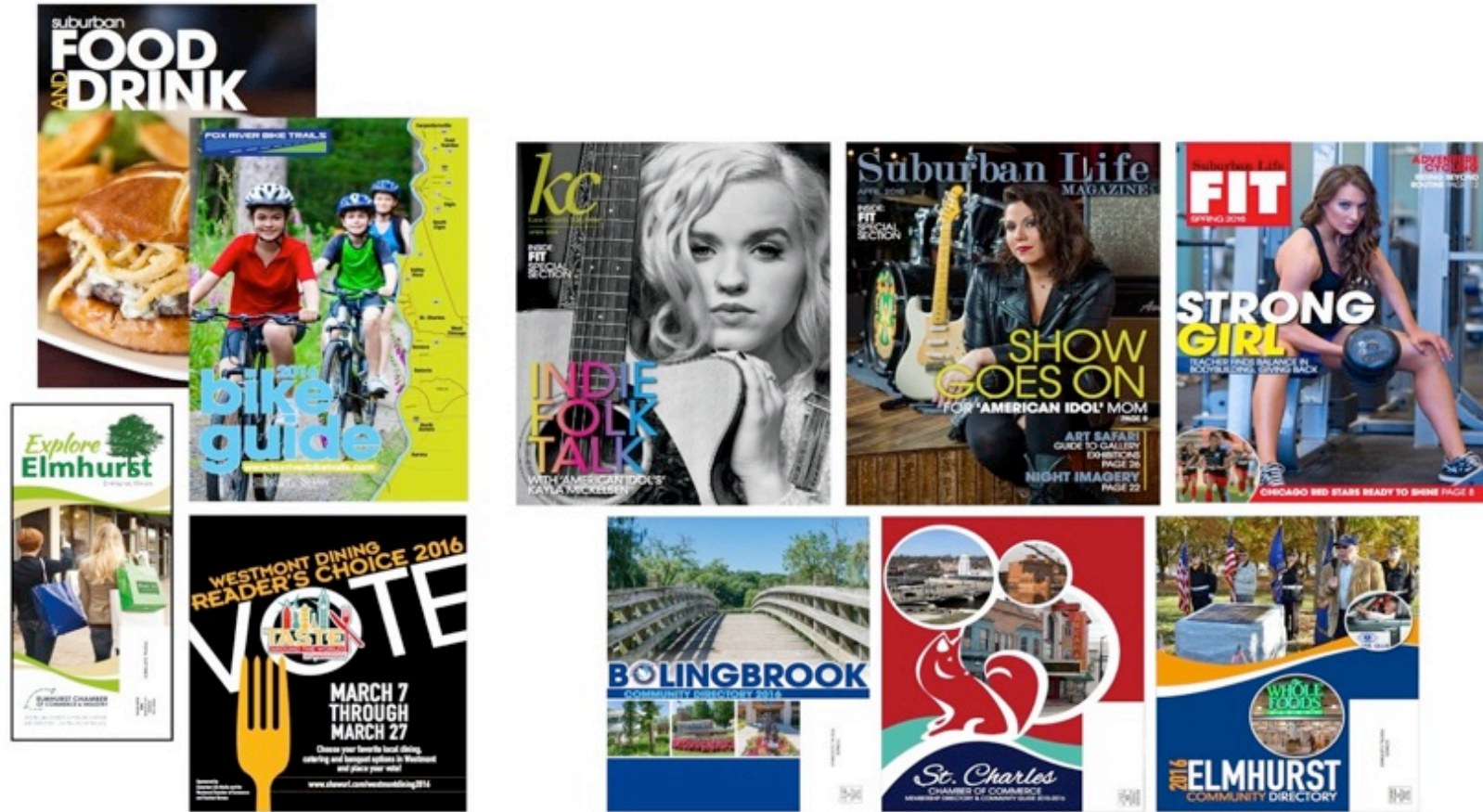


# Find the Multiple Revenue Sources in Your Market



# Shaw Media Revenue Focus

Commitment to continue to diversify revenue streams

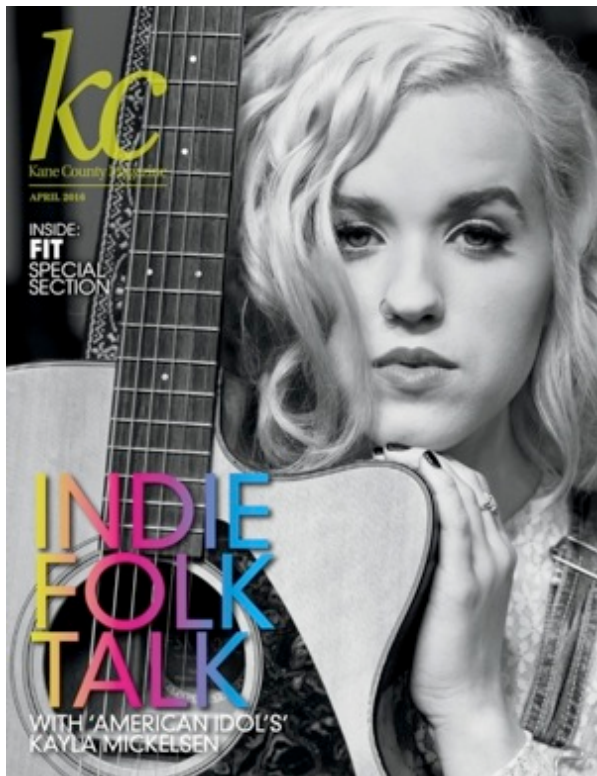
Revenue growth expectations in digital, niche, and events

Growing through acquisition



# Monthly Lifestyle Magazines

High-end glossy publications targeted to affluent and influential readers and advertisers. Local content including home design, fashion, health, family and dining and entertainment



# Monthly Lifestyle Magazines

## Content Strategy

Advertising partners have opportunity to be showcased in editorial features and profiles



**FOOD AND FRIENDSHIP**  
with Chef Nadia Tilkian

▲ Nadia Tilkian is the executive chef at Waterleaf restaurant on the campus of Glen Ellyn's College of DuPage. A former Clarendon Hills restaurant owner, Chef Nadia's culinary resume includes experience at Chicago locations Bistro 110 under Chef Glenn Wiele and Zinfandel, as well as service as a sous chef and chef de cuisine at the Zagat-rated Barrington Country Bistro.



**POTATO CROQUETTES:  
Tater Tots for Grownups**

This scrumptious recipe provides a nice addition to your repertoire of starch-based side dishes such as mashed potatoes, French fries, hash browns, onion rings and potato chips. Crisp on the outside, creamy on the inside, this flexible treat pairs with practically anything from hotdogs to filet mignon or makes a delectable snack by itself.

