

QUINTESSENTIAL BARRINGTON®

The Voice of Barrington



Barrington's Luxury Magazine

2026 Media Kit

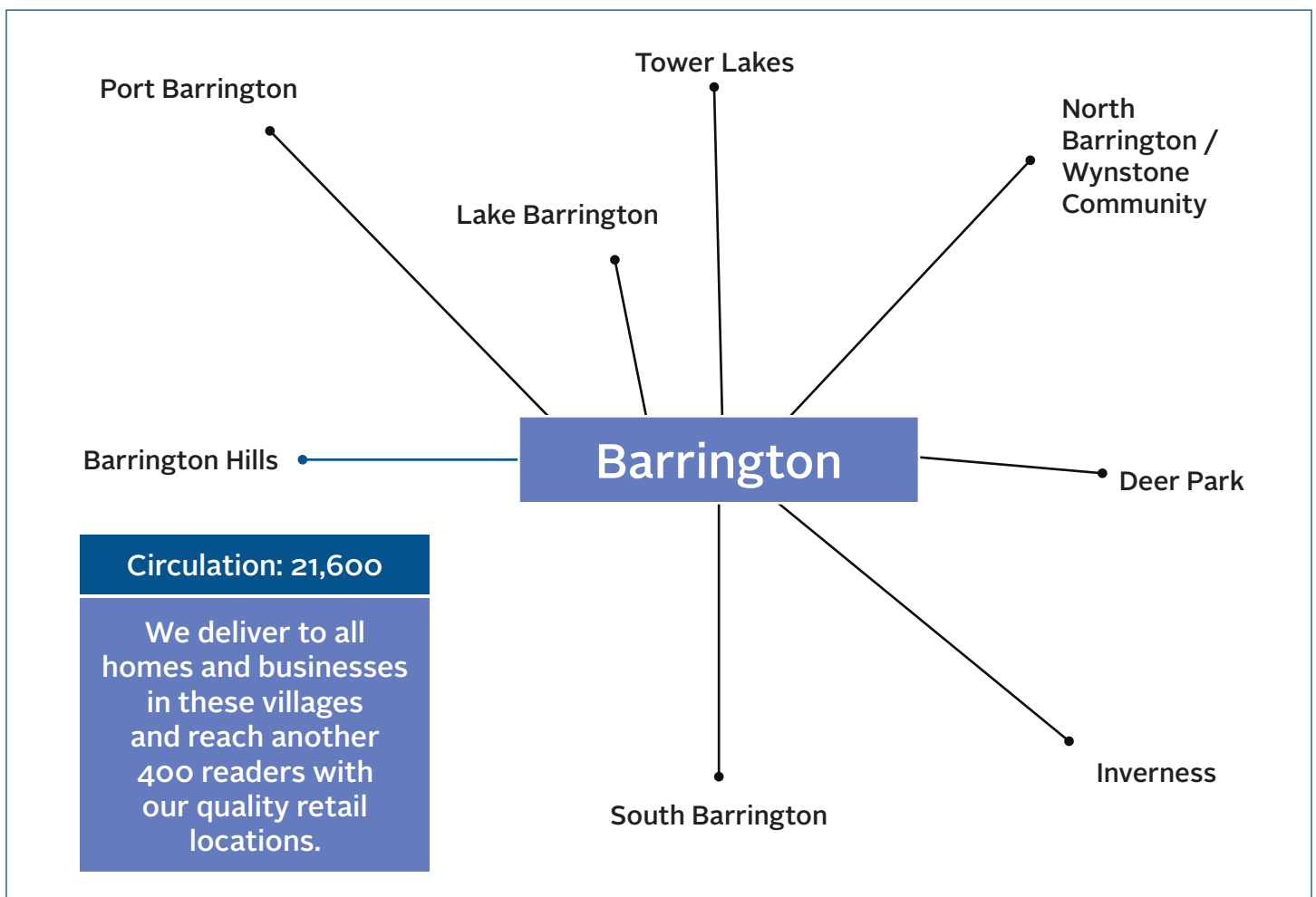
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CIRCULATION / READERSHIP

Circulation: Quintessential Barrington is direct mailed to 21,000 homes and businesses. An additional 400 copies are distributed in high-quality, high traffic retail locations after the bulk mailing is completed. This allows visitors from peripheral markets such as Palatine, Cary, Fox River Grove, Lake Zurich, Algonquin, Hoffman Estates, and others to grab a copy of the magazine. The racks and baskets are replenished regularly as the magazines move quickly at our partner locations.

