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**Zoning:** Not available  
**Order Deadline:** 3:00p  
 2–3 days prior to publication  
**Material Deadline:** 6:00p  
 2–3 days prior to publication

Color deadline 24 hours prior to material deadline

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	DAILY BUSINESS READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	59%	123
	Women	52	41	79
<b>AGE</b>	18–34	33	18	54
	35–54	40	38	95
	55+	27	45	163
<b>EDUCATION</b>	College Grad+	28	48	172
	Some College	28	29	104
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	31	155
	\$75,000+	36	52	144
	\$50,000+	60	74	123
	<b>MEDIAN HHI</b>	\$59,084	\$77,510	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	34	77
	Home Owner	64	82	129
	Rent/Other	36	18	49
	Home Value \$250,000+	32	53	165
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$301,131	

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



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