**INGREDIENTS FOR FILLING:**

- 2lbs. Yukon gold potatoes, boiled, peeled and smashed
- 4 tbsps. unsalted butter
- 2 ribs of celery, minced
- 1 small onion, minced
- 1 leek, white only, minced
- 1 cup grated parmesan cheese
- 1½ cups panko bread crumbs
- 2 eggs
- Salt and white pepper to taste

**INGREDIENTS FOR BREADING:**

- 2 eggs, slightly beaten
- 1 cup panko bread crumbs
- Oil for frying (see below)

**T**o start, sauté the celery, leek and onion in the butter over low heat until soft. For best results, heat the pan first, then add the butter. Once the butter stops foaming and begins to turn a pale brown, it is ready to start your sauté. Add the sautéed veggies, two eggs, parmesan cheese and 1½ cups of bread crumbs to your potatoes. Mix the ingredients into a dough and season to taste with salt and pepper.

Set up a shallow bowl with two slightly beaten eggs and a plate with one cup of bread crumbs. Roll the mixture into even-sized balls the size of a golf ball. Dip each ball into the egg, coating the ball completely, then roll in the bread crumbs, again coating completely.

Wonderfully flexible, the croquettes can either be baked or fried. For the healthier option, set the croquettes about 2 inches apart on a baking pan lined with baking parchment and bake in an oven at 350 degrees for roughly 20 minutes or until golden and crisp.

To fry, heat enough oil to cover your croquettes in a large, deep skillet, heavy-bottomed pot or an electric deep fryer with the oil heated to 350 degrees. If you're using a skillet or pot, use a candy thermometer as overheated oil ruins the flavor and can be dangerous. Add a small batch of croquettes and fry about three to five minutes until golden and crisp. Remove the croquettes with a slotted spoon and drain on paper towels. Serve warm with your choice of sauce, dip or any condiment you like. This recipe will yield approximately 35 croquettes.

As many of you know, Chicago's Restaurant Week is approaching but there's no need to wait until then to enjoy a superb meal at a great price. Come in from the winter cold and join Waterleaf for an exclusive three-course prix fixe dinner menu offered Wednesdays through Sundays year round.

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To submit an entry to Artist Showcase email artwork, title of piece, name and village of residence of artist, a two to three sentence description of the piece, short bio and artist photo to SuburbanLifeMagazine@shawmedia.com, subject line: "Artist Artist Submission"

# Monthly Lifestyle Magazines

Monthly paid columns including home design, health, food, wine, & fashion



**G**ray seems to be at the height of popularity in home decor. However, in addition to the color, homeowners also are being drawn to the look of a monochromatic space. Working within tones of a single color, a monochromatic scheme can create a space that is either dramatic or quiet, and very often, sophisticated.

A monochromatic room does not have to be only "gray". Pick a color that you love and you're off to a great start! Selections pulled in various shades of that same color paired against a variety of neutrals is an easy way to pull together an interesting room. Do not try to match your colors exactly. Rather pull lighter and darker shades or tints of the same tone. The higher degree of contrast between these shades will determine whether a room takes on a more serene look or one that is more expressive.

Varying patterns and textures is probably one of the most important considerations of a monochromatic space. Choosing patterns in various sizes is an easy way to add interest to a space of all one color. Next, combine different textures - include some shiny and some matte items, perhaps a soft chenille or velvet fabric against a nubby linen, or a textured rug. Adding a variety of patterns and textures will prevent your monochromatic room from feeling flat and boring.

Done right, monochromatic rooms are wonderfully sophisticated spaces which can help connect the palette between two different color schemes in the same home, or can provide an overall clean and comfortable feel for the entire home. Regardless of what style speaks to you, working in interesting textures and patterns in various shades of any color creates a space of harmony and calm, turning any home into a peaceful retreat.



SHERI GIBSON  
DESIGNER AT  
KRISTIN PETRIO INTERIORS, INC.

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# Magazine Distribution

- Distributed throughout our communities at high traffic locations where women would be present
- Mailed to paid newspaper subscribers in a few of our markets
- Magazine branded events: Women of Distinction, Women's Power Luncheon, Fashion, wine tastings, etc



# Suburban Life Fit Magazine

Seasonal female focused fitness publication

Running Cycling Strength Flexibility Nutrition Events

For a healthy, strong winter,  
look to your  
**core**



Ann Graham is a certified Jazzercise instructor and owner of the Jazzercise Glen Ellyn Fitness Center where her team of 12 instructors offers 41 classes each week. Jazzercise class formats include CORE, FUSION, STRIKE and STRENGTH 45&60.



With another Chicago winter on the horizon, our thoughts turn to preparing for the cold months ahead. Beyond a flu shot and a tuned-up snow blower, as a fitness professional I would attest that one of our best defenses against the upcoming season is rounding out our fitness routine with core training.

Our core is the very foundation of our body, and it includes the muscles in our abdomen, chest, hips and back. Not only does a strong core improve our overall fitness, having a strong core is extremely beneficial in almost everything we do.

**BALANCE AND STABILITY**  
Worried about icy sidewalks? Core exercises train the muscles in your pelvis, lower back, hips and abdomens to work in harmony, leading to better balance and coordination and reducing the risk of falling. As odd as it sounds, people who trip or stumble, yet don't fall down, were saved by their core.

**INJURY PREVENTION**  
Hitting the slopes this winter? Strong core muscles not only make it easier to perform most physical activities, but also help in preventing injuries. A strong core keeps a body in alignment, which in turn minimizes the strain on muscles and joints, effectively working as a safeguard against potential injury.

**POSTURE**  
Whether you're pushing a snow blower or sitting at a desk, good posture is the key to preventing lower back pain, and a strong core is the key to good posture. Strong core muscles allow the body to remain upright and prevent slouching, even for extended periods of time.



To improve your core strength, incorporate exercises that target multiple muscle groups into your daily fitness plan. Any exercise involving the use of your abdominal and back muscles in a coordinated fashion counts as a core exercise, and many core exercises can be performed at home without additional equipment. **Some of the best exercises to strengthen your core include:**

- Plank
- Side Plank
- Bridge
- Push-Up
- V-Sit

Aerobic exercise and strength training are the main elements of a fitness program. However, to maximize your fitness routine, it is important to incorporate core exercises to reap greater health benefits. Aside from being a challenging workout, core strengthening benefits your physical health in multiple ways. Core muscles are the foundation of the body's support, allowing the body to move more easily and effectively perform everyday tasks and participate in physical activity. A strong core leads to better balance, stability and posture which in turn reduce the risk of injury. Armed with a strong core and healthy body, it is with confidence that we can look at Mother Nature and say "bring it on!"

