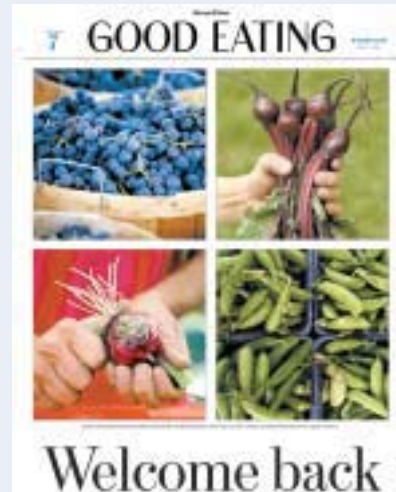


ADD FLAVOR TO YOUR ADVERTISING PLAN.

Awarded "Best Food Section" by the Association of Food Journalists, Good Eating features recipes, nutritional facts, new products and other food-and-drink-related articles. This trusted source for food and beverage information lends credibility to your advertising message.

As a multimedia food section, available at chicagotribune.com, Good Eating is perfect for cross-promotions, combination buys and sponsorship opportunities.

Good Eating's Wednesday issue provides extra circulation, readership and response generated by Chicagoland's largest presence of grocer ads and editorial content. Special cover stories focusing on holidays or special events allow for advertiser tie-ins with related products or promotions.



Published: Wednesday
Zoning: Available
Order Deadline: Monday, 11:00a
Material Deadline: Monday, 12:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	WEDNESDAY GOOD EATING READERS*	TARGETING INDEX
GENDER	Men	48%	37%	76
	Women	52	63	123
AGE	18-34	33	18	56
	35-54	40	39	97
	55+	27	43	157
EDUCATION	College Grad+	28	38	137
	Some College	28	30	109
HOUSEHOLD INCOME	\$100,000+	20	24	120
	\$75,000+	36	42	115
	\$50,000+	60	67	111
	MEDIAN HHI	\$59,084	\$65,256	
HOUSEHOLD DATA	Child(ren) in Household <18	45	32	72
	Home Owner	64	76	119
	Rent/Other	36	24	66
	Home Value \$250,000+	32	45	141
	MEDIAN HOME VALUE	\$250,172	\$280,645	

*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.