

## PROVIDING ACCESS TO YOUR BEST CUSTOMERS.

Every Sunday, Chicago Tribune Magazine reaches the sophisticated reader who enjoys living the good life. As the Midwest's only newspaper magazine, Chicago Tribune Magazine uncovers trends and treasures for a wide audience, and specializes in telling the stories of people who influence Chicago and the region. This visually compelling part of the Sunday newspaper is required reading by anyone seeking to understand Chicago and its place in the world.

Chicago Tribune Magazine delivers multiple special issues. These include the Fall issues devoted to Travel and Entertaining, two Summer issues focused on Summer Pleasures and Outdoor Entertaining, and two Home Design issues.

Chicago Tribune Magazine's high gloss stock ensures superior ad reproduction and its diverse advertising options include gatefolds, inserts, scent strips, glue-ons and reply cards.



**Published:** Sunday  
**Zoning:** Available—VIP issues only  
**Order Deadline:** Monday, 10:00a  
 34 days prior to issue date  
**Material Deadline:** Friday, 12:00p  
 34 days prior to issue date

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY CT MAGAZINE READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	41%	84
	Women	52	59	115
<b>AGE</b>	18–34	33	15	46
	35–54	40	42	106
	55+	27	43	156
<b>EDUCATION</b>	College Grad+	28	40	146
	Some College	28	30	108
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	27	134
	\$75,000+	36	46	128
	\$50,000+	60	70	116
	<b>MEDIAN HHI</b>	\$59,084	\$70,609	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	32	72
	Home Owner	64	78	122
	Rent/Other	36	22	62
	Home Value \$250,000+	32	48	150
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$291,867	

\*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?

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