Readership: We estimate 81,000 ad impressions based on 21,600 (includes 500 copies placed in retail locations) total copies seen 3.75 times based on our magazine's long shelf life and high pass-along value.



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MARKET DEMOGRAPHICS

Median Household Income	
North Barrington	\$205,682
South Barrington	\$198,388
Inverness	\$190,458
Barrington Hills	\$185,446
Deer Park	\$165,625
Barrington	\$153,125
Lake Barrington	\$108,563
Port Barrington	\$140,500
Tower Lakes	\$148,750

Population Data	
Population	47,130
Median Age	40.8
Households	17,000
Home Ownership	73.5%
Median Property Value	650,000
High School Educated	97.2%
Graduate Degrees	70.8%

60010 & 60067 (INVERNESS ONLY)

ADVERTISER TESTIMONIALS

"Being in QB is hands down the best way to be known to the Barrington community. It has been an amazing opportunity that proves its' worth it over and over... from total strangers noting they've seen us in QB, to new and old clients earmarking and showing us our ad with pride – QB is a marketing must for our team. Thank you, QB, for investing in Barrington and helping us showcase our business in such a beautiful way."

– Judy Bruce & Allyson Campbell, Vesta Home Team–COMPASS

"Since 2006, CCE has been advertising with QB. We have received many fabulous clients through our ads and each one values our services. We believe the QB readers understand the value of the publication and therefore trust all who advertise with the publication. CCE knows that QB is a valuable partner for our marketing strategy."

– CHRISTINA CURRIE, CHRISTINA CURRIE EVENTS

"I just got your latest issue, and I need to congratulate you again. This is a complete success. The ads are gorgeous and plentiful. The focus on the high school is perfectly on target with your audience—this is why you own the Barrington market. What a perfect issue to present the future you are championing with your mission, by featuring examples from Barrington High School. Fantastic!"

– ED S., MARKETING DIRECTOR FOR A HOME BUILDER

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2026 AD RESERVATIONS & DEADLINES

JANUARY/FEBRUARY

HEALTH & WELLNESS

Space Reservation
November 25, 2025

Ad Artwork Completed
December 2, 2025

MARCH/APRIL

HOME & GARDEN

Space Reservation
January 27, 2026

Ad Artwork Completed
February 2, 2026

MAY/JUNE

ARTS & CULTURE

Space Reservation
March 27, 2026

Ad Artwork Completed
April 1, 2026

JULY/AUGUST

MOVERS & MAKERS

Space Reservation
May 29, 2026

Ad Artwork Completed
June 1, 2026

SEPTEMBER/OCTOBER

BACK TO SCHOOL

Space Reservation
July 31, 2026

Ad Artwork Completed
August 3, 2026

NOVEMBER/DECEMBER

HOLIDAY SEASON

Space Reservation
September 30, 2026

Ad Artwork Completed
October 1, 2026

What Our Advertisers Are Saying...

The QB team said I needed three things in my ad: Say you're from Barrington. I've been here eight years. Include your photo. And run more than one ad.

One ad isn't enough. Being consistently in the magazine for repetition is important.

My first ad I got one call. Now I get 10 calls from new customers every issue. People cut out my ad and saved it. Some people held onto it for six months before they called me.

Every time I walk in someone's door, they say "you look just like your picture." It makes customers more comfortable when they know who you are. People love that I am local and can bump into them at the grocery store.

Having the magazine in 60010 and Inverness keeps me local and that's where I want to be. Without QB my new business wouldn't have grown as quickly as it has.

- Rob Reinert, Owner



 **CITY SLICKERS**
HOME MAINTENANCE SERVICE

Call 773-412-5032

Contact: To reserve your ad space, contact Lisa @ Lisa@QBarrington.com
or call 847-381-3860

