

THE MAGAZINE FOR CHICAGO, BY CHICAGOANS.

With a paid circulation of more than 186,000, Chicago magazine remains the pre-eminent city monthly publication in the country. Focusing on the city's movers and shakers, Chicago magazine's powerful narratives lend insight into how the city works. While its stories are grounded here in Chicago, its journalistic style can compete anywhere in the country.

Written by the city's best editors, critics, columnists and contributors, Chicago magazine covers the stories, events and goings-on that affect the lives of almost 1 million readers. And with an average household income of \$172,400, our subscribers have the means to experience the best Chicago has to offer. And they look here to learn where to spend it.



Published: Monthly.
On sale 2 weeks prior to issue date

Zoning: Not Available

Order Deadline: 17th of second month prior to issue date (i.e. June 17th for August issue)

Material Deadline: Digital ad files due 20th of second month prior to issue date (i.e. June 20th for August issue)

For final deadline dates, please contact Production Department at 312-222-8999.

DEMOGRAPHIC PROFILE

CHICAGO MAGAZINE READERS*

GENDER	Men	37%
	Women	63
AGE	18-34	23
	35-54	48
	55+	29
EDUCATION	College Grad+	75
	Any College	92
HOUSEHOLD INCOME	\$100,000+	58
	\$75,000+	74
	\$60,000+	83
	AVERAGE HHI	\$172,400
HOUSEHOLD DATA	Home Owner	84
	Rent/Other	16
	AVERAGE HOME VALUE	\$430,500

* Average issue readership
Sources: Audit Bureau of Circulations, December 2004; MRI Subscriber Study 2003.



Chicago Tribune

What's in it for you?

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