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# Fox River Bike Trails

Bike Trails around the Fox River and Kane County



**Trips designed for different interests**  
**First time, half day, full day, kids, couples**

**Places to eat, stay, and play around the trails**

**Calendar of events**

**FAQs such as where trails connect, start, etc...**

**Mobile enhanced website, annual glossy magazine,**  
**Monthly feature in Kane County Magazine**

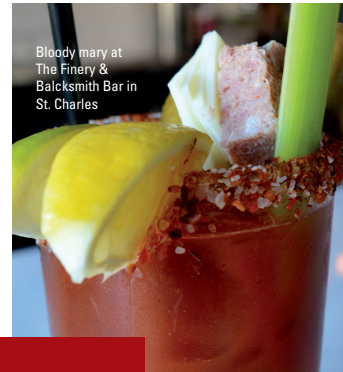
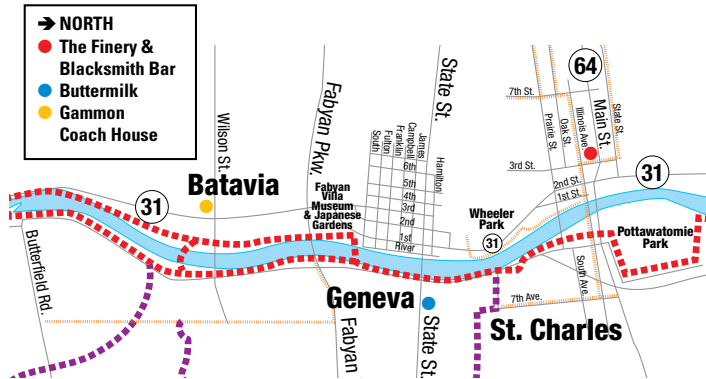


# Bike and Brunch

Trailside destinations for bacon, eggs and bloody marys

By STEPHANIE KOHL-MCCORD

The aptly named Fox River Trail hugs the Fox River, offering a scenic route for riders meandering through Kane County. The Kane County portion of the trail runs from Aurora to Algonquin and passes through nature preserves and quaint towns, such as St. Charles, Geneva and Batavia. On the weekends, the Fox River Trail transforms into a thoroughfare for cyclists on the hunt for brunch. And with a bevy of restaurants in such close proximity to the trail, bacon, eggs and bloody marys have never been easier to come by.



Bloody mary at The Finery & Blacksmith Bar in St. Charles

Here are three, Tri-City trailside brunch spots to check out on your next ride.

## ● The Finery & Blacksmith Bar

305 W. MAIN STREET  
ST. CHARLES  
630-940-2380

Located a couple blocks from the Fox River Trail, The Finery & Blacksmith Bar opened its doors last year. The restaurant serves brunch from 11 a.m. to 3 p.m. Sundays and is located within a historic building.

Co-owner David Reyes says that many of the Finery team members are cyclists themselves, and that they not only welcome the crowd, but also allow cyclists to store their bikes inside if necessary.

Brunch offerings are a mix of traditional items – but elevated – and the chefs make their own bacon. You won't find anything run-of-the-mill at The Finery & Blacksmith Bar, says Reyes.

"We like to take things to the next level," he says, adding that his dishes put an emphasis on flavor and detail.

Brunch consists of bloody marys and mimosas and menu items like Crème Brulee French Toast, Wild Mushroom Omelets and Banana Walnut French Toast. In addition to the brunch menu, two dinner items and a full bar are available during brunch. Reservations are not only accepted, but encouraged.

For more information, visit [thefineryrestaurant.com](http://thefineryrestaurant.com).

## ● Buttermilk

7 W. STATE STREET | GENEVA | 630-845-0820

Buttermilk is open from 7 a.m. to 2:30 p.m. daily, making them a great weekend brunch stop.

"Our fare is not the common fare," says co-owner Pete Kostopoulos, who opened the restaurant last year. "There's a little twist and turn from what you can get at the typical place."

Although their menu offers traditional breakfast offerings, it also features specialty people don't typically make at home, such as cinnamon roll pancakes and smoked salmon eggs Benedict.

Kostopoulos sees so many cyclists at Buttermilk, he has asked the city of Geneva to provide a bike rack near his restaurant.

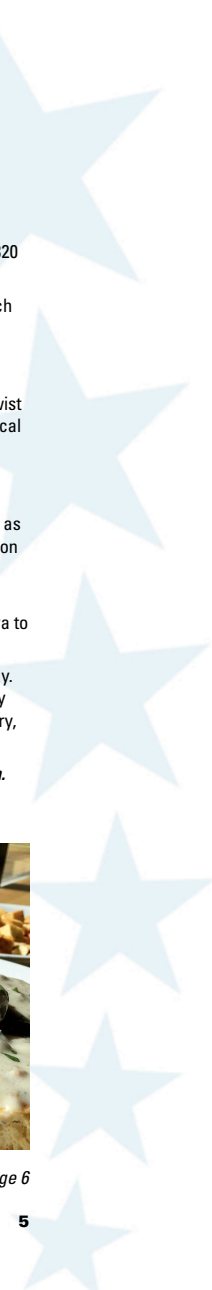
Buttermilk's entire menu is available all day. Its coffee bar menu also features specialty cocktails, such as its signature bloody mary, mimosas, beer, wine and more.

Find more at [www.buttermilkgeneva.com](http://www.buttermilkgeneva.com).



The B & G, Add the E at Buttermilk in Geneva

-Continued on page 6



# Local Fashion Show and Style Guide



## HIGH STYLED

Kane County Magazine and Shooting Star Studios play host to local boutique fashion event

*FASHIONS ON THE FOX*

Participating boutiques include:  
 Cool La Vie, by Sybil  
 Life One Boutique Shoppe  
 Special Occasions  
 Home  
 The Crystal Bride  
 The Preferred Star  
 Jovani and a Little Top Shop  
 The Studio Boutique  
 Inland in Elegance  
 C. Bonaldi Designs  
 Designer's Dream  
 The Little Trunk  
 Claudia's Closet  
 Shoo Mart, and more

Light, cameras, and lots of cheer! That's what we had at an opening evening of style and fashion in Geneva. Fashions on the Fox is a spring seasonal occasion of glamour featuring Kane County Magazine and Shooting Star Studios of St. Charles. Featuring the latest boutique styles with local models and runway photographers, this night promises to be a statement-making and the hottest fashion event of the season!

