

BOOKS SECTION IS MOVING TO SATURDAY!

Beginning May 19, consumers can enjoy BOOKS throughout the weekend.

BOOKS will have its new home on Saturdays, and will provide the same great editorial coverage that readers have come to expect.

Especially focused on Chicago and the Midwest, Books features elements like "Editor's Choice" and "Opening Lines" which highlights the first passage of a favorite book.

On Sunday, Arts & Entertainment debuts "Lit Life" by Pulitzer Prize winner Julia Keller, who examines the world of books, words and ideas.

Now, there's great content on Saturday and Sunday to target your advertising message.



Published: Saturday
Zoning: Not Available
Order Deadline: Tuesday, 5:00p
Material Deadline: Wednesday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE		TOTAL MARKET ADULTS	BOOKS READERS*	TARGETING INDEX
TOTAL ADULTS	Men	48%	40%	84
	Women	52	60	115
AGE	18-24	13	6	50
	25-34	20	12	62
	35-44	18	17	95
	45-54	22	26	118
	55+	27	38	140
EDUCATION	College Grad+	28	44	160
	Some College	28	29	103
	High School Grad or Less	44	27	60
HOUSEHOLD INCOME	\$100,000+	20	26	128
	\$75,000+	36	45	123
	\$50,000+	60	69	115
HOUSEHOLD DATA	Child(ren) in Household	45	32	71
	Home Owner	64	73	114
	Rent/Other	24	18	75

* Read 3 or more of last 4 issues. Numbers may not add up to 100% due to rounding.
 Base: 7,080,516 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 sales representative or call 312-222-3627