

## THE NEWSPAPER THAT SPEAKS THE LANGUAGE OF THE 18-34 MARKET.

What is RedEye? RedEye is the free tabloid-sized weekday edition of the Chicago Tribune aimed at young urban commuters. It offers a concise and refreshing look at news, sports, pop culture and the world of entertainment. RedEye includes a daily dose of content from metromix.com, Chicago's premier online guide to dining and entertainment, expanding to a 24-page pullout section on Wednesdays.

RedEye will help you tap into an elusive audience of time-pressed 20- and 30-year-olds who lead active lifestyles. They're out there and they're reading. Over the course of a week, RedEye reaches more young adults than any other alternative newspaper.

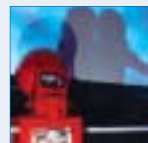


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<b>Order Deadline:</b>	<b>10:00a 2-3 days prior to publication</b>
<b>Material Deadline:</b>	<b>5:00p 2-3 days prior to publication</b>
<b>Color Deadline:</b>	<b>24 hours prior to material deadline</b>

### DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	REDEYE READERS*	TARGETING INDEX
<b>GENDER</b>	Men	47%	51%	107
	Women	53	49	94
<b>AGE</b>	18-34	38	53	139
	35-54	36	36	98
	55+	25	11	45
<b>EDUCATION</b>	College Grad+	25	21	84
	Some College	24	29	120
<b>HOUSEHOLD INCOME</b>	\$100,000+	13	7	57
	\$75,000+	26	25	96
	\$50,000+	45	45	100
<b>HOUSEHOLD DATA</b>	Single	55	65	119
	Own	46	33	72
	Rent/Other	54	67	124

\*Average issue readership  
Base: 2,099,202 adults 18+ in the City of Chicago.  
Source: Gallup Chicago Media Usage and Consumer Behavior Poll © 2005.



What's in it for you?

For more information, contact your Chicago Tribune Sales Representative or call 312-222-4150.