Fashion photographer Thomas P. Janssen and modeling agent Katie Silke have hand-picked models, posing them with the perfect local ensembles from the boutique-to-city boutiques. From Fashion imports to signature styles, these career standards is the perfect dress for a night out on the town...can't wait for all the fun on the Fox!

"Kane County Magazine, we always have an eye on what's trendy and cool, and we know that you can find everything you want for your wardrobe right here in our own communities," says Kane County Magazine Editor Sheri Decker.

Enjoy the evening in exquisite surroundings at Shooting Star and Springs in Geneva. The show starts at 7 p.m. (doors open at 6:30) and 8:30 tickets include the fashion show, live DJ/music, a drink ticket and a coffee ticket. Additional drink and coffee tickets will be available for purchase at the event. Cocktail hour performances will be offered by the dancers of State Street Dance Studio in Geneva.

"The fabulous fashions and great food all along the fashion are part of what make the Fox show such a great place to be and watch," says Shaw Media/Laura Burt, "the event like this one brings it all together, and with great partners at Shooting Star Studios and I can't wait, it's bound to be a smash hit!"

Tickets are available on line at [Plantations.com](http://www.plantations.com)

APRIL 2014 KANE COUNTY MAGAZINE

FASHION & BEAUTY

[www.kanecountymagazine.com](http://www.kanecountymagazine.com)

[www.shootingstar.com](http://www.shootingstar.com)

FASHION & BEAUTY

KANE COUNTY MAGAZINE - APRIL 2014

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Glossy guide served as a supplement to Fashion Show  
 Showcased local boutiques spring fashion line up  
 Professionally photographed & designed

# Dining Guide

Comprehensive dining directory \* Dining profiles \* Mystery diner reviews



2015  
DINING  
GUIDE

A publication of  
**SHAW**  
\*\*\*\*\*media



## SMOKIN' HOT CONCEPT AT PARK WEST, TRADITIONAL DINER MEETS SOUTHERN SMOKEHOUSE

By JODY PAIGE



Photos by Amy Calhoun

What do you get when you combine a longtime suburban casual dining restaurant with the talents of a South Side Chicago smokehouse? A restaurant with a diverse menu,

offering something for everyone's taste.

Park West Restaurant & Smokehouse, 10 E. Roosevelt Road, Villa Park, combines the menu of the popular Omega Restaurants with the award-winning smokehouse barbecue of Chicago's Park Ribs.

"It's a unique place and somewhere everyone can get something they will enjoy," says Nick Andrews, owner and manager.

The restaurant is open for breakfast, lunch and dinner, and while it has Omega favorites such as pancakes, crepes and omelets as well as American, Greek and Italian fare, there also is a smokehouse in the back of the house.

Andrews' uncle Theodore Gianopoulos is the pit master, and makes the enticing barbecue sauce from scratch, which also can

be purchased by the bottle. Andrews says the recipe is from Tennessee and is kid-friendly and not too spicy.

At Park West, the smokers are set to kick on in the very early morning and the meat is smoked over hickory wood chips, low and slow for eight to 12 hours. Popular items include the pulled pork, brisket and ribs.

The restaurant infuses the smokehouse flavors into popular Omega choices producing distinctive dishes such as the brisket hash, smoked brisket diced with cubed potatoes, red onion, chives and eggs, and the smoked pork skillet - pulled pork with jalapeno peppers, onions, green and red peppers and hash browns, blended with cheese and topped with eggs. You can find lunch and dinner favorites such as a pulled pork sandwich or the Texas brisket panini and even a chopped salad with pulled pork, fire roasted corn and red onions. All that makes it on the menu alongside Omega favorites such as classic Greek saganaki.

"All the meats are smoked in house. People aren't accustomed to that, especially in the suburbs," Andrews says. "People love the concept and love the food."

For more information about Park West visit [www.parkwestsmokehouse.com](http://www.parkwestsmokehouse.com).

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DINING  
GUIDE  
2015

MYSTERY DINER

## River House brings barbecue to downtown St. Charles

After one bite of the Brunswick Stew, I knew I would be coming back to The River House Barbecue in downtown St. Charles. A traditional dish hailing from the American South, the rich and thick stew consisted of chicken, brisket and corn, and ever-so-slightly tickled the tongue with a kick of spice. A perfect start to a meal featuring slow- and low-cooked barbecue and southern favorites such as collard greens, beef brisket and sweet potato mash.

River House makes its own barbecue sauces, and meats are dry-rubbed and smoked in house. Choosing which barbecue sauce to go with your smoked meats is a daunting task, so we ordered all of them at no additional charge. But the most popular sauces are the Memphis Magic (sweet with a kick) and the Kansas

City. Also available is the Carolina Red Hot, Georgia Mustard and Alabama White (creamy and tangy).

Moist and nearly falling off the bone, the chicken, accompanied by baked beans and sweet potato soufflé, was the table favorite. The brisket came sliced atop a piece of grilled Texas toast and a side of creamy mac and cheese and collard greens.

With its sizable portions, affordable pricing and delicious southern fare, The River House Barbecue has successfully managed to infuse a little soul into St. Charles.



Staff All photos

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DINING  
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2015  
9

# Community Events

## Economic Forecast



### Optimistic Economic Forecast

Above: Suburban Life's 2015 Economic Forecast Luncheon on January 27 featured (from left) Rich Reichert of Community Bank of Elmhurst, ECCI President and CEO John Quigley, Laura Bucke of Suburban Life Media, Ken Barsh of CBE and Tim Roccoletti of Elmhurst College among the presenters, panelists and speakers.



Above: Quigley delivers the Keynote Address on the State of the American Economy.

Right: Barsh introduces Quigley on behalf of CBE, the Keynote Speaker sponsor.

Above: Staff and guests of Community Bank of Elmhurst listen to the panel discussion that included Reichert and Roccoletti.

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# Women of Distinction

## COMMUNITY COMMITMENT

Julie Simpson keeps North Aurora riverfront flowing with activities

By MELISSA RUBALCABA RISKE

North Aurora resident Julie Simpson is proud of her zip code and she wants others to enjoy her community too. As a volunteer with local organizations, Simpson has made an impact helping her community to grow with opportunities and increase its visibility as a great place to live.

"Some people think North Aurora is this sleepy little village between Aurora and Batavia, but it is a very dynamic community," Simpson says.

