

## ENHANCE SALES PERFORMANCE WITH ARTS & ENTERTAINMENT.

Readers turn to Arts & Entertainment to stay on top of upcoming leisure events. The section provides an editorial environment for performing arts, music, movies, art events, museums, activities and more. Arts & Entertainment is home to Pulitzer Prize winner Blair Kamin as well as a host of other nationally recognized writers.

"Critics' Choice" highlights top picks on everything from art to music to television. Greg Kot is one of the country's best-known rock critics, not just for his work at the Tribune but in national publications. Plus, the Chicagoland Theater Directory provides consistent advertiser visibility within relevant editorial coverage. Several Tribune arts critics can also be seen on CLTV providing television versions of their reviews.



**Published:** Sunday  
**Zoning:** Not Available  
**Order Deadline:** Thursday, 5:00p  
**Material Deadline:** Thursday, 6:00p

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY ARTS & ENTERTAINMENT READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	42%	87
	Women	52	58	112
<b>AGE</b>	18-34	33	23	72
	35-54	40	43	107
	55+	27	34	123
<b>EDUCATION</b>	College Grad+	28	39	142
	Some College	28	30	108
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	30	147
	\$75,000+	36	49	134
	\$50,000+	60	71	118
	<b>MEDIAN HHI</b>	\$59,084	\$73,556	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	37	83
	Home Owner	64	71	111
	Rent/Other	36	29	80
	Home Value \$250,000+	32	44	137
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$297,259	

\*Average issue readership  
 Base: 7,080,519 adults 18+ in the Chicago DMA.  
 Source: Gallup Chicago Media Usage and Consumer Behavior Poll © 2005.

**Chicago Tribune**

What's in it for you?

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