

SCORE BIG WITH SUNDAY SPORTS.

The Sunday Sports section scores big with our advertisers. Not only does it offer complete sports coverage ranging from professional, college and local high school athletics, it draws a crowd ranging from teens with disposable income to older adults with incomes of \$100,000+.

Advertise in Sports and your ads will run in an award-winning arena. Our "AP Top Ten Sports" section delivers hard-hitting columnists and writers that know the game. Plus, this section offers superb color reproduction. You'll see for yourself how Sports will become your MVP (Most Valued Placement).



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 SPORTS READERS*	TARGETING INDEX
GENDER	Men	48%	69%	142
	Women	52	31	60
AGE	18-34	33	24	75
	35-54	40	44	109
	55+	27	32	117
EDUCATION	College Grad+	28	42	152
	Some College	28	28	100
HOUSEHOLD INCOME	\$100,000+	20	33	163
	\$75,000+	36	51	141
	\$50,000+	60	73	122
	MEDIAN HHI	\$59,084	\$77,003	
HOUSEHOLD DATA	Child(ren) in Household <18	45	42	95
	Home Owner	64	72	114
	Rent/Other	36	28	76
	Home Value \$250,000+	32	46	143
	MEDIAN HOME VALUE	\$250,172	\$294,076	

**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.