In 2008 she was invited to be a part of a group of volunteers taking an active look at increasing the recreation and enjoyment of the North Aurora riverfront. Her vision and persistence helped move the group from an advisory committee into what has become the North Aurora River District Alliance, an independent non-profit that works with the village, the Fox Valley Park District as well as local groups and businesses to enhance the visibility and usage of the riverfront.

"Julie was the one who says we need to be our own non-profit," says NGAARDA chairman Jennifer Duncan of North Aurora.

Duncan says Simpson was a true leader, bringing together people and ideas and helping to foster the success of NGAARDA, which became an independent organization in 2009.

"She is such a useful asset to bring people together," Duncan says. "And she never gives up. She doesn't take 'no' for an answer."

Simpson served as chairwoman of NGAARDA from 2009-13 and under her leadership the group was able to form partnerships to support features that could enhance the riverfront such as the Water Wonders, a meandering stream where visitors are encouraged to splash and wade. In addition to the attractiveness of the

stream it was built keeping with the NGAARDA mission of being environmentally friendly and fiscally responsible. It uses harvested rain water that continuously cycles through a natural filtration system.

"It's a very attractive feature," Simpson says. Adding to the area this summer a new rain garden will take shape along the river.

"There's a lot of momentum in the village now and it's great seeing things happen," Simpson says. "We're evolving and we're moving forward."

While there are riverfront activities year-round, summer includes special highlights from the monthly music concerts called Rhythms on the Riverfront to the parade party following annual North Aurora Community Parade.

"It is wonderful to get everybody to the area," Simpson says.

It was Simpson who suggested that the annual parade, scheduled for June 7 this year, send its way to the riverfront so NGAARDA could host a post-parade Party in the Park and Duck Race. The parade is coordinated by the North Aurora Mothers Club.

"It's a great organization and it helps you get connected to the community," Simpson says. "It offers many social activities and ways to be philanthropically involved."

Simpson joined the Mothers Club, also a non-profit organization, in 2006 when her own children were young, and she served as president from 2006-08. She worked to build awareness of all that the club does for the community.

"Julie is a natural leader," says Jessica Watkins, the current president of the North Aurora



**WOMEN distinction**

Mothers Club. "Her ambition is tremendous and she likes to see things happen."

Simpson's dedication to the community was in addition to her busy life raising two children and continuing to work and making time to volunteer at her church and in her children's school. Friends say Simpson is creative and caring, funny and sweet.

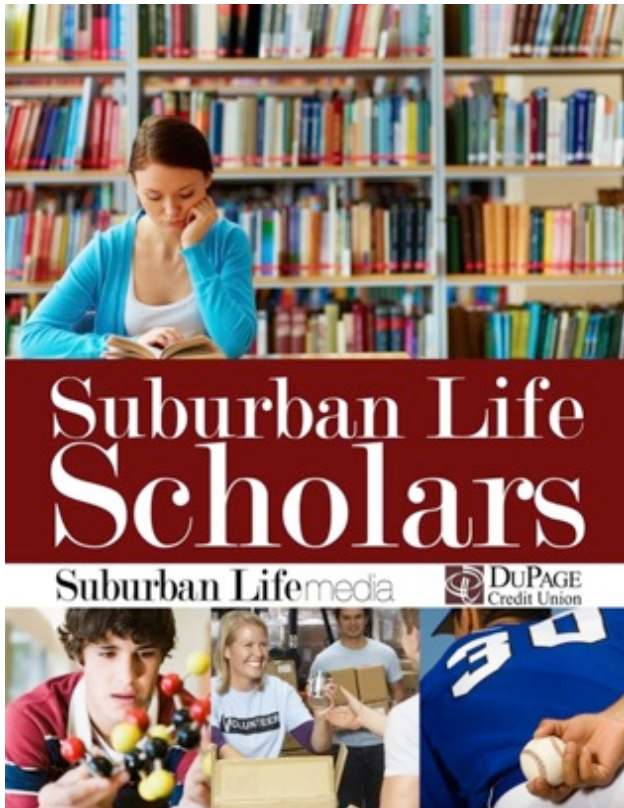
"She keeps everyone motivated and feeling strong," Duncan says. "If it can impact or beautify the community she will write up the plan."



Ongoing Branding each month in lifestyle magazine or local newspaper

# Suburban Life Scholars

Recognizing our Suburban High School students



Two \$2,000 scholarships awarded

Students selected by school administrators based on academic performance, character, extracurricular involvement, and community service

# Athlete of the Week



**MEGAN  
McEACHERN**

Batavia  
• Senior • Girls soccer



**Why she was selected:**

**McEachern helped Batavia to a 3-0 record in last week's Lake Park Invitational, which culminated with a tournament title.**

*Batavia senior forward Megan McEachern contributed a hat trick during the Bulldogs' 5-0 victory against host Lake Park during a Match 29 game at the Lake Park Invitational. Her play maintained a sound level for the rest of the three-game tournament, helping the Bulldogs to a championship. McEachern, the Kane County Chronicle-St. Charles Bank & Trust Athlete of the Week, caught up with Chronicle sports editor Kevin Druley about the week. An edited transcript follows:*

well.

**What do you credit to the team's solid start?**

I thought pulling through to win that Lake Park tournament was a really good confidence booster for us. I think we've just been working really good as a team ... through the back line, through the midfield and up to the forwards. It's just been really good, and we've been working as a team really

**I know Lake Park was a conference opponent back in the day, but how much do you guys enjoy playing different competition?**

It's pretty fun because you're not really used to playing them all the time. You usually just meet in the spring break tournament. So it's just kind of going into it not knowing much about them, and it's kind of fun.

**Has the team style been about the same throughout your Batavia career?**

I would say so. [Coach Mark Gianfrancesco] kind of stresses possession and looking to play up, just kind of looking levels up and being more on an attacking mode to get behind the back lines and stuff. So I think it's worked for us, and I think it will continue to do that."



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BASEBALL: ST. CHARLES NORTH 5, BATAVIA 0

## Lambert's gem sets tone for North

By KEVIN BEESE  
editorial@kccchronicle.com

BATAVIA – St. Charles North's Jack Lambert continues to make up for lost time.

The left-hander, who pitched only four innings all last season for the North Stars baseball team because of injury, ran his record to 3-0 with a dominating six-inning performance Tuesday as St. Charles North beat Batavia, 5-0.

Lambert struck out 12, did not walk anyone and scattered four hits, stymieing Bulldogs hitters. Only one runner reached third base against Lambert, and that was caused by back-to-back infield errors.

"It was one of my best performances," Lambert said. "I threw a lot of strikes."

To be exact, 71 percent of Lambert's pitches were strikes, according to the St. Charles North coaching staff.

