

# MAIN NEWS

## DELIVERS MORE PROSPECTS.

As the first section of the Chicago Tribune, Main News' immediate visibility and time-sensitive nature encourages readers to actively look in its pages for the latest news and advertising information.

Main News' editorial/opinion pages are popular attractions that boost readership and thus increase advertiser awareness.

Main News is the marketplace for fashion and other upscale advertisers, placing your ad in very good company. Guaranteed ad positions on pages 2 and 3 provide high visibility for your message.

Stories and daily news developments are also shared through live and taped interviews with WGN-TV, CLTV and WGN Radio. This content is also available through [chicagotribune.com](http://chicagotribune.com), where top story interviews often appear alongside the print story.



**Published:** Monday–Saturday  
**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 MAIN NEWS READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	51%	107
	Women	52	49	94
<b>AGE</b>	18–34	33	24	75
	35–54	40	38	96
	55+	27	37	136
<b>EDUCATION</b>	College Grad+	28	42	153
	Some College	28	30	107
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	30	147
	\$75,000+	36	50	137
	\$50,000+	60	73	121
	<b>MEDIAN HHI</b>	\$59,084	\$74,469	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	38	85
	Home Owner	64	75	117
	Rent/Other	36	25	70
	Home Value \$250,000+	32	48	150
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$300,924	

\*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.