

GET A JUMP ON THE BUSINESS WEEK AHEAD.

Sunday Business is one of our most turned-to sections. Featuring in-depth coverage of the finance, marketing and stock markets, the Sunday Business section is where Chicago's decision-makers spend quality time. Whether it's reading one of our featured columnists or reading the personal finance section, "Your Money," readers take the extra time the weekend allows to digest all this section has to offer.

Readers who turn to the Business section are highly qualified prospects with buying power. And they make Sunday Business part of their weekend, every weekend, so it creates the perfect environment in which to market your brand or products.



Published: Sunday
Zoning: Not available
Order Deadline: Wednesday, 3:00p
Material Deadline: Wednesday, 6:00p

Color deadline 24 hours prior to material deadline

DEMOGRAPHIC PROFILE

		TOTAL MARKET ADULTS	SUNDAY BUSINESS READERS*	TARGETING INDEX
GENDER	Men	48%	60%	125
	Women	52	40	77
AGE	18-34	33	18	54
	35-54	40	44	109
	55+	27	39	142
EDUCATION	College Grad+	28	48	175
	Some College	28	27	98
HOUSEHOLD INCOME	\$100,000+	20	34	168
	\$75,000+	36	54	149
	\$50,000+	60	76	127
MEDIAN HHI		\$59,084	\$80,017	
HOUSEHOLD DATA	Child(ren) in Household <18	45	35	79
	Home Owner	64	82	128
	Rent/Other	36	18	51
	Home Value \$250,000+	32	54	170
	MEDIAN HOME VALUE	\$250,172	\$309,470	

**Average issue readership
 Base: 7,080,519 adults 18+ in the Chicago DMA.
 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.