Lambert's ability to overcome consecutive errors in the sixth inning by the right side of his infield thwarted Batavia's best scoring opportunity on the cold, windy and rainy day. With runners on first and third with one out in the inning, Lambert fanned Batavia's Kyle Niemiec and Luke Golsen to end the inning.

"You can ask a kid to overcome something like that," North Stars coach Todd Genke said. "It is [an] entirely different thing to have a champion show he can do it. They had first and third with one out and he kept his opponent down, he kept them from scoring."

Lambert said he didn't feel any added pressure to make perfect pitches after the errors or that he had to overpower the Bulldogs (4-1, 0-1 Upstate Eight Conference River).

"I knew they would make the plays for me," Lambert said of the defense behind him. "I just wanted to do what I could for the team. I just needed to trust that my pitches were working."

Christian Sidoti pitched the seventh inning for the North Stars (4-2, 1-0), facing just four hitters and striking out the last two men he faced.

Both Lambert and Genke credited catcher Erik Rabin with doing a great job behind the plate and contributing to the victory.

Meanwhile, Batavia coach Matt Holm said the team's defensive miscues were too much for his squad to overcome when playing a quality team such as St. Charles North.

"You can't make six errors and win a baseball game," Holm said.

North got all the offense it needed in the top of the second, when Kyle Novotney led off with a triple down the left field line and scored on a fielder's choice by Zach Mettetal. The throw home on Mettetal's softly hit grounder was late and the North Stars were on the scoreboard.

The North Stars added two runs in the top of the fourth when Mettetal led off with a walk, stole second and scored on Sam Faith's single. Faith advanced to third when Batavia's first baseman couldn't handle a pick-off throw from Batavia starter Glenn Albanese, and then Albanese threw a wild pitch. Blake Saltsman singled Faith home.

North added two insurance runs in the top of the seventh when Brendan Joyce walked and scored on an overthrow of John LeGare's bunt single.

LeGare scored later in the inning when Batavia catcher Tyler Munoz threw wildly in an attempt to pick him off third base.

15 SPORTS

Kane County Chronicle / KCCChronicle.com • Wednesday, April 6, 2016

Weekly program in local newspaper

Weekly congratulatory letter sent to student

Awards Banquet at the end of school year

Athletes are selected by sports editor

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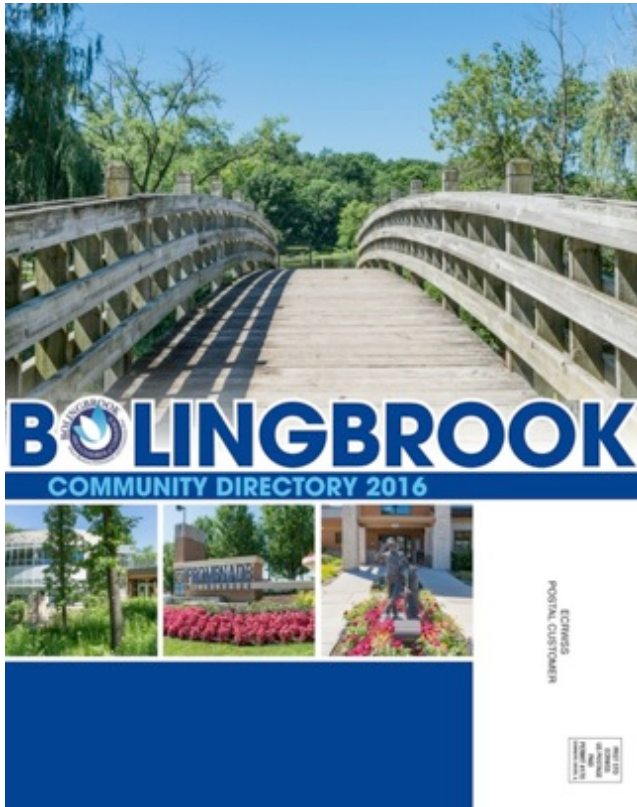
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# The Evolution of Building and Monetizing a Niche Audience

building Chicago Football and becoming

The iconic brand of **Pro Football Weekly**



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# Chicago Football and PFW two brands with same mission

## Chicago Football

- Brand started in 2011 as a U pick em contest to develop a new revenue stream, audience and collect data.
- In 2013, Shaw started partnership as selling agent of PFW annual magazines.
- In 2014, Shaw launched CF.com, an in season weekly subscriber based magazine and Chicago Football Now. (TV)

## Pro Football Weekly

- Started in 1967 by Arthur Arkush: claim to fame is the development of the draftnik community.
- At its height, PFW was a website, annual magazines, National TV Show, National Radio Show and sold its content to newspapers across the country.
- PFW closed in 2013. (website, radio and newspaper partnerships)



# Chicago Football 2014

## Platforms:

1. Annual magazines sold  
At newstands nationally. (3) 90%  
Revenue from subscribers.
2. Weekly in season magazines.
3. Chicago based TV Show.
4. Website.

Results: not a sustainable model.





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# Chicago Football 2015: Changed Focus of ChicagoFootball.com



## ChicagoFootball.com

- **The Real Deal** - Expert analysis from Hub Arkush and Chicago Football team
- **Targeted** - Reach an engaged male audience
- **Growing** - ChicagoFootball.com has averaged over **One Million Page Views** per month in the off season and is projected to double in-season!

- 1 Pencil Pushdown - \$25/m
- 2 Mobile and Desktop Big Box - \$15/m impressions
- 3 Desktop Spinner - \$300/day



# Chicago Football 2015: Changed Focus

## 'Kickoff' Your Sales with Chicago Football, the Leader in Pro Football Coverage

Inventory is limited - just 4 pages available!

- Back Page **SOLD**
- Adjacent to popular 'Take Two' article
- Adjacent to Fantasy Football coverage
- Anchoring the Weekly Game Preview

**Full Page - \$2,550**

Section publishes weekly for 16 weeks starting September 10. You will get first right of refusal on playoff sections if applicable.





# Chicago Football 2015: Changed Focus



# Year-over-year

How did we compare 2015 to 2014?

- Pageviews: Up 50.7%
- Users: Up 29.9%
- Our audience shifted even more to mobile, increasing by 5%
- The NFL Draft was our biggest success story, with multiple record pageview days.



