

PUT YOUR ADVERTISING INTO PERSPECTIVE.

The Chicago Tribune Perspective section is the Sunday source for view-points, analysis and personal accounts on the changing social/political climate, featuring editorial from staff and guest writers. Perspective reaches educated and upscale readers and decision-makers with political and socially-charged opinions and general interests.

Perspective is home to the Sunday Editorial and Op-Ed pages, a significant draw among Chicago Tribune readers and, as a result, advertisers.

Perspective's advertisers are surrounded by award-winning editorial content that influences the movers and shakers in the market and increases the credibility of the advertising message.



Published: Sunday
Zoning: Not available
Order Deadline: Thursday, 12:00p
Material Deadline: Thursday, 12:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY PERSPECTIVE READERS*	TARGETING INDEX
GENDER	Men	48%	50%	103
	Women	52	50	97
AGE	18-34	33	15	46
	35-54	40	44	109
	55+	27	41	151
EDUCATION	College Grad+	28	46	166
	Some College	28	31	110
HOUSEHOLD INCOME	\$100,000+	20	28	136
	\$75,000+	36	47	129
	\$50,000+	60	71	118
	MEDIAN HHI	\$59,084	\$71,409	
HOUSEHOLD DATA	Child(ren) in Household <18	45	31	70
	Home Owner	64	77	121
	Rent/Other	36	23	64
	Home Value \$250,000+	32	48	152
	MEDIAN HOME VALUE	\$250,172	\$294,761	

*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.