

METRO

DRIVES SALES POTENTIAL.

On Sunday, Metro turns its focus to community news and events. It is also home to our Weather page, making it a natural destination for area residents as well as business and leisure travelers.

Several of the Chicago Tribune's favorite columnists are found in Metro, so your ad or promotion will appear in the midst of their spirited opinions and intriguing takes on the events of the day.



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 METRO READERS*	TARGETING INDEX
GENDER	Men	48%	46%	95
	Women	52	54	104
AGE	18-34	33	22	67
	35-54	40	43	107
	55+	27	35	129
EDUCATION	College Grad+	28	41	149
	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	\$74,189	
HOUSEHOLD DATA	Child(ren) in Household <18	45	38	85
	Home Owner	64	76	119
	Rent/Other	36	24	66
	Home Value \$250,000+	32	48	152
	MEDIAN HOME VALUE	\$250,172	\$297,180	

*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.