

AT PLAY

IS CHICAGO'S BEST GUIDE TO DINING & LEISURE.

Sophisticated. Authoritative. At Play focuses on the ever-expanding world of leisure and entertainment, with advice on topics from new restaurants to the best ways to enjoy big events.

At Play features the extended "Metromix Planner" packed with two weeks of "Best Bets" from metromix.com.

Other popular At Play elements that generate loyal readership include Dining, with reviews and advice on the latest on the restaurant scene as well as the popular "Cheap Eats" column, Shopping with Shopping Adviser Ellen Warren detailing the newest shops and boutiques, to where to get the best baby gear, and Outdoors with its family friendly focus on festivals and outdoor fun.



Published: Thursday
Zoning: Available
Order Deadline: Monday, 5:30p
Material Deadline: Tuesday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	THURSDAY AT PLAY READERS*	TARGETING INDEX
GENDER	Men	48%	47%	97
	Women	52	53	103
AGE	18-34	33	19	59
	35-54	40	46	116
	55+	27	34	125
EDUCATION	College Grad+	28	44	157
	Some College	28	31	113
HOUSEHOLD INCOME	\$100,000+	20	31	152
	\$75,000+	36	52	142
	\$50,000+	60	74	124
	MEDIAN HHI	\$59,084	\$76,892	
HOUSEHOLD DATA	Child(ren) in Household <18	45	40	89
	Home Owner	64	74	117
	Rent/Other	36	26	71
	Home Value \$250,000+	32	47	146
	MEDIAN HOME VALUE	\$250,172	\$298,906	

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



What's in it for you?

For more information, contact your Chicago Tribune Sales Representative or call 312-222-4150.