



Join the Movement

Celebrating Forty+ Years of Chicago LGBTQ+
News, Culture, and more!

Windy City Media Group

OUR BRANDS



Windy City Times
LGBTQ+ News & Culture
Website & Socials



Chicago Social Butterflies
LGBTQ+ Events Aggregator
Website, Newsletter, Socials



News on Q
LGBTQ+ News & Culture
Newsletter



BLACKlines
Black LGBTQ+ News & Culture
Newsletter

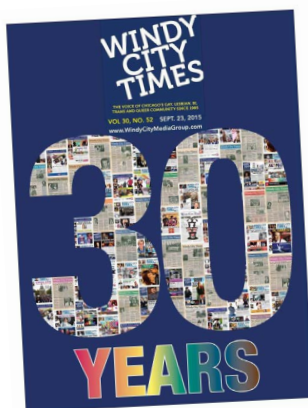


En La Vida
Latine LGBTQ+ News & Culture
Newsletter

WHO WE ARE 2025-2026

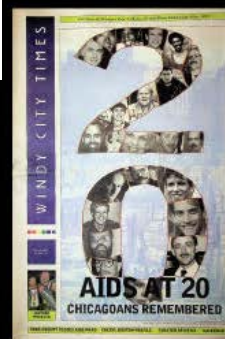
JOIN Windy City Times and our brands—and
be a part of the movement!

Having celebrated 40 years of amplifying the voice of Chicago's
LGBTQ+ community, we continue our mission with renewed energy.
Stay connected through our websites, newsletters, and events as we
build on this historic milestone together.



HISTORY of WINDY CITY TIMES

Windy City Media Group primarily serves the LGBTQ+ community in Chicago and the surrounding Midwest region. Its readership includes a diverse demographic of people who identify as lesbian, gay, bisexual, transgender, queer, non-binary, and allies of the LGBTQ+ community.



Windy City Times
WINDY CITY TIMES
WINDY CITY TIMES
WINDY CITY TIMES

WINDY CITY TIMES AT 35

*A collection of covers from
Windy City Times, Outlines,
Nightlines, BLACKlines, En La Vida
and more*

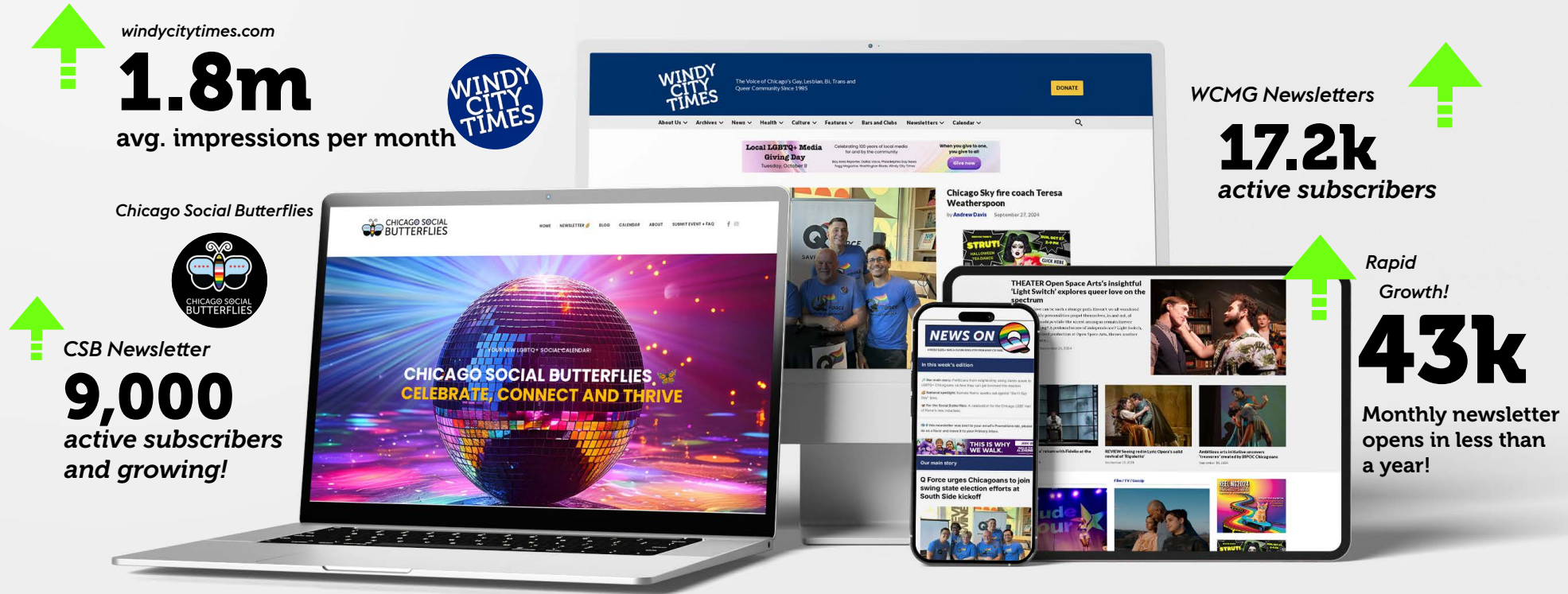
By Tracy Baim and Kirk Williamson

Chicago's Award-Winning LGBTQ+ News Source



WHAT WE ARE

We are **Chicago's LGBTQ+ News Source** *pivoting towards the future* with an all-digital portfolio covering news, events, and BIPOC populations.



WINDY CITY MEDIA GROUP REACH

Social Reach = 42,000+



4 Newsletters System

- Chicago Social Butterflies
- News on Q
- BLACKlines
- En La Vida

CSB & WCT Website Reach*

- WCT 102k visitors avg.
- WCT 58k clicks avg.
- CSB 267k impressions avg.

*in a 3 month span

WHO WE CONNECT WITH

Why work with us?

Windy City Times, a nationally recognized institution, has a deep-rooted history. Our understanding of our audience, coupled with our growth potential and our **40+ years serving Chicagoland**, makes us an ideal partner.

Windy City Media Group has

- strong brand loyalty
- a deep understanding of the LGBTQ+ community
- established trust and reputation
- community support
- high-potential for growth in the all-digital realm

Who do we impact?

- LGBTQ+ community & their families
- event organizers & local leaders
- allies & changemakers
- local economy (non-profits & for-profits)

Over 80%

*of our followers plan to travel within the U.S.**

About 20%

*of our followers earn 150k - 299k**

DEMO snapshots

Over 90%

*of our followers stream TV content**

Over 70%

*dine out as a social activity**

*taken from 2023 WCT survey

Community Quote

"As a newly out transgender woman, I'm looking for guidance on how to newly connect with the LGBTQIA+ community in Chicago, particularly (but not exclusively) with fellow trans individuals...Thank you very much for the newsletter, it's going to be wonderfully helpful."

- Chicago Social Butterflies subscriber





OUR PARTNERS

Be a part of the movement alongside our valued partners, and together, let's create a lasting legacy for future generations.



STEPPENWOLF



**BROADWAY
IN CHICAGO**

REELING2024
THE 42ND CHICAGO LGBTQ+
INTERNATIONAL FILM FESTIVAL

CHICAGO
FILMMAKERS



**CENTER
ON 3656 N.
HALSTED**





CONTACT

Digital packages available, reach out and get a quote. Our pricing is flexible and can be adjusted to accommodate your budget.

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