

Chicago gets another luxury lifestyle magazine

By LYNNE MAREK



HudsonMod, one of Mod Media's publications

The luxury lifestyle magazine industry in Chicago is about to get another player.

Montclair, N.J.-based Mod Media, which publishes HudsonMod for a New York City and New Jersey audience, says it will launch ChicagoMod this month, with 120 glossy pages of fashion, dining, philanthropic and travel content catering to well-heeled readers.

Advertisers will include luxury goods retailers and upscale car dealers, as is the case with its edition out east. About half of its 65,000 circulation will be sent directly to homes in wealthy zip codes, but the bi-monthly magazine will also be on newsstands for \$5.95 and free at some establishments.

The new company will be in direct competition with already well-established Chicago magazines **CS**, published by Modern Luxury, and **Michigan Avenue**, a title in the Niche Media Holdings group, that are each part of larger publishing companies that span the nation.

Mod Media President Shannon Steitz says she respects those peers, but believes there's room for her publication as well. "I don't see Chicago any more crowded than any other key city that we would look to penetrate," and the competition shows how viable the market is, she says. Like the other publications, ChicagoMod will sponsor events, too, with a launch party already scheduled for next month.

ChicagoMod will be Mod Media's second magazine, and Steitz expects the company will add more editions in other major cities. Still, special publishing projects for clients, also known as custom publishing, has in the past accounted for more than half the company's business, she said. Steitz declined to discuss financials for the private company, but said it has about 40 employees with a small editorial and sale office in the West Loop that will eventually have about 10 workers.