# Top stories for 2015

1. Photos: Chicago Bears first-round draft picks: 66,333 [pageviews](#)
2. Hub [Arkush](#): Chicago Bears can't afford to keep Brandon Marshall: 66,164
3. Photos: Bears organized team activities: 48,149
4. Hub [Arkush](#): All-Star list of potential coordinators for Bears: 46,655
5. Chicago Bears free agent options: Safeties: 46,171
6. Hub [Arkush](#): Cutler for [Mariota](#) sparks headlines, but makes no sense: 42,297
7. Ask Hub [Arkush](#): Will Bears move Kyle Long to tackle? 39,727
8. Chicago Bears free agent options: Quarterbacks: 36,377
9. Hub [Arkush](#): Brandon Marshall trade addition by subtraction: 35,328
10. John Fox begins to fill out coaching staff: 33,776



# Season-over-season referral traffic

Stats that stands out:

- Twitter overcame direct traffic as our biggest referral source of pageviews.
- Twitter was responsible for 16% of our traffic in the 2014 season. It was responsible for 28% of our traffic in the 2015 season.
- More of our audience comes to us through a side door (social and search) than directly, and it's not even close. (73% side door vs. 27% direct).



# In January of 2016 CF.com had the opportunity to become PFW.com



Shaw Media has announced that it is re-launching an iconic brand, *Pro Football Weekly* (PFW).

Founded in 1967 by Arthur Arkush, PFW began as a weekly magazine covering all aspects of the National Football League for its subscribers. In 1979, Arthur's son Hub was named publisher and editor.

Under Hub's leadership, the newspaper grew to over 100,000 in weekly circulation. In the 1980s and 90s, the brand expanded to include nationally distributed annual preview magazines along with syndicated radio and television.

In 2013, PFW ceased publishing its weekly magazine and suspended operation of its website, ProFootballWeekly.com. The television program – syndicated through Comcast Sports Net, and reaching over 50 million households – and the preview magazines have continued through an ongoing partnership between Shaw and Arkush.



# What is **Pro Football Weekly**?

## **It's a Website**

Pro Football Weekly is back! Reaching nearly 1 million page views in its first month. Now, with national appeal, we expect traffic in season to grow to 2 million page views per month!

## **It's a Weekly Supplement**

From July through February, Pro Football Weekly is inserted weekly into more than 400,000 households through the most respected newspaper titles every Thursday!

## **It's an Engaging, Interactive Contest**

Each week during the season, more than 3,000 people compete against our professional picks of the game!

## **It's a Regional TV Show**

Broadcast weekly on Saturdays at 10:30am and 2:30pm on WCIU and The U Too, Chicago Football Now has an average reach of 11,000 households and during peak times has reached as many as 26,000.

## **It's a National TV Show**

Pro Football Weekly is broadcast to 42 million homes weekly during the football regular and post season (Sept-Feb). In the Chicago DMA alone, this show reaches 4.7 million households.

## **It's a Conversation**

Pro Football Weekly has over 95,000 followers on Twitter, more than 1,000 Likes on Facebook, and 3,000+ fans who receive a daily newsletter through email.

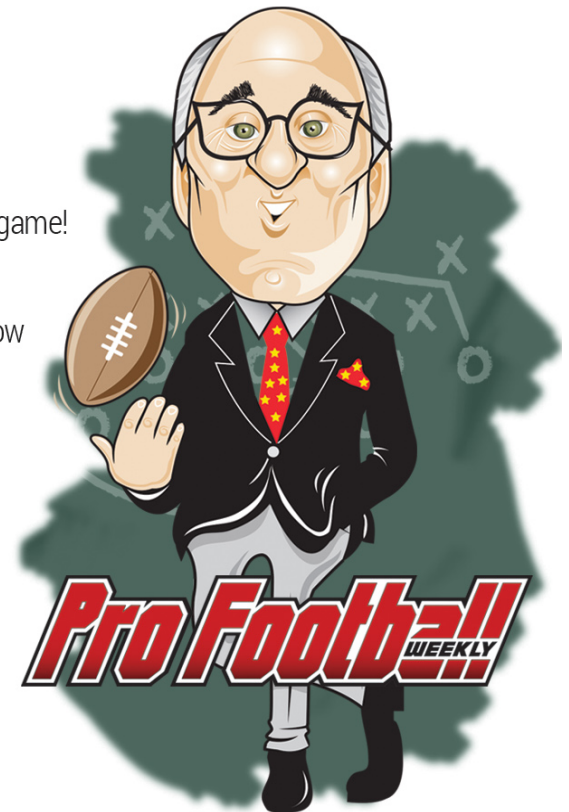
## **It's an App!**

Pro Football Weekly has over 2,600 downloads since its creation in February of 2015.

## **And now ... it's a Radio Show!**

The Pro Football Weekly Radio Show is syndicated nationally and broadcast locally on 670 the Score.

***Pro Football Weekly is a way for you to engage with your customers as they read about a subject they LOVE!***



# Pro Football Weekly Television Network



## Pro Football Weekly TV Show 2016

The thirty-minute weekly Pro Football Preview Show features Dan Hampton, NFL Hall of Famer; Dave Wannstedt, NFL analyst; and Hub Arkush, Executive Editor of Pro Football Weekly. Our expert panel covers the top stories around the league, talks about the weekly NFL gossip in the *Way We Hear It* segment, analyzes the top games with stats and graphics, and each offers their top picks every week. The show concludes with our panel's "lock" picks of the week and each gives his top fantasy player for fantasy football enthusiasts.



### Chicago

	MILLION HOUSEHOLDS
Chicago	4.7
Mid-Atlantic (Washington DC, Baltimore)	3.6
Philadelphia, New Jersey	3.3
New England (Boston, Hartford)	4.0
Bay Area (San Francisco, Oakland, Modesto)	4.1
Southeast (Georgia, Florida, North Carolina)	6.4
California (Sacramento, San Jose, Fresno)	3.4
Northwest (Portland, Seattle, Tacoma)	1.1
Altitude (Denver, Mt. Region)	4.3
Pittsburgh	3.2
Southwest	4.1
<b>TOTAL</b>	<b>42.2</b>

Investment to run a :30 sec spot \$1000/week in the Chicago DMA only. Inventory is limited. Advertisers may purchase full season (23 weeks) or half season programs.

