

# METRO

## DRIVES SALES POTENTIAL.

Chicago Tribune readers turn to the Metro section for authoritative reports on regional and local news.

Placed directly behind the Main News section, Metro also plays host to our Weather page, making it a frequent destination for local residents and business travelers alike.

Several of Chicago Tribune's favorite columnists also call the Metro section home—giving readers even more of a reason to turn to it on a daily basis. The day's top city and suburban stories in the Tribune are shared Tuesday through Friday mornings on CLTV, WGN-TV and WGN Radio morning news programs.



**Published:** Monday–Friday  
**Zoning:** Available Wednesday–Friday  
**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 METRO READERS*	TARGETING INDEX
<b>GENDER</b>	Men	48%	48%	99
	Women	52	52	101
<b>AGE</b>	18–34	33	19	60
	35–54	40	40	99
	55+	27	41	150
<b>EDUCATION</b>	College Grad+	28	43	157
	Some College	28	29	104
<b>HOUSEHOLD INCOME</b>	\$100,000+	20	30	147
	\$75,000+	36	50	137
	\$50,000+	60	72	120
	<b>MEDIAN HHI</b>	\$59,084	\$74,578	
<b>HOUSEHOLD DATA</b>	Child(ren) in Household <18	45	37	83
	Home Owner	64	78	122
	Rent/Other	36	22	61
	Home Value \$250,000+	32	50	158
	<b>MEDIAN HOME VALUE</b>	\$250,172	\$307,681	

\*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.