

CULTIVATE YOUR BUSINESS WITH HOME & GARDEN.

Every Sunday, read about everything that makes a house beautiful in the ever-popular Home & Garden section from the Chicago Tribune. Touching on topics from interior decorating to gardening, Home & Garden is a Sunday must-read.

Home & Garden plays home to such talents as the Tribune's shelter writers Mary Daniels, Karen Klages, Pamela Sherrod, garden writer Beth Botts and "Weekend Cook" Abby Mandel. Editorial is focused on a variety of topics from hosting the perfect party to making the perfect bundt cake. Advertisers will welcome an audience that has increased spending power and a desire for your goods and services.



Published: Sunday
Zoning: Available
Order Deadline: Wednesday, 5:00p
Material Deadline: Wednesday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY HOME & GARDEN READERS*	TARGETING INDEX
GENDER	Men	48%	35%	72
	Women	52	65	127
AGE	18-34	33	15	46
	35-54	40	43	108
	55+	27	42	153
EDUCATION	College Grad+	28	41	150
	Some College	28	29	103
HOUSEHOLD INCOME	\$100,000+	20	28	141
	\$75,000+	36	48	131
	\$50,000+	60	73	121
	MEDIAN HHI	\$59,084	\$72,334	
HOUSEHOLD DATA	Child(ren) in Household <18	45	35	79
	Home Owner	64	84	131
	Rent/Other	36	16	45
	Home Value \$250,000+	32	54	170
	MEDIAN HOME VALUE	\$250,172	\$301,937	

*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.