

EXPLORE AND DISCOVER WITH Q.

The Chicago Tribune's Q section is a fresh take on the world. Q is both for and about our readers—their style, ideas, issues, health and fitness—essentially, their qualities of life.

Q's "off the news" feel spans topics such as wellness, people, fashion, dining, family and aspirations. Q's quick-hit style is certain to invoke conversations among fellow readers.

Q is an effective advertising vehicle for the healthcare industry, fashion and furniture retailers, or mid-priced restaurants.

Q is primarily targeted at women, age 35+, with an additional focus on all adults, age 25–49.



Published: Sunday
Zoning: Available
Order Deadline: Tuesday, 11:00a
Material Deadline: Tuesday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY Q READERS*	TARGETING INDEX
GENDER	Men	48%	35%	72
	Women	52	65	126
AGE	18–34	33	17	52
	35–54	40	43	107
	55+	27	40	147
EDUCATION	College Grad+	28	43	157
	Some College	28	29	105
HOUSEHOLD INCOME	\$100,000+	20	28	139
	\$75,000+	36	47	129
	\$50,000+	60	70	116
	MEDIAN HHI	\$59,084	\$70,759	
HOUSEHOLD DATA	Child(ren) in Household <18	45	35	78
	Home Owner	64	77	121
	Rent/Other	36	23	63
	Home Value \$250,000+	32	48	150
	MEDIAN HOME VALUE	\$250,172	\$296,613	

*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.