

MAXIMIZE YOUR MEMBERSHIP

The Magnificent Mile® Association exclusively promotes special offers, in-store events and regular updates from member businesses to consumers locally, nationally and around the globe. Most marketing initiatives are complimentary benefits of Association membership. Learn more below.

THEMAGNIFICENTMILE.COM

- All members receive a complimentary listing in their respective category: Shopping, Hotels, Dining, Attractions, Spa & Beauty.
 - » Full-page listings include a keyword-rich description, multiple images and rich media; along with your website, social media pages, and the appropriate contact information to book your business.
- More than 1 million visits in 2017 with a high degree of user engagement:
 - » Average of 2:30 minutes spent on the site and 3 pages per visit.
 - » Visitors from 203 countries in 2017.
- Mobile-optimized and integrated with Google Maps functionality.
- Highlight in-business promotions on our “What’s Hot” Blog and help visitors plan their trip with our Events Calendar.
- Sponsored content and other digital features are available for a monthly investment.



SOCIAL MEDIA

- Follow The Magnificent Mile (TheMagMile) on Facebook, Twitter and Instagram.
 - » We reach over 100,000 followers on social media.
- Think of social media as our daily touch point to consumers: we source our messaging exclusively from our members and there is no limit to how often we can share your content.
 - » Share stock images with us for regular, content-rich and branded messages.



E-COMMUNICATIONS

- The Magnificent Mile features select promotions on a monthly basis via e-blast, usually packaged for a holiday, special occasion or major consumer event in the district.
 - » Our consumer database is more than 32,000 opt-in emails.
- Our bi-weekly Member Newsletter provides the opportunity to reach a B2B community of more than 2,000 professionals in the district.



PUBLIC RELATIONS

- More than 10 billion media impressions annually, including seasonal promotions and major event campaigns through local, regional, national and international outreach.



THE MAGNIFICENT MILE® ASSOCIATION MEMBER BENEFITS

THE BMO HARRIS BANK MAGNIFICENT MILE LIGHTS FESTIVAL

- The national kick off to the holiday season returns Saturday, November 17, 2018.
 - » Promote special offers and seasonal promotions in tandem with family activities at Lights Festival Lane (Pioneer Court) and an evening tree-lighting parade attended by 800,000 – 1 million visitors each year.
 - » In 2017, the Lights Festival parade was broadcast to more than 90% of US viewership through ABC and affiliate networks, showcasing The Magnificent Mile district across the nation.



INTERNATIONAL MARKETING

- The Magnificent Mile welcomes media and FAM trips from major markets including the UK, Germany, Japan, China, Brazil and more.
- We customize these small group experiences and connect with members for the opportunity to promote your business in the international market.

TOP 5 INTERNATIONAL VISITORS TO THEMAGNIFICENTMILE.COM

Top Markets for 2017

- | | |
|----|------------------------------|
| 1. | Canada: 28,500 visits |
| 2. | United Kingdom: 8,700 visits |
| 3. | Mexico: 4,000 visits |
| 4. | Australia: 2,900 visits |
| 5. | Germany: 2,300 visits |



TAKE IT THE EXTRA MILE

- The Magnificent Mile staff seeks promotions from members on a monthly basis via e-blast
- Be sure to add info@themagnificentmile.com to your media list and connect your marketing/communications team with our staff!
- All major events and annual marketing initiatives are directed by volunteer committees. Look out for ways to get involved and plan for our success!

FOR MORE INFORMATION, Please contact:

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