5/1/16



# Bringing Back the PFW Radio Show

YAHOO!  
SPORTS RADIO

- Background:** ● Profootballweekly (PFW) is one of the longest-running, most reputable brands in sports media
- Radio:** ● Last month PFW brought back its nationally syndicated radio show, hosted by PFW editor Hub Arkush
- Distribution:** ● Show heard across all Yahoo Sports Radio platforms, including network of affiliate radio stations, online and via mobile app.
- Airing:** ● Two hour show, airing Saturday evenings from 7p-9p
- Opportunity:** ● Secure significant presence in show – e.g., Become the presenting sponsor or a segment sponsor of show

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WEEKLY

EMAIL NEWSLETTER ORDER MAGAZINE FOLLOW ON TWITTER FOLLOW ON FACEBOOK

Analysis The Way We Hear It Draft Teams Video Podcasts More

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# Roster of PFW Affiliate Stations



Station:	Market/City	State:
WBPT-FM	Birmingham (Ann and Tusc)	AL
WEVG-AM	Mobile-Pensacola (Ft. Walton)	AL
WMCJ-AM	Birmingham (Ann and Tusc)	AL
WNSP-FM	Mobile-Pensacola (Ft. Walton)	AL
WTXX-AM	Montgomery-Selma	AL
KAKS-FM	Ft. Smith-Fayettevil-Sprndl-Rgrs	AR
KEWI-AM	Little Rock-Pine Bluff	AR
KVRC-AM	Little Rock-Pine Bluff	AR
KXJK-AM	Memphis	AR
KZYP-AM	Little Rock-Pine Bluff	AR
KLCA-F2	Sacramento-Stockton-Modesto	CA
KDCO--AM	Denver	CO
KKSE-AM	Denver	CO
KTMM-AM	Grand Junction-Montrose	CO
WELE-AM	Orlando-Daytona Beach-Melbourne	FL
WHFS-AM	Tampa-St. Petersburg (Sarasota)	FL
WSRQ-AM	Tampa-St. Petersburg (Sarasota)	FL
WTKE-AM	Mobile-Pensacola (Ft. Walton)	FL
WPTB-AM	Savannah	GA
WRDW-AM	Augusta-Aiken, GA	GA
KIIC-FM	Des Moines-Ames	IA
WSCO-AM	Chicago	IL
WXVW-AM	Louisville	IN
KJCK-AM	Wichita-Hutchinson Plus	KS
KKFH-AM	Wichita	KS
WNTC-FM	Evansville	KY
WWEI-AM	Springfield	MA
WCBC-AM	Washington, DC (Hagerstown)	MD
WBBL-FM	Grand Rapids-Kalmzoo-Battle Crk	MI
WBRN-AM	Traverse City-Cadillac	MI
WCAR-AM	Detroit	MI
WCHT-AM	Marquette	MI
WMPL-AM	Marquette	MI
WQQX-AM	St. Louis	MO

WSFZ-AM	Jackson, MS	MS
WDLX-AM	Greenville-New Bern-Washington	NC
WGHB-AM	Greenville-New Bern-Washington	NC
WQTM-AM	Raleigh-Durham (Fayetteville)	NC
KSK-AM	Omaha	NE
KMZO-AM	Las Vegas	NV
WCLT-AM	Columbus	OH
WFOB-AM	Toledo	OH
WHBC-AM	Cleveland-Akron (Canton)	OH
WMOH-AM	Cincinnati	OH
KBIX-AM	Tulsa	OK
KSPI-AM	Oklahoma City	OK
KYAL-FM	Tulsa	OK
WNPV-AM	Philadelphia	PA
WPDC-AM	Harrisburg-Lancaster-Leb-York	PA
WWCS-AM	Pittsburgh	PA
WWGE-AM	Johnstown-Altoona-State College	PA
WABV-AM	Greenville-Sprtnbrg-Ashvl-Andrsn	SC
WCCP-FM	Greenville-Sprtnbrg-Ashvl-Andrsn	SC
WQNT-AM	Charleston, SC	SC
WRHI-AM	Charlotte	SC
WNML-FM	Knowville	TN
WRKM-AM	Nashville	TN
WSMG-AM	Tri-Cities, TN-VA	TN
WWDX-AM	Jackson, TN	TN
KGOW-AM	Houston	TX
KREW-AM	Lubbock	TX
KSIX-AM	Corpus Christi	TX
KTCX-AM	Dallas-Ft. Worth	TX
KCLE--AM	Burleson	TX
KTOX-FM	Austin	TX
KCRS--AM	Midland	TX
KIMP--AM	Mount Pleasant	TX
KFNZ-AM	Salt Lake City	UT
WSVA-AM	Harrisonburg	VA
WFAW-AM	Milwaukee	WI
WKTY-AM	La Crosse-Eau Claire	WI
WMAM-AM	Green Bay-Appleton	WI
WSCO-AM	Green Bay-Appleton	WI
WEIR-AM	Wheeling-Steubenville	WV
WXXX-AM	Wheeling-Steubenville	WV



# In March the newspaper content sharing program was launched.

## KPC Media to Carry Pro Football Weekly Content through Shaw Media Content Sharing Program.

**KPC Media Group Inc.** is a privately owned printer and publisher of daily and weekly newspapers headquartered in Kendallville, Ind. The company operates presses in Kendallville, and also has editorial and business offices in Auburn, Angola and Fort Wayne.

Pro Football Weekly content will be featured in The Herald Republican of Angola, IN., The News Sun of Kendallville, IN., and the The Star of Auburn, IN. starting in August 2016 with PFW's Fantasy Football edition.

KPC Media joins other PFW content partners including: The Northwest Herald (Crystal Lake, IL), Daily Chronicle (DeKalb, IL), The Herald-News (Joliet, IL), Telegraph (Dixon, IL) the Daily Gazette (Sterling, IL) the Daily Herald (Arlington Heights, IL), the Chicago Sun-Times, the Rockford Register Star, The Daily Journal (Kankakee, IL), the Ottawa (IL) Daily Times and the Peoria (IL) Journal Star.

... through Shaw Media Content Sharing Program.

... nearly one million people living in Maryland and Delaware each papers, websites and apps. APG Chesapeake maintains a strong unity journalism through publishing quality community newspapers in the nation along with first class websites and apps.

Other PFW content distribution partners including: the Northwest Herald (Crystal Lake, IL), Daily Chronicle (DeKalb, IL), The Herald-News (Joliet, IL), the Daily Gazette (Sterling, IL), the Daily Herald (Arlington Heights, IL), the Chicago Sun-Times, the Rockford Register Star, the Peoria Journal Star.

... NFL regular season and postseason, PFW's staff of NFL beat writers, features and analysis of the NFL on a weekly basis in predesigned pages. Content will include game previews, fantasy football advice, picks against the spread, features and NFL analysis from PFW Editor Hub Arkush, one of the leading NFL analysts in the country. A pre-training camp edition also will be available in





# observations

- What you first think will work may not: don't be married to your initial concept.
- Make sure to take time to define your differentiator.
- Package all media...don't sell by product.
- Forge partnerships...don't go it alone.

5/1/16



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*Pro Football*!!