

ATTRACT AN OUTGOING AUDIENCE.

Chicago is a theater-lovers paradise, a haven for art collectors who enjoy a lively gallery scene and a source of almost unending enjoyment for music-lovers. And On The Town—with Chicago Tribune music, theater, art and culture critics—covers it all.

On The Town is Chicagoland's weekend entertainment guide. An editorial environment for everything from music and art to live theater and movies make this section a must-have for young and old alike. Plus, our popular "Movie" pullout features reviews, showtimes and theater locations. Movie reviews can also be found on metromix.com, and are highlighted weekly on CLTV.

We comb the city to find out what's happening where and who's doing what. Chris Jones, Tribune's arts reporter who covers the local theater scene, and Michael Wilmington, our movie critic, are two of the Tribune's best resources for entertainment and dining. Our readers turn to us faithfully every Friday—as should advertisers looking to fill their weekend planners.



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Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	FRIDAY ON THE TOWN READERS*	TARGETING INDEX
GENDER	Men	48%	47%	97
	Women	52	53	103
AGE	18-34	33	19	59
	35-54	40	46	116
	55+	27	34	125
EDUCATION	College Grad+	28	44	157
	Some College	28	31	113
HOUSEHOLD INCOME	\$100,000+	20	31	152
	\$75,000+	36	52	142
	\$50,000+	60	74	124
	MEDIAN HHI	\$59,084	\$76,892	
HOUSEHOLD DATA	Child(ren) in Household <18	45	40	89
	Home Owner	64	74	117
	Rent/Other	36	26	71
	Home Value \$250,000+	32	47	146
	MEDIAN HOME VALUE	\$250,172	\$298,906	

*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?

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