

ADVERTISING RESULTS ARE NO JOKE IN CHICAGO TRIBUNE COMICS.

Chicago Tribune Comics offers an eye-catching, engaging and creative environment that can boost your ad's visibility. This section features the most popular and well-read comics in Chicagoland, including *Dilbert*, *For Better or For Worse* and *Get Fuzzy*.



Comics offers unique Sunday advertising options including gatefolds and spades that wrap the section. This strategy gives your message a unique position within our package of highly read inserts.

Comics is utilized by a variety of retailers, from furniture to auto aftermarket stores, proving its effectiveness for any type of advertiser.

Published: Sunday
Zoning: Not available
Order Deadline: Wednesday, 10:00a
 39 days prior to issue date
Material Deadline: Friday, 12:00p
 37 days prior to issue date

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY COMICS READERS*	TARGETING INDEX
GENDER	Men	48%	49%	102
	Women	52	51	98
AGE	18-34	33	33	100
	35-54	40	37	92
	55+	27	31	112
EDUCATION	College Grad+	28	34	121
	Some College	28	31	112
HOUSEHOLD INCOME	\$100,000+	20	26	129
	\$75,000+	36	44	120
	\$50,000+	60	68	113
	MEDIAN HHI	\$59,084	\$67,790	
HOUSEHOLD DATA	Child(ren) in Household <18	45	39	87
	Home Owner	64	66	103
	Rent/Other	36	34	95
	Home Value \$250,000+	32	40	127
	MEDIAN HOME VALUE	\$250,172	\$285,512	

*Average issue readership
 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.