. Email ads@blockclubchi.org for rates.
We start from the ground up.

Photo by Colin Boyle/Block Club Chicago
At Block Club, we don’t parachute into neighborhoods when something bad happens. Our reporters work in their neighborhoods full-time.

They are geographically assigned to cover a small area — typically two or three neighborhoods — instead of being assigned a traditional beat like cops or courts. They live and work in the neighborhoods they cover, building relationships over time with neighbors.
Hyperlocal coverage 7 days a week.

Photo by Colin Boyle/Block Club Chicago
We believe all neighborhoods deserve to be covered in a meaningful way.

Because of our dedicated, ground-level approach, unmatched accessibility and the deep relationships we’ve built with neighbors, Block Club Chicago has been able to break some of the city’s biggest investigative stories.

We amplify positive stories, show up to development and local school council meetings and serve as watchdogs in neighborhoods that are often ostracized by traditional news media.
Uplifting our community through reliable, nonpartisan news.
The national media’s narrative of a broken Chicago is unfair and inaccurate.

We aim to change that by covering the real Chicago — celebrating our neighborhoods, our resilience and highlighting the people who strive every day to make the city a better place for all.