

SCORE WITH CHICAGO TRIBUNE SPORTS.

The Chicago Tribune Sports section delivers complete athletics coverage, including professional, college and high-school athletics which, in turn, supplies advertisers with a wide range of sports fans, from teens with disposable income to older adults with household incomes of \$100,000+.

Sports' award-winning editorial environment includes popular columnists Mike Downey and Rick Morrissey. Diverse, noted experts include Sam Smith on basketball, Don Pierson on football and Phil Rogers on baseball. Tribune sports writers are also frequent guests on WGN-TV, WGN Radio and CLTV sports programming.

Sports has a large male audience throughout the city and suburbs and offers a great opportunity to target this market segment since the editorial and advertising is of particular interest to these readers.



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 SPORTS READERS*	TARGETING INDEX
GENDER	Men	48%	70%	145
	Women	52	30	58
AGE	18–34	33	25	76
	35–54	40	39	98
	55+	27	36	131
EDUCATION	College Grad+	28	44	159
	Some College	28	27	98
HOUSEHOLD INCOME	\$100,000+	20	32	159
	\$75,000+	36	50	139
	\$50,000+	60	74	124
	MEDIAN HHI	\$59,084	\$75,449	
HOUSEHOLD DATA	Child(ren) in Household <18	45	40	89
	Home Owner	64	74	116
	Rent/Other	36	26	71
	Home Value \$250,000+	32	46	145
	MEDIAN HOME VALUE	\$250,172	\$292,811	

**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.