

MAIN NEWS

DELIVERS MORE PROSPECTS.

International, national and local news, geared to make a difference in our readers' day and to have an impact on their lives, make up the first-seen section of the Chicago Tribune. Containing the leading news stories, Main News is an automatic go-to for readers looking for the most up-to-date information and advertising.

With color available throughout and guaranteed placement on certain pages, Main News delivers maximum visibility for your ad. Main News is often the marketplace for fashion and higher-end products, so your message will appear in very good company.



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 MAIN NEWS READERS*	TARGETING INDEX
GENDER	Men	48%	49%	102
	Women	52	51	98
AGE	18-34	33	25	78
	35-54	40	42	106
	55+	27	32	118
EDUCATION	College Grad+	28	39	143
	Some College	28	30	108
HOUSEHOLD INCOME	\$100,000+	20	30	146
	\$75,000+	36	49	136
	\$50,000+	60	72	121
MEDIAN HHI		\$59,084	\$74,165	
HOUSEHOLD DATA	Child(ren) in Household <18	45	41	91
	Home Owner	64	73	115
	Rent/Other	36	27	74
	Home Value \$250,000+	32	46	145
	MEDIAN HOME VALUE	\$250,172	\$296,362	

**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.